

Communities taking action

Collective Action Plan

2020–2025

(2024 revision)



Me whakaohooho, me whakamana ngā hapori
kia mahi i te mahi



PREDATOR FREE 2050
TUIA TE TAI AO



**Te Kāwanatanga
o Aotearoa**
New Zealand Government

**Communities taking action:
Collective Action Plan 2020–2025**

ISBN 978-1-0670174-0-8 (online)

Predator Free 2050 Collaborative Groups

Department of Conservation Te Papa Atawhai
PO Box 10420, Wellington 6140
New Zealand

August 2024

Editing:

Te Rōpū Ratonga Auaha, Creative Services

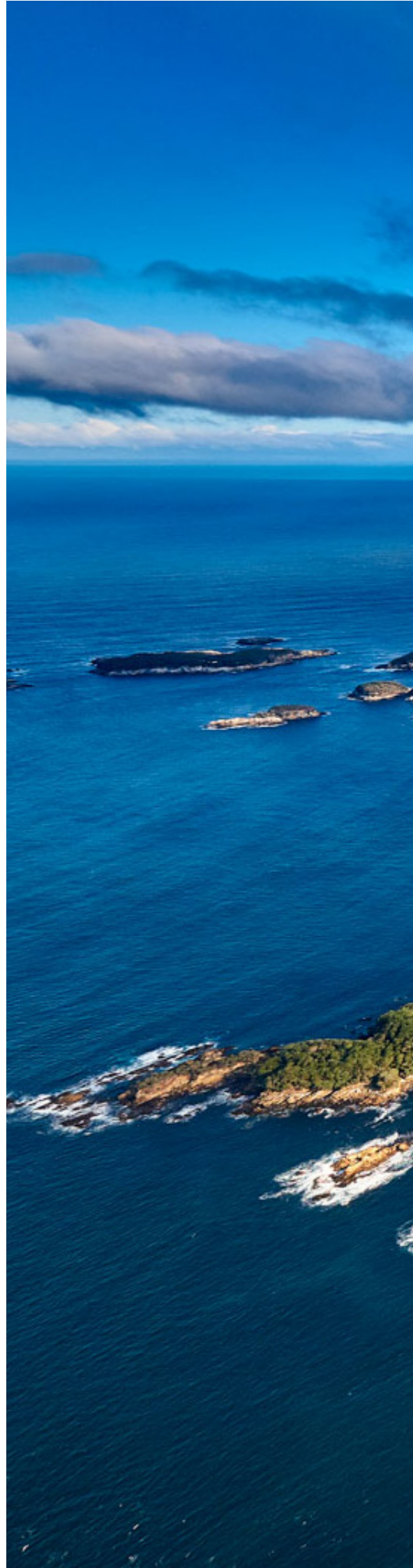
Design:

Bronwyn Aalders

R271146



This work is licensed under the Creative Commons Attribution 4.0 International licence. In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to the Crown and abide by the other licence terms. To view a copy of this licence, <https://creativecommons.org/licenses/by/4.0/>.



Contents

Section 1: Introduction	4
Overview.....	4
Purpose.....	4
Objective	4
Strategic outcomes.....	4
Section 2: Action plan guide	5
Context	5
Objectives, themes, actions and measures	5
Section 3: Action plan	7
Inspire	
Theme: Values, insights and beliefs	7
Inspire	
Theme: Storytelling and communication	8
Inspire	
Theme: Learning, education and employment	9
Empower	
Theme: Collaborations, partnerships and leadership	9
Empower	
Theme: Resources and funding	10
Support	
Theme: Tools	11
Support	
Theme: Data and information management	12

Section 1: Introduction

Overview

The Predator Free 2050 (PF2050) vision is ambitious and won't be easy to achieve. Sir Paul Callaghan described it as 'New Zealand's Apollo project' for a reason.

The PF2050 strategy aims to completely remove seven predators: rats (Norway, ship and kiore), mustelids (stoats, ferrets and weasels) and possums.

Isolated actions by individuals, communities, councils, agencies, non-governmental organisations and iwi will not achieve the goal. We need everyone to work together. We need engaged, enabled and empowered communities for the vision to be realised and for ongoing social acceptance of the current tools and required future innovation.

The Communities Taking Action collaborative group comprises representatives from the following organisations and entities:

- Predator Free 2050 Ltd
- regional councils
- Predator Free New Zealand Trust
- Forest and Bird
- Ministry for Primary Industries
- Department of Conservation
- a representative from the PF2050 Kaitiakitanga rōpū.

Together we support, inspire and empower community-led action: from backyards through to landscape-scale initiatives; from the top of the north to the deep south of Aotearoa New Zealand.

Purpose

This plan details the actions required to ensure the PF2050 vision is collectively owned, supported and achieved by communities in New Zealand.

Agencies cannot do this on their own, it also requires the energy and commitment of local communities and iwi.

Objective

To **inspire, empower** and **support** communities to contribute to the achievement of the PF2050 vision as part of Te Mana o te Taiao – Aotearoa New Zealand Biodiversity Strategy.

Strategic outcomes

Under the guiding principles of the PF2050 Strategy (see tuitaetaiao.nz/our-strategy/guiding-principles), this action plan seeks to achieve the following outcomes.

- Effective, aligned community-led action is enabled and well supported.
- Te hauora o te taiao, o te tangata: *The state of health of the environment and the people is enhanced by communities engaging and participating in making Aotearoa New Zealand predator free.*
- Younger generations are picking up the conservation mantle.
- All people of Aotearoa New Zealand are reconnecting with te taiao.
- The voices of nature are returning everywhere: *The mauri of the ngahere has been restored, taonga species are thriving, species are being returned to their rightful homes.*

Through this and other collaborative action plans, the mana of tangata whenua is enhanced, the ability of tangata whenua to exercise rangatiratanga and kaitiakitanga over wāhi tapu, mahinga kai and other taonga tuku iho is increased and management and eradication methods are aligned with Māori values and policies.



Section 2: Action plan guide

Context

This plan outlines the actions required to ensure we are inspiring, empowering and supporting communities to take appropriate place-based action for PF2050 and to show their support in decision-making.

Objectives, themes, actions and measures

Actions within this action plan have been grouped by objectives and themes. These are described under the headings below and in figure 1.

Objectives

Actions are grouped by the three action plan objectives.

- **Inspire**
- **Empower**
- **Support**

Themes and outcomes

Seven themes are set out across the three objectives. Each theme has an outcome that articulates what the endpoint of the actions should achieve for that discrete area of focus. The themes and outcomes are as follows.

- **Values, insights and beliefs**
The values, attitudes and beliefs that affect the PF2050 vision are understood. New Zealanders are passionate about protecting their unique native species by eradicating predators.
- **Storytelling and communication**
National, regional and local PF2050 stories generate shared inspiration and urgency to encourage individual and community participation.

- **Learning, education and employment**

All communities can access high-quality information, education, development and career opportunities.

- **Collaborations, partnerships and leadership**

Community conservation is connected and supported at place.

- **Resources and funding**

Communities experience increased funding and technical support to achieve their predator-free aspirations.

- **Tools**

Effective and efficient predator-removal tools are available and in use.

- **Data and information management**

Communities are supported to measure their progress and success, to inspire further action and to tell their story.

Actions

Actions describe the critical work and processes required to achieve measured outcomes. Some actions are discrete, one-off pieces of work that set the foundation for how support is designed and delivered. Other actions have a more ongoing focus, with regular evaluation to ensure the support is fit for purpose.

Measures

Measures are set for the actions within each theme and to assess outcome success.

Figure 1 outlines the action plan structure.

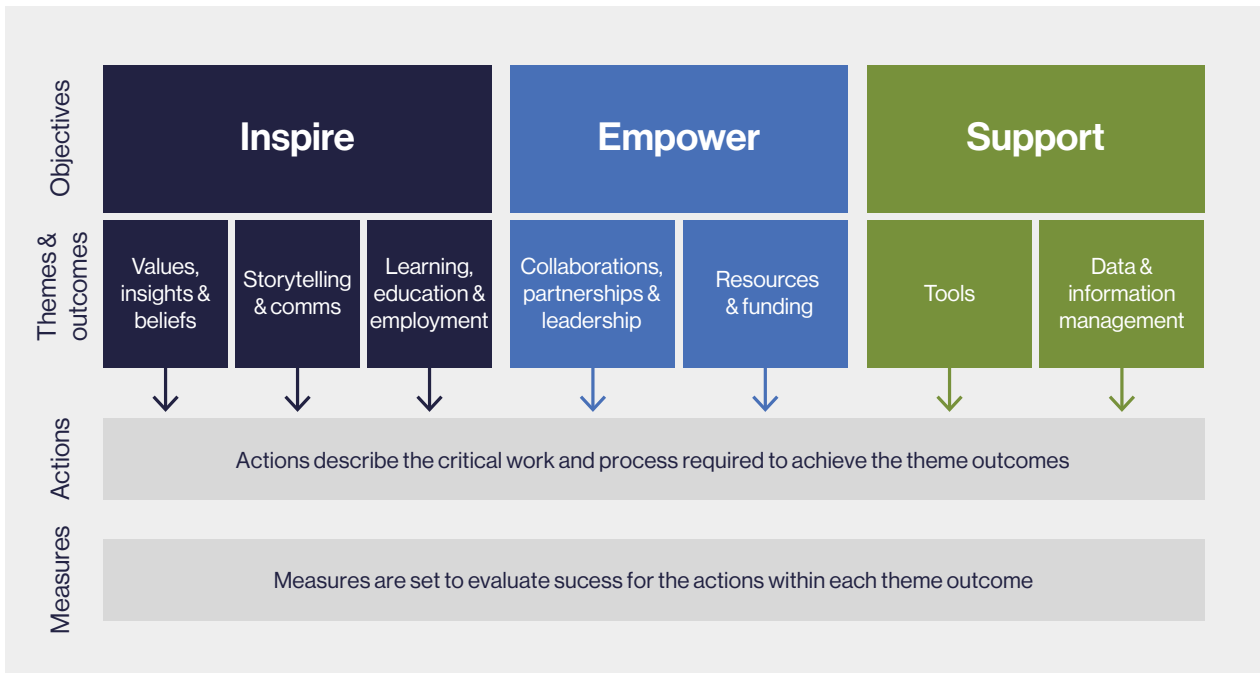


Figure 1. Action plan structure: objectives, themes, actions and measures.



Section 3: Action plan

The action plan is presented in a series of themed tables.

<h1>Inspire</h1> <p>Theme: Values, insights and beliefs</p>	
Outcome	
<p>The values, attitudes and beliefs that affect the PF2050 vision are understood. New Zealanders are passionate about protecting their unique native species by eradicating predators.</p>	
Actions	
1	Advocate for social science research to occur and inform the PF2050 programme strategy. Social science should be well aligned and able to be used and applied. Ensure learnings are adaptively incorporated across the PF2050 collaborative groups.
2	Deliver a messaging and motivations project to stocktake and inform the social science gaps and research required.
3	Advocate, support and encourage community participation in social science relating to the contribution of new knowledge on how to make Aotearoa New Zealand predator free.
4	Support the collection of data and stories to understand the changes in values, attitudes and beliefs around PF2050 goals and programmes.
5	Track, measure and interpret the levels of community support, engagement and activation.
6	Use the research on the current range of values, attitudes and beliefs that affect PF2050 to inform reviews of this plan and specifically the collaborative communications and engagement plan.
7	Ensure community perspectives are included in developing measures for assessing the progress Aotearoa New Zealand has made towards its predator-free vision and the contribution by communities is specifically measured and reported.
Measures	
	By 2024, an approach for segmented (targeted) messaging based on values is being used to foster public awareness of, acceptance and action towards PF2050.
	By 2025, every town and city has community-based PF2050 initiatives under way, involving a wide range of people and strengthening communities.
	People are excited by what others are doing towards PF2050 and actively seek out ways to contribute for the wider collective benefit.

Inspire

Theme: Storytelling and communication

Outcome

National, regional and local PF2050 stories generate shared inspiration and urgency to encourage individual and community participation.

Actions

1 **Develop** a collaborative community engagement and communications plan.

The plan should aim to cover the following.

- a Communication of the benefits of a predator-free Aotearoa New Zealand and the risk to native species if we do not take action.
- b Communication of the opportunities for New Zealanders to actively participate in PF2050 at every level and in a variety of ways.
- c Local champions – ensure they are identified, embraced and helped to flourish, with an initial focus on communities that are current champions and those identified as less engaged.
- d The sharing of local pūrākau (Māori myths and legends), folklore, whakataukī, waiata, mōteatea and whakapapa that relate to the loss of taonga species through predation and the connection of different taonga to whānau, hapū and iwi. Link the impact of their loss to ecosystem health and economic and social losses.
- e The creation of communication pathways that enable whānau and hapū to connect with the values and history of their project and express kaitiakitanga through storytelling and sharing their project's success.
- f The monitoring and measurement of the reach and effectiveness of PF2050 communications and engagement to inform improvements where required.
- g The span of participating organisations.
- h The ways to minimise and manage fatigue in community champions relating to PF2050 (for example when building momentum or, alternatively, achieving high success and no longer getting positive feedback from trap catch or bait take).
- i The promotion of local and regional examples of adaptive management through regular showcasing of case studies.

2 **Implement** the collaborative community engagement and communications plan.

Measure

By 2025, the national PF2050 kaupapa is widely shared.

Local stories are generated and widely shared within and across communities, helping to inspire others.

Successes are shared and celebrated on local, national and global platforms.

Inspire

Theme: Learning, education and employment

Outcome

All communities can access high-quality information, education, development and career opportunities.

Actions

- 1 **Determine** priorities and the investment required to address the professional capacity and capability gap to deliver the PF2050 vision. A selection of employment and training opportunities, trade qualifications and tertiary qualifications is developed including a 'career pipeline' or 'pathway'.
- 2 **Create** opportunities for rangatahi, school leavers, university graduates and the unemployed by supporting and financing programmes that encourage further conservation education, practical training and qualifications.
- 3 **Embed, promote and increase** environmental education in early childhood, primary and secondary curriculum frameworks. Support learning institutions to foster and grow an understanding and passion for te taiao. The value of Aotearoa New Zealand's native taonga and the impacts of predators are integrated across the mainstream curriculum. This includes supporting and enabling teacher training and professional development programmes using the environment as a context for learning throughout the curriculum.
- 4 **Develop** targeted resources for kura, kōhanga and mainstream education providers. Include education that supports New Zealanders to gain an understanding of the importance of 'te hauora o te taiao' (for us and our children after us – Ngāi Tahu whakatauki). These resources are to be centrally and nationally led, to minimise duplication and inconsistency and maximise the efficient access and use of resources.

Measures

By 2025 schools, kura, kōhanga and other education providers are using te taiao to build awareness, connection and action for PF2050.

By 2025, people are being upskilled in pest management and project management through tertiary education, workshops and on-the-job training.

By 2025, PF2050 operations are providing employment and economic opportunities for New Zealanders.

Empower

Theme: Collaborations, partnerships and leadership

Outcome

Community conservation is connected and supported at place.

Actions

- 1 **Conduct** a stocktake of current support by organisations and agencies aiming to enable communities, mana whenua, landowners and agencies to work collaboratively with each other.
- 2 Where requested by communities, **develop and support** local and regional forums or hubs to enable communities to collaborate, share knowledge, learnings and opportunities. Regional planning will be aligned with Te Mana o te Taiao – Aotearoa New Zealand Biodiversity Strategy.
- 3 **Adjust or develop** regional activities to improve engagement and ownership within communities.

Measures
By 2025, harder-to-reach communities and entities (for example those in circumstances that make them less able to contribute) are proactively engaged by agencies and organisations that enable them to participate in ways that suit them.
By 2025, participation in PF2050 projects by rural and urban communities across Aotearoa New Zealand has increased, strengthening people's relationships with the environment.
By 2025, diverse communities and individuals are engaged and contributing in different ways (for example citizen science, donating, trapping, building traps, planting).

Empower
Theme: Resources and funding
Outcome
Communities experience increased funding and technical support to achieve their predator-free aspirations.
Actions
<p>1 Develop a comprehensive funding strategy to secure ongoing support for community-led predator-free initiatives. The strategy must:</p> <ul style="list-style-type: none"> a include a prospectus for corporate and philanthropic investment into community-led predator-free projects b ensure funding is equitable and socially and culturally inclusive c include a schedule for monitoring and reporting on the changes made to funding that communities need to achieve their predator-free goals d understand the constraints and barriers to success for applicants in completing financial applications and accessing what they need, and develop a plan to remove these using a customer-needs focus e understand the current ways in which individuals and communities access funding, expertise and other support they need to achieve their goals. Identify the challenges or constraints in community access to funding, expertise and other support. Prioritise the areas that will make the biggest impact and communicate this to PF2050 governance as the areas requiring proactive investment f investigate ways to further ease successful applicant reporting back to funders and minimise the administrative burden.
2 Implement the funding strategy.
Measures
By 2025, agencies and organisations understand funding needs and how they can help support community groups to take action.
By 2025, communities have access to advice and funding to be successful in their regional predator-free programmes.

Support

Theme: Tools

Outcome

Effective and efficient predator-removal tools are available and in use.

Actions

- 1 **Promote best practice**, community-appropriate predator removal tools that are available through a variety of channels, including updates on new tools and innovations.
- 2 **Subsidise best-practice tools** and make these easily available to all communities in Aotearoa New Zealand.
- 3 Regularly promote and support access to **specialist advice** through a variety of channels.
- 4 Support and encourage **community participation in trials** of new tools and innovations and act as a conduit between community and research organisations on customer (community) needs and experiences as required.
- 5 **Develop training and support** packages to overcome local challenges in tool use and share community stories and information about barriers to use with research and innovation partners.
- 6 **Develop and promote outcome monitoring tools** for communities to effectively monitor their progress, celebrate successes and adjust their management for improved success. Ensure action and outcome monitoring tools for communities are accessible, fit for purpose and that training is available.
- 7 **Advocate** for and promote online tools, workshop materials and training packages to support local decision-making and capability for community projects. Information and advice relating to predator-free programmes are available through a variety of channels so people have access to current information and knowledge and skills to act.

Measures

By 2025, initial training needs are identified and a stocktake of existing information is undertaken.

By 2025, sustainability of supply for PF2050 tools (for example traps) is secured.

By 2025, training packages specific to community-led predator-free programmes have been developed and are in use.

Support

Theme: Data and information management

Outcome

Communities are supported to measure their progress and success, to inspire further action and to tell their story.

Actions

- 1 **Ensure** reporting systems are accessible, fit for purpose, and training is available. Reporting includes results, outcomes, involvement and effects.
- 2 **Provide** training and ongoing support to enable regular analyses of predator-control and biodiversity-gain results to inform future decisions.
- 3 **Ensure** best practice monitoring, reporting and reviewing systems are promoted through a variety of channels and support is available to communities. Develop an investment and delivery plan, if this is required.
- 4 **Check** that data and information are available in ways that enable local, regional and national storytelling.
- 5 **Promote and enable** individual and community participation in the national data management system and help with communication of the needs of communities in the design and during regular reviews of this system.

Measures

By 2025, data and information to help with decision-making, planning and delivery of pest control is readily available.

By 2025, communities collect, share and effectively manage PF2050 activity and outcome data, which contribute to the wider PF2050 story.

