



## VISION

**Penguins, other seabirds and the coastal environment are protected for their intrinsic values and for the benefit and enjoyment of all West Coasters.**

## MISSION STATEMENT

To conserve and enhance penguins and other seabirds on the West Coast.

To achieve this, we will undertake and promote:

- awareness and enjoyment of penguins and other seabirds
- research into the ecology of penguins and other seabirds
- predator control, habitat enhancement and other practical projects
- advocacy with local communities and local, regional and central government

These are encompassed within the concept of guardianship or *kaitiakitanga*.

By treating the penguins and other seabirds as a treasure or *taonga* we help look after the wider marine and coastal environment on the West Coast.