

# Strategic plan

## 2018-2022

Changing the Paradigm

*Empowering communities, restoring nature*



# Contents

<b>A</b>	New Zealand – a land of unique biodiversity	01
<b>B</b>	The landscape of the Bay of Plenty	02
<b>C</b>	Bay Conservation Alliance – founded by community for community	03
<b>D</b>	Our aims	04
<b>E</b>	Our success measures	05
<b>F</b>	Your support - get involved	06

*"The future of landscape-scale conservation is not just about delivering more, bigger, better and joined up nature reserves.*

*It is also about winning hearts and minds."*

Sir John Lawton, RSPB Vice President





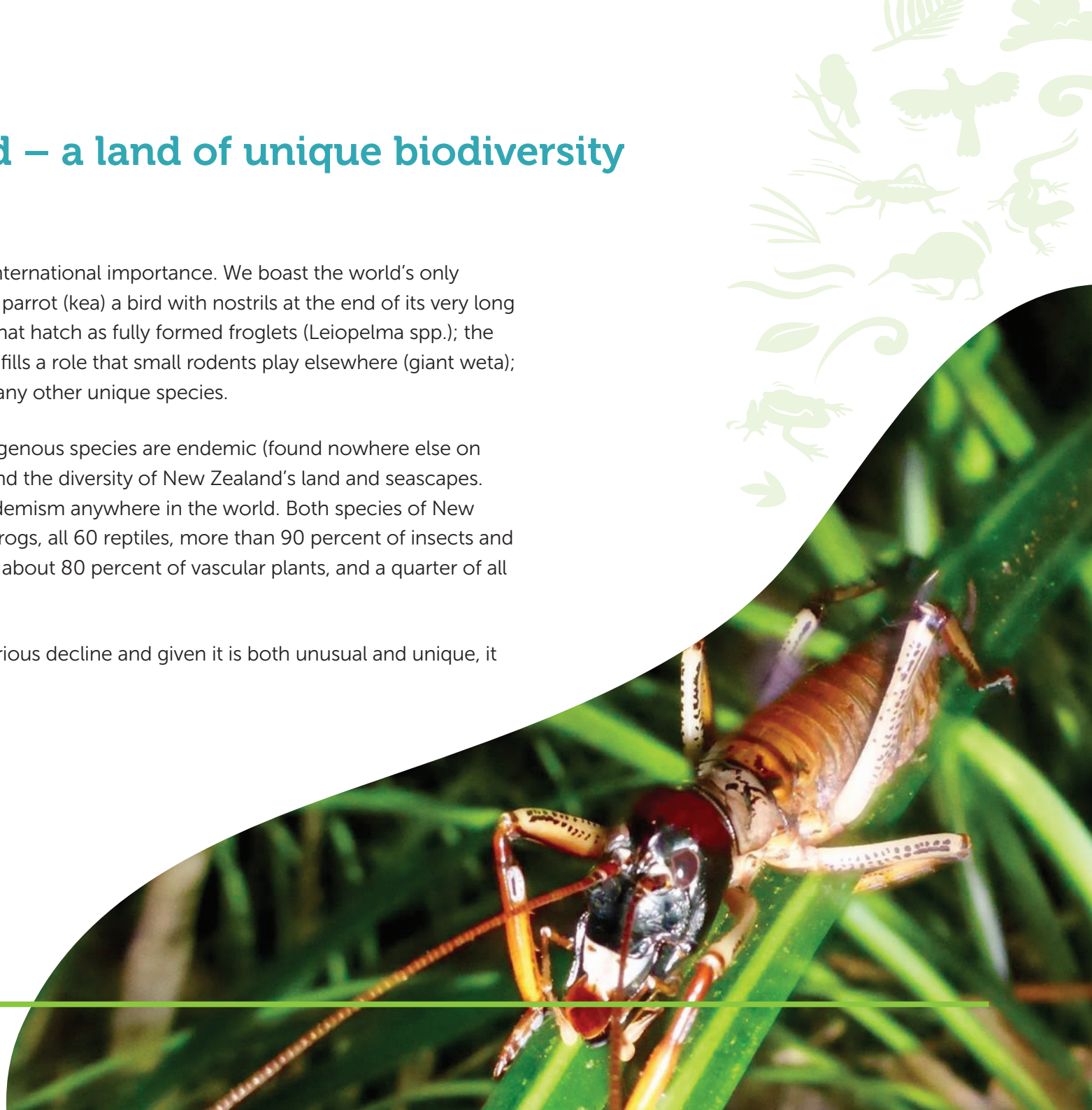
# A

## New Zealand – a land of unique biodiversity

New Zealand's unique biodiversity is of international importance. We boast the world's only flightless parrot (kakapo); the only alpine parrot (kea) a bird with nostrils at the end of its very long bill (kiwi); a primitive frog that lays eggs that hatch as fully formed froglets (*Leiopelma* spp.); the world's heaviest insect (70 grams) which fills a role that small rodents play elsewhere (giant weta); an omnivorous bat that can walk, and many other unique species.

A high percentage of New Zealand's indigenous species are endemic (found nowhere else on earth) — a result of isolation, evolution and the diversity of New Zealand's land and seascapes. New Zealand has the highest level of endemism anywhere in the world. Both species of New Zealand bat are endemic, as are all four frogs, all 60 reptiles, more than 90 percent of insects and a similar percentage of marine molluscs, about 80 percent of vascular plants, and a quarter of all bird species.

New Zealand's native biodiversity is in serious decline and given it is both unusual and unique, it needs much greater protection.



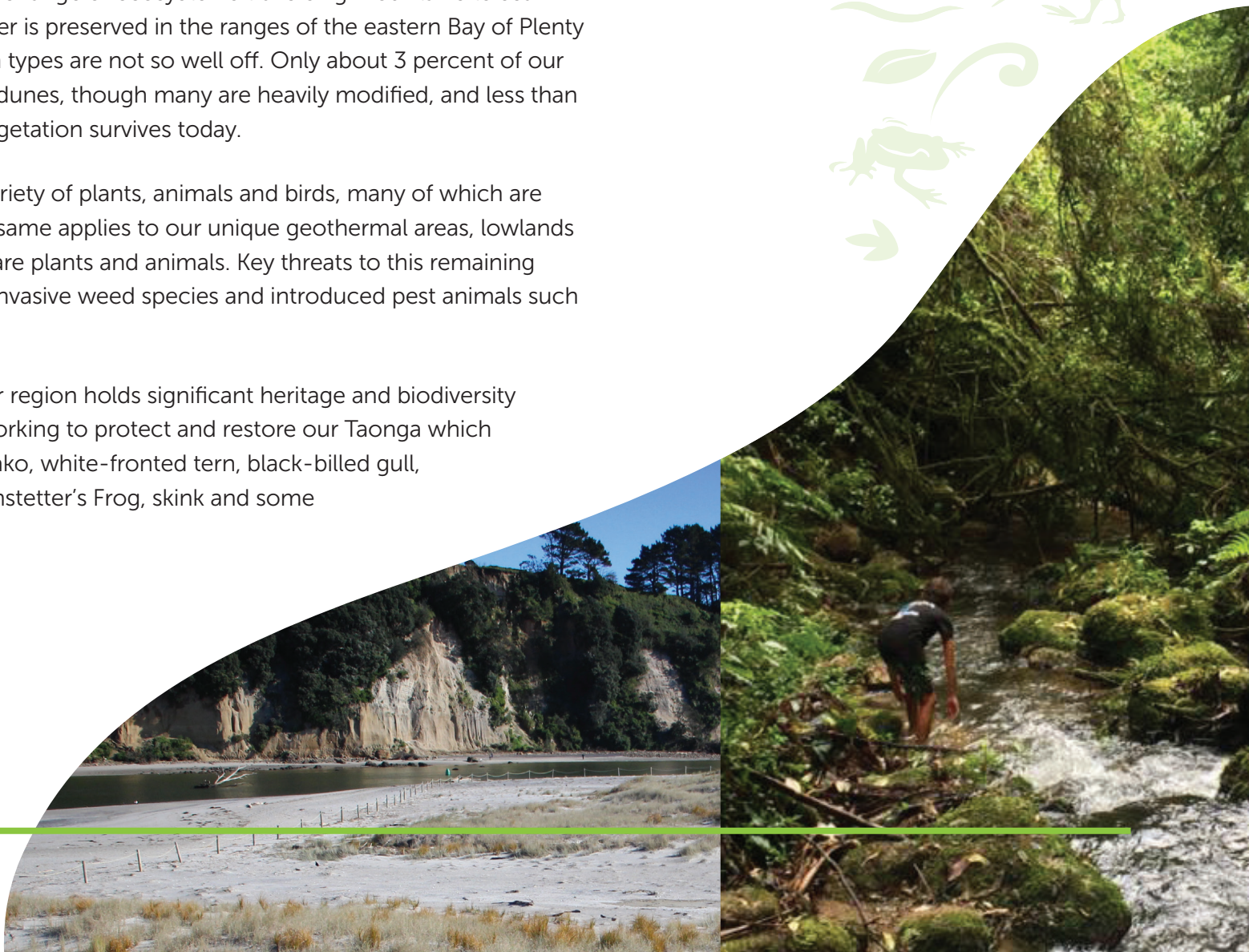
## B

# The landscape of the Bay of Plenty

The Bay of Plenty is a region with a diverse range of ecosystems traversing mountains to sea. While much of the indigenous forest cover is preserved in the ranges of the eastern Bay of Plenty and the Kaimai Ranges, other ecosystem types are not so well off. Only about 3 percent of our wetland area remains, 26 percent of our dunes, though many are heavily modified, and less than 30 percent of our original geothermal vegetation survives today.

Our small wetland remnants contain a variety of plants, animals and birds, many of which are now quite rare or threatened. Much the same applies to our unique geothermal areas, lowlands and dunelands which are also home to rare plants and animals. Key threats to this remaining biodiversity includes land development, invasive weed species and introduced pest animals such as possums, rats and stoats.

While we have key threats to address, our region holds significant heritage and biodiversity values, along with active communities working to protect and restore our Taonga which includes New Zealand dotterel, kiwi, kokako, white-fronted tern, black-billed gull, special plants like *Dactylanthus*, the Hochstetter's Frog, skink and some amazing fungi.







## Bay Conservation Alliance

founded by community for community

The emergence of Bay Conservation Alliance (BCA) has been driven by four active community-led conservation groups in the Western Bay of Plenty. These are Aongatete Forest Project, Maketu Ongatoro Wetland Society, Otanewainuku Kiwi Trust and the Uretara Estuary Managers. The groups shared the aspiration of looking at ways to support and sustain community-led conservation over time whilst lightening the load on the day to day operations. BCA is now tasked to provide shared support services to existing and future members; to increase collaboration; to help increase funding investment in conservation and to work towards landscape scale environmental restoration and nature conservation.

**Our Vision:** A healthy environment enriching nature and people.

**Our Mission:** Support, sustain and grow community-led environmental restoration and nature conservation.



# D Our aims

## 1. To connect environmental restoration and nature conservation projects through joining the Alliance

We have a target of 15 members by 2022.

## 2. To build an effective and valued platform through which projects can be initiated, supported and sustained.

A key concern our members raised is sustaining efforts over time. Some of the challenges faced include small or aging volunteer bases, funding and replication of efforts where multiple groups want to set something up i.e. policies or programmes and hence a desire for more sharing and collaboration.

## 3. To deliver key shared support services to members

Developing shared support services is a primary focus for BCA. Areas we are developing support in, include financial management, volunteer management, marketing of our conservation stories, operations, fundraising and education.

## 4. To increase community participation in member activities through advertising, education, events and effective volunteer management

Engaging people to support the individual aspirations of our member groups and wider conservation outcomes will be key to success. It makes sense to collaborate, share resources and work towards building a broad range of community opportunities for people to get involved in.

## 5. To promote current and develop new funding mechanisms to support members

Community funding is a complex world. While BCA can't fix every group's funding needs, we hope to influence existing and motivate new ways of funding generation to support increased conservation outcomes.

## 6. To promote partnerships as a means to develop landscape scale restoration projects

Partnerships are key. Many will share our vision of a 'healthy environment enriching nature and people'. Let's work together.

## 7. To ensure project sustainability and longevity

Unless we can maintain our projects long-term, the animal pests and weeds will return, and we will be back where we started.



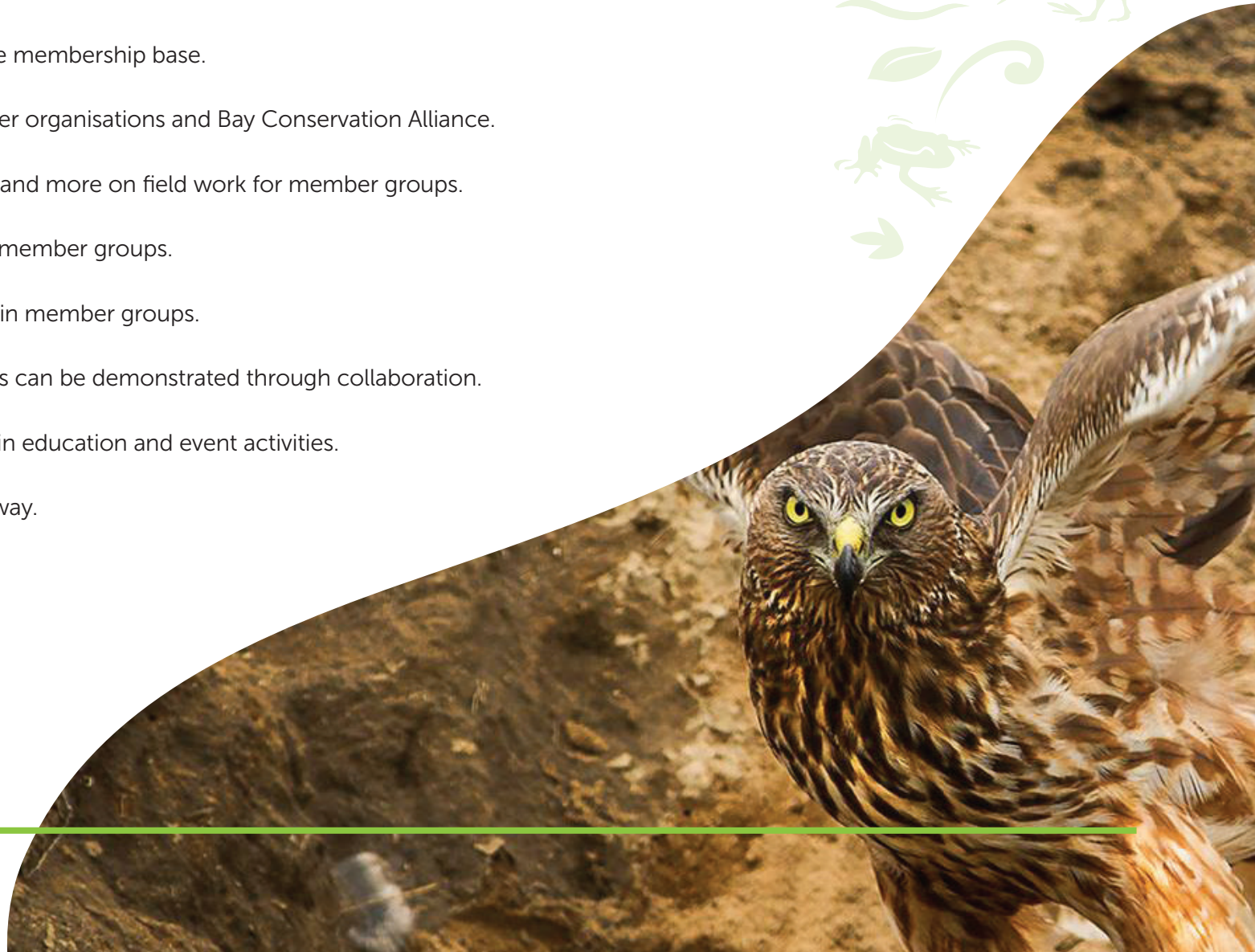




## Our success measures

We are hoping to see the following outcomes:

1. A growing Bay Conservation Alliance membership base.
2. Increased awareness of both member organisations and Bay Conservation Alliance.
3. Less time invested in administration and more on field work for member groups.
4. Increased volunteer participation in member groups.
5. Increased/new financial investment in member groups.
6. Financial and operational efficiencies can be demonstrated through collaboration.
7. Increased community engagement in education and event activities.
8. Landscape scale projects are underway.



# F

## Your support – nature needs you

There are many ways to get involved in supporting conservation outcomes.

- Volunteer your time to attend working bee's or support group activities, either occasionally or regularly
- Join or run an event that celebrates nature
- Donate to a group or project of your choice
- Become a 'Friend of Bay Conservation Alliance'
- Get out and enjoy and appreciate our native wildlife
- Leave a legacy as a permanent memorial to your concern for nature
- Talk to your family, friends and local politicians





*E hara taku toa i te toa takitahi, he toa takitini*  
My strength is not as an individual, but as a collective

Keep an eye out for how to  
get involved:



[www.bayconservation.nz](http://www.bayconservation.nz)



<https://web.facebook.com/bayconservation/>

