

MEDIA RELEASE: Hypocrisy of Australia's new tourism campaign

DATE: Thursday, 13 October 2022

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Overview: Yesterday Tourism Australia released their new mascot, Ruby the Roo, to entice tourists back to Australia. The CGI kangaroo, voiced by actor Rose Byrne, has been slammed by the online community for hypocrisy given Australia's brutal treatment of kangaroos. The outcry has been great across social media with Tourism Australia blocking kangaroo advocates from voicing their frustration.

Quotes attributable to Victorian Kangaroo Alliance president, Alyssa Wormald

"We are struck by the hypocrisy that Ruby the Roo is being celebrated as our tourism mascot when, in reality, kangaroos are our most abused wildlife and the victims of the world's largest land-based wildlife trade. If Ruby were real, the colonial mindset would see her as a pest and she would likely be shot. Her body would be sold for around a dollar a kilo and her joey bashed to death or left to starve. This is the grim reality we want the world to understand when they see Ruby the Roo."

"Kangaroos are unique, keystone species that are Totemic and fundamentally interconnected with Indigenous culture and spirituality. Tourism Australia clearly recognises that kangaroos are beloved worldwide and we wish all Australians would value them as much as the international community."