

Conservation Week

14-22 September 2019

Partner Update June 2019



New Zealand Government



Conservation Week purpose:
To engage people with our biodiversity
and inspire them
to take action to conserve it



Background:

It is 50 years since Conservation Week was started in 1969 by Scouts NZ. We would like to acknowledge this milestone and encourage people to think about the next 50 years.

Theme

Nature Needs Us

- ▶ Nature needs our help. Now is the time for New Zealand to take action.
- ▶ We will look at actions taken by those in the past as a source of inspiration for us to take action now for the future.
- ▶ We can share the stories of some of the really audacious, game changing things that have been done in the last 50, 15 and 5 years.
- ▶ We can promote the simple things that anyone can do to help out.
- ▶ And put a challenge to the nation – come on New Zealand, lets take action. Nature needs us.

Artwork

4 versions representing the 4 sectors:

Fauna – gecko

Freshwater – dragonfly

Flora – kawakawa

Marine - octopus



Audience

Who are we talking to?

Conservation Week is a wide-reaching and diverse event, and there is no limitation for people taking part!

However we will be actively targeting:

- ▶ Families and parents with children aged 5 – 13
- ▶ People who are aware of Conservation Week but inactive
- ▶ Millennials

Many people will be familiar with Conservation Week and have been involved in the past.

Action

What do we want people to do?

The purpose of Conservation Week is to raise awareness of conservation issues and encourage involvement in some way, through an organised or self-driven activity.

These activities may include:

- ▶ Attending events in their region
- ▶ Joining PF2050 groups or backyard trapping
- ▶ Engaging with conservation content and being advocates online
- ▶ Donating to conservation causes

Activities and events will all be listed on our website, at www.conservationweek.org.nz

Partners

How can we work together?

To help nature we need communities across the country to come together to celebrate and participate in conservation. We need your help in bringing people together!

Some ideas to get you started include:

- Trap building workshops
- Planting days
- Public lectures or talks
- Stream or water restoration
- Beach clean-ups

... the list goes on!

All events will be listed on [Eventfinda](#). Instructions and image for listing your event are found [here](#) as well as other [downloadable resources](#).

Partners

How can we work together?

Spread the word!

Help us amplify Conservation Week by sharing our social media content with your friends, family and community.

Talk about Conservation week using the key messages in this document and the campaign image. Contact your regional lead for this image. Kina Campbell kcampbell@doc.govt.nz

Use the hashtag #conservationweek and tag DOC into your Conservation Week social media content

Send people to find out more at – www.conservationweek.org.nz



Timeline

Key dates

Key dates	
July 1	Full website configuration goes live
August 1	Final collateral ready for distribution
August 16	Go live day for banners, adshells, billboards
September 1	Full social media presence
September 14	Conservation Week!

And if our children say what did you do?

Do you want to reply “Well, nothing really, it seemed too much like hard work, and, frankly, really rather boring”. I don’t.

(David Attenborough)