



West Coast Penguin Trust

OPERATING STRATEGY 2023-2026

Vision

Sea and shore birds and their habitat of the West Coast *Te Tai Poutini* are healthy and thriving

Our Mission

Our Mission is to achieve our Vision through research, education, awareness, advocacy and practical projects, founded on strong science.

Penguins and other sea and shore birds are a treasure or *taonga*, and we strive to protect and conserve them and the wider marine and coastal environment.

Strategic objectives

Conservation

- We continue to improve our understanding of threats to both West Coast penguin species and we devise and implement best practice practical solutions for them and their ecosystems
- We contribute to a national understanding of penguin demographics, research and conservation needs that will achieve better outcomes for penguin species
- We stay up to date with and explore new options (technologies, methods) to understand and address threats to penguins and other sea and shore birds
- We understand population trends and strive to reverse any decline and/or maintain healthy populations

Education and Awareness

- We provide leading penguin and seabird focussed environmental education within the region and support it outside the region, growing the number of schools that use the resource each year
- We present public talks and/or workshops and events and maximise social and traditional media and any other opportunities to enhance knowledge and conservation capability

Community

- We take opportunities to engage and collaborate on species management projects
- West Coast communities increasingly support, participate in and benefit from our work
- We aim to take *te ao Māori* and *mātauranga Māori* into account on our journey and specifically where it can support better outcomes for the *taonga* species and habitat we strive to protect

Advocacy

- We contribute science based and suitably targeted comments and submissions for new resource consent conditions, plans, policy, legislation and other decision making that will better protect and enhance ecosystems, habitat and species

Fundraising

- We all take responsibility to secure resources that will sustain the Trust in the long term
- We aim to secure financial support from existing and new partners and supporters/donors that will at least maintain our programmes of work and ideally grow them.



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Core projects

- **Little penguins/ kororā:** Maintain long term data collection and reporting through monitoring of breeding success and extended to demography using PIT tags and readers
- **Little penguins / kororā:** Maintain penguin protection fences; take actions to close gaps in main fence by June 2024; consider extending to appropriate locations
- **Little penguin / kororā foraging study:** regularise annual study using depth/distance trackers from Charleston colony/ies; share results where helpful and seek information from others on marine parameters to better understand findings on land and at sea; aim to extend to Okarito for comparison
- **Fiordland crested penguin / tawaki:** maintain annual breeding success monitoring programme; advance understanding of timing and impact of mast events; collaborate with The Tawaki Project for the benefit of the species; continue to provide recommendations for and participate in improved conservation management
- **Westland petrels / taiko:** Maintain support for research and conservation management, collaborating with DOC when of value; play strong advocacy role at every opportunity
- **Seabirds:** Maintain Cape Foulwind/Wall Island and Seal Island seabird protection projects and collaborate with DOC and others where possible; improve understanding of threats to sooty shearwaters at Cape Foulwind using trail cameras and manage if practicable
- **Education programme:** Maintain currency of resource; grow the number of primary and area schools using resource; continue to develop connection to and resources for senior school science teachers; support other regions to develop similar programmes; liaise with regional environmental educators regularly to maximise efficacy of programme
- **Upskilling:** Identify and maximise opportunities to upskill trustees and staff, including biennial Oamaru penguin symposium and specific training such as predator control, statistics, fundraising, bird tagging, IT
- **Board of Trustees:** ensure volunteer trustees are supported and enabled to guide the Trust forward, understand and build on previous achievements, improve performance through oversight of trust operations, manage risks, act on new opportunities, share the load, value each other's contributions and represent the trust



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Appendix

Trustee areas of interest and expertise

Robin Long: Tawaki, field work, Seal Island, scientific and statistical approaches

Jill Cotton: Community, education, founding Trustee

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

Martin Abel: West Coast ecology, community

Suzanne Hills: Environmental education, sustainability, trapping, advocacy, safety

Updated May 2023

Due for review May 2024