

Auckland Engagement Growth Strategy

Te Mapere o Tāmaki Herehere Nga Waka ki Te Kaupapa Atawhai



Context – Te Kaupapa

Our new local partnership model is a significant shift. It means we need to strengthen and expand our relationships and connections with business, iwi, agencies and communities to form new partnerships to more than double the amount of conservation achieved. Auckland is New Zealand's economic engine room and major population centre. From a partnership perspective, this means huge potential value and volume.

Our efforts over the last ten years - particularly with community conservation trusts, have been successful but continuing this effort alone will not double the amount of conservation being delivered. We will need to do things differently if we are to more than double the amount of conservation achieved through partners.

It is important to note that the new model is not about just doing more of the same or getting others doing our conservation work for, or with us. It does not mean we are looking to reduce our presence at icon or gateway destinations. We are looking to grow the value and contribution to conservation of our effort and that of our partners, at icon and gateway destinations and on priority species and ecosystems.

Principles for Engagement Growth in Auckland – Nga Mātāpono kia Whakapūawai

- **Understand our partners needs** and drivers through time spent with them, seeking alignment based on shared values, outcomes and mutual benefit
- **Grow the value of our relationships** through new approaches, connections and partnerships and be able to demonstrate the contributions of partners to conservation
- **Focus on leaders** and extend our reach by leveraging off others networks, connections, strengths and skills
- **Make connections of scale** regionally to nationally where possible **and facilitate others to work together** to deliver conservation
- **Understand and demonstrate the full value** of conservation contributions currently being made by our partners at destinations and the potential for growth
- **Develop our advocacy ability** so we are recognised as leaders for environmental economic growth as well as operational/technical expertise



Department of
Conservation
Te Papa Atawhai

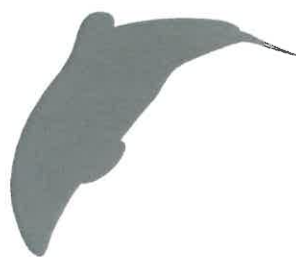
Strategic engagement priorities: our approach - *Te Ara ki Mua*

- Develop our value proposition and **cultivate partnerships of a scale** that deliver growth and benefit conservation nationally from Auckland's business community, Auckland Council and Council Controlled Organisations.
- **Connect with current and future leaders** from business, agencies, iwi and community to develop new conservation ambassadors and leaders to drive engagement growth and expand our network.
- **Pilot a small number of regional initiatives** with new agency partners to connect conservation with Auckland's large and diverse communities, in innovative ways.
- **Champion conservation for prosperity** in Auckland so that we leverage our brand and increase the profile and value attributed to conservation so it's viewed as critical to our economic social, cultural and environmental wellbeing.
- Create **new relationship frameworks with community trusts** in the Hauraki Gulf Marine Park based on shared vision, agreed outcomes and priorities, so that collaborative approaches continue to grow the contribution to conservation.
- **Develop initiatives, products and experiences with partners** at our icon and gateway destinations that provide increased revenue and create more financially sustainable models for conservation.
- **Enable Whanau, Hapu and Iwi to deliver** their aspirations of Kaitiakitanga

How does the engagement growth strategy relate to our existing work and relationships? *Te Hononga o te Rautaki nei ki te mahi e mahi ana Tātou*

Current initiatives that will be important to doubling conservation through partners include;

- Progressing **Marine Spatial Planning in the Hauraki Gulf** with agencies, iwi and stakeholders and work on marine mammal protection
- Exploring with the community the potential to realise a **Great Barrier island pest free vision**.
- Working with ATEED, iwi, tourism operators and island stakeholders to **develop Rangitoto and Motutapu islands** as an anchor destination in Auckland.
- Developing a regional approach to destination development, management and marketing in the **Hauraki Gulf Marine Park** with tourism partners
- Working with iwi and agency partners to develop **integrated catchment management in the Kaipara Harbour**.
- Managing **existing relationships with island-based community and conservation trusts** and supporting species translocations and restoration projects.



What do we need to deliver the growth strategy? *Kia hoea ai te waka ki mua ra.* (For detailed plan see growth strategies over page)

- **Analyse the current operating models**, commercial channels and the value of partner contributions at key destinations and their potential for growth.
- **Review current iwi relationships** and complete a future needs analysis.
- **Develop value proposition materials**, messaging and activities that introduce the department's new approach, the conservation for prosperity message and inspire partners to engage.
- **Develop current and future leaders** who will advocate for conservation.
- Create a suite of **corporate engagement products** that make it easy for business to contribute and connect to conservation, that are self-funding and generate revenue and leverage opportunities.
- **Seed funding** to develop targeted agency partner initiatives/networks to connect key community audiences with conservation in new ways.

Growing the value of our partner portfolio *Na Tōu Raurau, Na Taku Raurau, Ka ora ai te iwi*

Community Engagement Goals



- **Maximise our reach** to Auckland communities by leveraging off others network skills and activities to generate the biggest gains in a cost-effective way.
- Develop **targeted partnership initiatives** that engage priority new community audiences where Auckland is significant nationally, to increase support and action for conservation, eg NatureSpace.
- **Work with partner agencies** to facilitate long term growth, sustainability and support for community-led conservation efforts.

Whanau, Hapu and Iwi Engagement Goals



- **Build enduring partnerships** with whanau, hapu and iwi, working in new ways, during and post Treaty Settlements.
- **Understand whanau, hapu and iwi perspectives** and how conservation can contribute in a wider social, economic and cultural context in Auckland
- **Strengthen our relationships** and engagement practices with tangata whenua at all levels

Agency Engagement Goals



- Strengthen collaboration with Auckland Council at all levels, building on the Memorandum of Understanding as a framework to develop initiatives for growth.
- Build relationships with priority Council Controlled Organisations to establish initiatives that engage new partners and sectors with conservation.
- Develop relationships with iwi agencies/bodies/forums at a regional level and facilitate effective connections between DOC, iwi and agencies at a strategic/governance level.
- Contribute to regional integrated catchment management initiatives that bring local and national agencies and tangata whenua together.
- Connect with agencies beyond those directly involved in conservation to find ways to engage new audiences to grow support and action for conservation.

Business Engagement Goals



- Generate new business leads of significance for the department nationally, targeting major corporates, based in Auckland
- Grow the value and contribution of Auckland's strategically significant sectors/industries with some connection to conservation, focusing on tourism and marine sectors first.
- Maximise the potential of Auckland for national business partnerships
- Increase our profile and influence, working with business leaders
- Target business development activity for impact and value.

Whanau, Hapu and Iwi Engagement Growth Strategy



Build enduring partnerships with iwi, working in new ways, during and post Treaty Settlements

- Implement Treaty Settlements, working in new formal partner arrangements and continuing to build relationships as we move into new governance arrangements and protocols.
- Ensure our relationships with iwi continue to strengthen, so we are well placed to work together within new governance arrangements.
- Work with iwi partners to explore the alignment of shared values, understand capacity and capability needs and identify support, tools and initiatives that can support iwi to contribute and engage in conservation.

Understand iwi perspectives and how conservation can contribute in a wider social, economic and cultural context

Connecting on social and economic issues and identifying how we can partner to develop business opportunities and support increasing prosperity, thinking creatively together e.g.

- Secondments, training and development opportunities.
- Identify and connect with iwi leaders as a priority
- Target Maori education providers and social agencies for potential programmes.
- Facilitate connections between iwi and community, business and agency partners to support the development of new initiatives and opportunities.

Strengthen our relationships and engagement practices with iwi at all levels

- Be proactive in our approach to managing relationships, map current relationships with iwi and plan for growth, to ensure we engage effectively in both policy, decision-making and operational issues.
- Seek to move relationships from consultation and information-sharing, towards shared decision-making and active contributions to conservation work.
- Ensure we consider how and where we can support developing stronger relationships at both a strategic and operational level, working with iwi, whanau and hapu across our programmes.
- Growing our capability across the teams to work with iwi effectively, increase our understanding and reflecting Te Ao Maori and cultural practices



Auckland Business Development Strategy



Context – Te Kaupapa

Auckland is New Zealand's economic engine room and major population centre, for business development this offers huge potential value and volume. Visibility and accessibility to businesses, their leaders, staff and customers is also a feature. Our strategic priorities and approach for engaging with business in Auckland reflects this context. We will be targeted and ensure Auckland's efforts contribute significantly to the department's national commercial success, working as part of the Commercial Business Unit team.

Objective 1: Generate new business leads of significance for DOC nationally

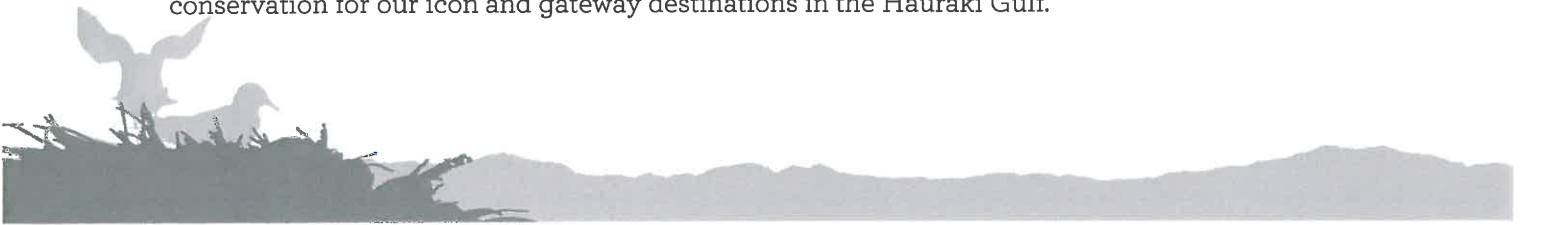
- Raise the profile of the department as a potential partner for businesses not yet connected to conservation.
- Make contact with New Zealand's Top 100 Companies (seeking alignment, shared values, corporate citizenship for businesses based in Auckland, looking to contribute).
- Develop and deliver campaigns targeting major industries not yet connected to conservation - e.g. manufacturing.
- Mobilise SME's to support conservation through easy products and contributions.

Success measure KPI's = number of leads generated, new contacts made, conversions, referrals, new business partners and the commercial value of new partnerships and contributions made.

Objective 2: Grow the value and contribution of Auckland's strategically significant sectors/industries with some connection to conservation

Auckland has a number of internationally competitive sectors with a close connection to conservation and significant potential to strengthen existing and develop new relationships.

- Deepen engagement with Auckland's internationally competitive sectors with a connection to conservation, initially targeting growth within the tourism and marine industries.
- Develop current business relationships in these sectors to create new partnership opportunities that deliver commercial revenue and conservation gains.
- Leverage existing partnerships with businesses in these sectors to contribute more and develop new business models and partnership products.
- Work with partners to create new business models, revenue streams and increased returns for conservation for our icon and gateway destinations in the Hauraki Gulf.



- Prospecting new businesses in the tourism and marine sector – who have little or no connection with the department, to generate new business partnership opportunities
- Strengthen our leadership visibility and credibility with these sectors through participation in strategic projects and with industry associations, groups and forums.

Success measure KPI's: New contacts made, gains from new products/approaches with existing partners, increased revenue (DOC business/concessionaires), new partnership business models delivering growth, commercial value of partnerships including promotions.

Objective 3: Maximise the potential of Auckland for national business partnerships

- Work with the Commercial Business Unit to target prospecting, lead generation and key account management with Auckland-based businesses in the national context
- Find and capture new business connections through great collateral, easy to access conservation products and events for businesses to support
- Engagement with Auckland-based corporate Head Offices for current business partner clusters, focusing on natural resources, screen/film and telecommunications.
- Connect with other internationally competitive sectors (food/beverage, screen and creative, tertiary education and training, high tech, finance) for potential opportunities

Success measure KPI's: profile and positioning surveys, quality/quantity contribution, new networks, new champions, engagement products value and leverage, partner satisfaction

Objective 4: Increase our profile and influence with business leaders through new networks

- Engage fully with Auckland's business networks and leaders, positioning conservation both to and for their customers to promote our value proposition
- Play a leadership role positioning environmental economy, green growth and conservation for prosperity story in Auckland
- Connect with a network of business leaders to shift thinking and generate new business models and initiatives and champion the conservation for prosperity story.
- Use current high level relationships and contacts of the Auckland Conservation Board, Trusts, current relationships and contacts to extend our network and spread the message.
- Develop value propositions for existing and new sectors that conservation and business are good for each other and can achieve more together.

Target business development activity for maximum impact and value, through

Positioning with value propositions that bring conservation and business together

Prospecting to find new business contacts and develop new approaches together.

Developing existing business relationships in new ways to create new opportunities

Leveraging existing business partnerships to engage and contribute at a greater scale.

Tools, products and knowledge to support business development



Community Engagement Growth Strategy



Maximise our reach and impact in Auckland by leveraging off others, using networks sharing skills and collaborating to generate the biggest gains in a cost effective way

Our approach

- Focus on leaders (current and future) and growing ambassadors for conservation
- Contribute significantly to national Education and Volunteering strategies
- Optimize community connections at a regional level through strategic partnerships
- Defining our leadership role, profile and where we can have most impact and reach

Work with partner agencies to grow community-led conservation awareness, support and action

Our approach

- Support iwi, community, business and agency partners to spread conservation messages/skills to communities through their programmes and networks.
- Building shared knowledge base and skills to support community conservation to be more effective
- Collaborate with agency partners to support community conservation regionally, not directly delivering resources/activities ourselves, unless there is a critical need.

Pilot regional initiatives with agency partners to engage new audiences in new ways to increase support and action for conservation

Our approach

- Work through established networks and community providers not currently engaged with conservation and support them to engage their networks
- Test assumptions and explore ideas with other agencies first, to ensure we do not duplicate effort. Establishing new community conservation groups will not be a focus.
- Enabling and leveraging others to spread conservation, rather than delivering projects and resources directly ourselves
- Facilitating connections between community providers and partners so others can achieve more together.



Agency Engagement Growth Strategy



Develop our collaboration with Auckland Council to grow the value of our partnership to conservation, building on the Memorandum of Understanding as a framework

- Understanding our roles and finding shared priorities at all levels
- Maximise the benefits to conservation through new approaches
- Align priorities and explore shared delivery and efficiencies
- Develop shared knowledge and information resource base
- Collaborate at a leadership level regionally and at a local operational level

Build relationships with key Council Controlled Organisations to develop new approaches and initiatives that engage new partners/sectors with conservation

Priority relationships

- ATEED
- Waterfront Development Agency
- Regional Facilities (Auckland Zoo, Museum, Voyager)
- Film Auckland

Develop relationships with iwi agencies/bodies/forums and facilitate effective connections between DOC, iwi and agencies at a strategic/governance level.

Actively contribute to regional initiatives that bring local and national agencies and tangata whenua together to achieve integrated catchment management

Priorities

- Hauraki Gulf Forum and Hauraki Gulf Marine Spatial planning
- Integrated Kaipara Harbour Management

Broaden our engagement with agencies beyond those directly involved in conservation to find new ways to engage with key community audiences to grow support and action for conservation.



Auckland Engagement Strategy: Priority Initiatives



Summary of priority initiatives

Cost	Team Lead	SMT Lead
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Transforming key places with our partners (\$100,000)

1.	Rangitoto and Motutapu experience development and launch	\$40k		NT/AN
2.	Integrated Kaipara harbour catchment management project	\$50k		TB/NT
3.	Hauturu opportunities exploration with iwi	10 k		TB/NT

Engaging key audiences in new ways (\$65,000)

4.	Primary education - young people and families	20-30k	HR	JG
5.	Auckland Business School - our future leaders	5-10 k	HR	AN
6.	Whanau and hapu - kura kaupapa and Auckland University	15k	HR	NT/JG
7.	Community conservation groups - learning and growing	15 k	AW	JG
8.	Ethnic communities - connecting with New Zealand's heritage	10k	HR	JG

Positioning conservation for prosperity in Auckland (\$35,000)

9.	Understanding current contribution and value at key destinations and finding potential for growth	15 k	GF	AN
10.	Develop compelling value proposition and materials to position DOC in Auckland	5-10 k	C&EA	DK/AN
11.	Corporate engagement - community citizenship and volunteering package	10k	HR	DK
12.	High profile ambassadors/Advocates (working with national communications team)	5k	C&EA	JG



Programme Overview



Transforming key places with our partners (\$100,000)

1. Rangitoto and Motutapu experience development and launch

Develop a new multiday visitor experience on Rangitoto and Motutapu islands of equivalent status to the great walks as a major new anchor attraction for Auckland that encourages visitors to spend up to two extra nights in Auckland boosting the visitor economy.

To work with ATEED, iwi, island stakeholders and tourism operators to create a compelling visitor destination proposition which enables new eco-tourism and cultural heritage business opportunities providing great visitor experiences and increasing awareness, support and revenue available to enhance the special values of the islands.

How to proceed:

Product development team of ATEED and DOC managers established to progress the development of the new visitor experience concept, test with stakeholders and tourism operators marketing plans and be ready for launch announcement at TRENZ in April 2013.

Contracting iwi engagement in the creative concept work and further testing and exploring of business development opportunities.

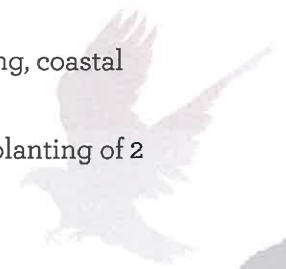
Who:

SMT lead: Antonia. Team: Jonathan, Nick, Jacqui. Funding support: \$40,000 iwi engagement, collateral, workshops and testing session

2. Integrated Kaipara harbour catchment management project

DOC has worked with Te Uri O Hau and the Integrated Kaipara Harbour Scheme for the past 7 years. The Department currently invests \$12,000 dollars on an annual basis to IKHMG. This cost is spread over three Area Offices (Warkworth Great Barrier, Whangarei and Kauri Coast). To date the focus of much of this resource has been towards research and collating data about the Kaipara. IKHMG have a vision of planting 2 million trees by 2015. This vision is a long way from being realised. Both Northland and Auckland Conservancies see this project as having the potential to having a transformational effect of conservation in the Kaipara Region. Currently IKHMG has working relationships with Business, Local and Central Government Agencies, community, Iwi, Hapu and Whanau.. However both conservancies also agree that there is work required to establish a sustainable business model to deliver on the aspirations of IKHMG. Two key actions identified in the *Kaipara Moana He Mahere Rautaki Whakakotahi -Intergrated Strategic Plan of Action* are:

- Plant 2 million trees by 2015. To be achieved by, but not limited to: riparian planting, coastal foreshore planting, gully planting, supporting active community groups.
- Investigate the feasibility of establishing a 'Plant Trust' initiative to facilitate the planting of 2 million trees.



2. Integrated Kaipara harbour catchment management project ... (cont)

Currently the Warkworth Area Office is also supporting the development of the Te Uri O Hau Cultural Heritage trail, linking education initiatives, environmental issues, local marae, hapu and future tourism opportunities. There are future opportunities to support this initiative but what is required will need to be scoped.

How to proceed:

- Engage with the Northland Conservancy to seek opportunities for a joint project
- Engage with Environs LTD to explore opportunities to explore how best to support the delivery of the plant 2 million trees
- Employ a consultant to explore the establishment of a trust or alternative business model that supports the delivery of IKHMG aspirations
- Explore opportunities for future support of the Te Uri o Hau Cultural Heritage Trail
- Work with established partners of IKHMG and iwi business established in the Kaipara for future growth
- Seed money for establishment of trust and for the support of future business models

Who:

SMT lead: Nick/ Tim – Auckland Conservancy. Project coordinator: C&E advisor. Team: Nick Turoa, Tim Brandenburg. Funding support: \$50,000.

3. Hauturu opportunities exploration with iwi

Ngati Manuhiri have recently settled their historic grievances with the Crown. As part of their settlement package, Ngati Manuhiri will have 1.2 hectares of land on Hauturu o Toi returned to them with an aspiration to build a Marae. Ngati Manuhiri has whakapapa affiliations to Ngati Wai to the North and Ngati Rehua on Great Barrier Island. They are an established conservation partner and have supported a number of conservation initiatives in the past including the rodent eradication on Hauturu.

Although Ngati Manuhiri currently holds a concession to operate guided tours on Hauturu, they have not yet used it. There is an opportunity to establish an iwi lead sustainable tourism venture on Hauturu that would be mutually beneficial for both conservation and Ngati Manuhiri

How to proceed:

- Engage with the Ngati Manuhiri to seek support for the continuation of this concession
- Work with ATEED to develop suitable business plan and scope potential partnerships opportunities for a tourism venture
- Work with TPK to undertake a feasibility study for potential tourism venture

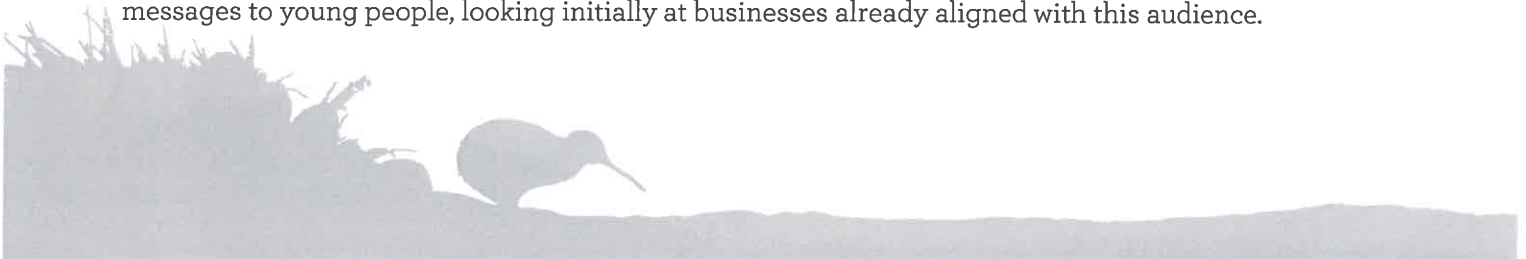
Who:

SMT lead: Nick/ Tim/Antonia. A project team is yet to be confirmed. Funding support: \$10,000

Engaging key audiences in new ways (\$65,000)

4. Primary education – young people and families

DOC has a goal in its national Education Strategy of one million conservation kids by 2025. Auckland is important if we are to achieve this as we have a large primary age population, and one third of New Zealand schools. Engagement with this sector will bring conservation into the hearts and homes of the community. We will not seek to engage directly with schools, but will look for new partners that in turn are connected to primary age children. We will focus on finding new partners to promote conservation messages to young people, looking initially at businesses already aligned with this audience.



4. Primary education – young people and families ... (cont)

We will also seek to take on a facilitation role alongside Auckland Council to work at a regional scale to connect new funding partners with community organisations willing to develop conservation education programmes in partnership with others. The recent Supporters of Tiritiri Matangi (SOTM) “Growing Minds” initiative and Kiwi Ranger are precedents.

How to proceed:

- Research and meet with existing partners/community trusts to identify what connections and support they require furthering their education provision.
- Research and identify other organisations working in the community that might also be potential partners.
- Meet with council to identify the potential for working together on this initiative.
- Research and identify new potential business or other partners able to provide funding or other support.
- Meet with potential partners to explore what they might need to engage with, promote and support/sponsor conservation education for young people.
- Work with other education providers such as Council to identify gaps and seek new opportunities with partners to bridge these gaps and engage with young people about conservation.

Who:

SMT lead: John/BDM's. Project Coordinator: Helen. Team support: Liz, Andrew, Trish. Funding support: \$20,000 - \$30,000. Funding is for proposal development and support for potential joint venture projects, along with workshop/meeting costs.

5. Auckland Business School – our future leaders

Tertiary institutes comprise a wide range of disciplines. DOC has traditionally not engaged with those beyond the science based disciplines. We will explore new partnerships with a range of other disciplines, aiming to look for new links and connections to conservation. We will talk to the institutes to understand what their needs are, and explore how we might connect to their leadership, scholarship and research programmes.

We will initially explore opportunities with the Auckland University Business School. This would be a new relationship. The Business School has recently supported work on a green economy, and may be open to work in the conservation area. Institutes also fund research in collaboration with other partners such as small business, and we will explore with the School the opportunity this presents.

How to proceed

- Research through the web past work undertaken by the Business School, and research collaborations.
- Research the University's leadership programmes, and opportunities provided to students.
- Research the potential for scholarship opportunities and partnerships with the business school.
- Meet with the School to discuss conservation, find out what the School might need and be looking for.
- Work with the Business School to identify areas for collaboration.

Who:

SMT lead: Antonia. Project Coordinator: Helen. Team: Mary, John. Funding support: \$5,000 - \$10,000. Joint workshop costs. Contribution to collaborative research project. Support for leadership placement in conservation related area.



6. Whanau and hapu – kura kaupapa and Auckland University

25% of people who identify as Maori live in Auckland. Engaging with this community about conservation initiatives will deliver benefits at a local and national scale as Auckland Maori have connections and influence to their traditional lands elsewhere and to their iwi, hapu and whanau. While we have worked hard to establish and maintain relationships with the 20 iwi authorities that it works with, we have not connected with the wider Maori community that lives in Auckland.

We will focus on growing conservation through young Maori, in two ways. We will establish links with the kura kaupapa network in Auckland, and with the Maori Studies Department of Auckland University. Through these links young Maori will build their conservation awareness and influence their families.

How to proceed – kura kaupapa:

- Research and understand the kura kaupapa system, and the nature of education they provide.
- Meet with kura kaupapa representatives to identify the potential for working together on this initiative, and to gauge the potential.
- Research and identify new potential business or other partners able to provide funding or other support for our work with kura kaupapa.
- Meet with potential partners to explore what they might need to engage with, promote and support/sponsor conservation education for young Maori.

How to proceed – Maori Studies Department, Auckland University

- Undertake similar tasks to those identified for working with the Business School.

Who:

SMT lead: Nick. Project lead/team: Helen. Funding support: \$15,000 hui with kura kaupapa. Workshop costs with UoA. Resources for kura.

7. Community conservation groups – learning and growing

Auckland has a large number of community conservation groups. These range from highly professional island conservation groups running complex programmes through to small local neighbourhood restoration groups. At present opportunities for groups to interact and learn, whether from each other or from other sources of knowledge and best practice, are disjointed. Initiatives to encourage groups to lead and mentor others, and inspire more people to become involved, are also limited.

We will focus on partnering with Auckland Council to explore and encourage the development of opportunities for community conservation groups to share knowledge, learn from others, grow what they do, and inspire others to commence their own initiatives. The imminent launch of the Naturespace website, and our involvement in Council's biodiversity steering and working groups, provide a good platform from which to start. We will not look to initiate new community groups ourselves.

How to proceed:

- Meet with Council to explore their interest in collaborating with DOC.
- Research via the web and through contacts existing and proposed forums to understand their scope and identify gaps.
- Establish a reference group with whom to test ideas and develop proposals.
- Initiate a project to investigate how best to achieve the outcomes being sought by DOC and Council.
- Identify which groups would benefit from involvement and how best to engage with them.

Who:

SMT lead: John. Project lead: Alicia. Team: Helen, Liz, Andrew. Funding support: \$15,000. Workshop and meeting costs.



8. Ethnic Communities – connecting with New Zealand’s heritage

Auckland has the largest ethnic community in New Zealand but cultural and language differences may create barriers which prevent these communities engaging fully with conservation. DOC has a number of existing contacts with ethnic communities. We will look for new ways to engage, not by supporting new community groups but through new partners.

We will initially explore opportunities with the Chinese community. This is one of the largest ethnic communities in Auckland, and is represented on the Conservation Board. Through that Board member we will explore new connections with the community, find out what the community needs if they are to engage in conservation, and support development of new initiatives.

How to proceed:

- Discuss with Conservation Board member her reflections about the Chinese community.
- Briefly research past initiatives DOC has undertaken with this community.
- Meet with the contact/s provided by the Board member, find out what they might need and be looking for.
- Work with them to identify areas for collaboration.

Who:

SMT lead: John/Antonia. Project lead: Helen. Funding support: \$10,000. Workshop or meeting costs. Project development. Seed funding.

Positioning conservation for prosperity in Auckland (\$35,000)

9. Understanding current contribution and value at key destinations and finding potential for growth

Complete an analysis of the current business models and commercial channels and partner contributions occurring at our icon and gateway destinations. Use this baseline to:-

- Develop initiatives, products and experiences with partners at our icon and gateway destinations that provide increased revenue for conservation and create more financially sustainable models for conservation.
- Assist with developing new relationship frameworks with community trusts in the Marine Park based on shared vision, agreed outcomes and priorities so that collaborative approaches continue to grow value of contribution to conservation over time.

How to proceed:

- Complete an analysis of current operating models,
- What are the current commercial channels
- value of partner contributions (\$ and in kind)
- For our key destinations identify the potential areas for growth.

Who:

SMT lead: Antonia. Project team: Greg and Mary. Funding support: \$15,000 contract support.



10. Developing compelling value proposition and materials to position DOC in Auckland

Develop materials, messaging and activities that introduce new DOC approach, conservation for prosperity and inspire partners to engage. This will enable us to:-

- Play a leadership role positioning environmental economy, green growth and conservation for prosperity story in Auckland
- Connect with a network of business leaders to shift thinking and generate new business models and initiatives and champion the conservation for prosperity story.
- Use current high level relationships and contacts of the Board, Trusts, current relationships and contacts to extend our networks and spread the message.
- Develop targeted value propositions for existing and new sectors that conservation and business are good for each other and can achieve more together.

How to proceed:

- Explore what materials is available and or currently being developed nationally
- Gather key facts figures and case studies to support the materials/stories.
- Prepare some quality collateral flyers and presentations that can be used to tell the stories

Who:

SMT lead: Dean/John/Antonia. Project coordinator: C&E advisor. Team: Mary, Greg . Funding support: \$5,000 - \$10,000.

11. Corporate engagement – community citizenship and volunteering package

Businesses of all sizes can engage with conservation. Connecting businesses with conservation through involvement and engagement in conservation, as part of their community, will connect their staff, their families, and potentially their customers with conservation. We will focus on developing a range of appealing, easily accessible ‘volunteer’ packages which can be tailored to suit individual company requirements, including experience packages which would be available for purchase to offset costs to DOC.

How to proceed:

- Discuss with Waikato conservancy the potential for a joint project.
- Research the nature of existing volunteer contributions from these sectors, and identify any patterns, gaps and opportunities.
- Research what appeals to corporates when considering volunteering, and identify how best to meet their needs; may involve web based research, talking to industry organisations, and “market research” with a selection of businesses.
- Develop a more coordinated, highly professional approach to large corporate id’s and identify existing opportunities to utilise company networks.

Who:

SMT lead: John/Dean [joint with Waikato?]. Team lead and project coordinator tbc. Funding support: \$10,000 each conservancy (\$20,000 total). Development of experience packages and collateral.

12. High profile Ambassadors / Advocates (working with national communications team)

With Auckland’s large population, there is an opportunity to foster and encourage more focussed public discussion and debate about conservation issues. Utilising high profile “ambassadors” from sectors such as academia, popular media or the sporting arena as conservation advocates and leaders of public discussion has the potential to reach large numbers of the public and influence opinion and support, and ultimately encourage more to initiate and participate in conservation initiatives.



12. High profile Ambassadors / Advocates (working with national communications team) ... (cont)

We will support the National Office led initiative to identify and develop conservation ambassadors and advocates, and will explore with National Office what our role could be. This may range from approaching potential candidates through to giving ambassadors unique opportunities to see and participate in conservation to foster and reward involvement, and to deepen their understanding.

How to proceed:

- Discuss and agree with National Office what role we will play to support the programme.
- Identify and assess the contribution from existing people who play an ambassador role.
- Provide advice to National Office on sectors to initially seek potential ambassadors from, and support development of a strategy to engage with those sectors.
- Identify how we might support deepening of understanding by ambassadors, and potential opportunities and audiences.

Who: SMT lead: John. Team Lead: Kurt/Amy. Funding support: \$5,000 for advocates to experience conservation.

