



West Coast Penguin Trust *OPERATING STRATEGY 2019-2022*

Vision

West Coast seabirds and their habitat are healthy and thriving

Focus Areas

Conservation – advanced through science, best practice and practical solutions

Community – collaborate, educate, and grow support through awareness

Advocacy – dynamic and progressive advocacy for penguin & seabird conservation

Fundraising – sourcing the resources to succeed

Strategic objectives

Conservation

- Threats are understood, and practical solutions devised and implemented for species and ecosystems
- A national understanding of penguin demographics and research and conservation needs is advanced through the NZ Penguin Initiative (NZPI)
- New options (technologies, methods) are explored to understand and address threats
- Population decline is reversed, and healthy populations are maintained

Education and Awareness

- First class environmental education is provided within and supported beyond the region
- Awareness of issues, projects, successes and opportunities to help or be involved is maintained via social and traditional media
- Conservation talks and/or workshops are presented to enhance knowledge and conservation capability

Community

- Collaboration on species management projects occurs where appropriate and others are supported to work towards conservation outcomes where possible
- West Coast communities support, participate in and benefit from our work

Advocacy

- Policy that will better protect and enhance ecosystems, habitat and species is promoted

Fundraising

- Resources are secured to sustain the Trust in the long term
- Financial support from existing and new partners and supporters is increased



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Selection of specific tasks

- **Blue penguins:** Maintain long term data collection and reporting through monitoring, improving to meet NZ Penguin Initiative (NZPI) standards as technology and resources allow
- **Blue penguins:** Maintain penguin protection fence; take actions to close gaps by May 2021; extend to appropriate locations
- **Tawaki:** establish annual breeding success monitoring programme in 2019 and collaborate with The Tawaki Project and the New Zealand Penguin Initiative for the benefit of the species; continue to provide recommendations for and participate in improved conservation management
- **Blue penguin GPS study:** extend to depth/distance trackers in 2019 at Charleston and manage annual small-scale study to improve understanding of marine ecology; compare results with marine conditions; aim to extend to Okarito
- **Westland petrels:** Maintain involvement in research and conservation management, supporting and collaborating with DOC
- **Seabirds:** Develop Cape Foulwind/Wall Island and Seal Island seabird projects in collaboration with DOC and the Buller Conservation Volunteers
- **Education programme:** Expand to enable more primary and area schools to use resource; continue to develop connection to and resources for senior school science teachers; update and republish education resource
- **Collaboration:** Build stronger relationships and partnerships with Councils, iwi, associates, sponsors and other supporting interests
- **Fundraising:** Seek funding from a variety of grant making bodies and invest in donor/supporter management software to improve fundraising from donors
- **Upskilling:** Identify and maximise opportunities to upskill Trustees and staff, including Oamaru penguin symposium (2020, 2022) and specific training such as statistics, fundraising, bird tagging



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Appendix

Trustee roles and areas of interest and expertise

Reuben Lane: Field work, ecology, trapping, islands, technology, Westland petrels

Kerry-Jayne Wilson: Field work, science, seabirds, West Coast ecology, Founding Trustee

Jill Cotton: Community, education, founding Trustee

Leon Dalziel: IT, design, trapping, dog control, seawalls, islands, Predator Free Punakaiki, Westland petrels, Punakaiki development

Margaret Costello: Trapping, accounts/bookkeeping, education, Seal Island, Buller Conservation Volunteers, Predator Free Punakaiki, Punakaiki development

Robin Long: Tawaki, field work, Seal Island

Martin Abel: West Coast ecology, community

Zoe Watson: Education, sustainability, facilitation

Updated March 2020

Under review August 2021