

*A community response  
to protecting native plants,  
animals and habitats*



# Taranaki Biodiversity Trust

**Strategic Plan 2015 – 2020**

## **Why Are We Here?**

*'Protecting Native Plants, Animals and Habitats'*

*\* Empowering \* Recognised \* Working Together*

## **Where are we heading in the short-term? Top six priorities for 2015-2017**

**Priority 1. Establish a strong foundation by developing, adopting and utilising a range of Policies, Plans, Agreements, and Systems for the effective operation of the Trust**

Strategic Plan Focus:      Effective general management and organisational administration.  
Efficient financial administration, including best practice budgeting.  
Visionary strategic planning with regular progress monitoring.

### Actions from the Trust's Strategic Plan

- 2.1      Develop an organisational structure plan.
- 2.2      Activate a dedicated protected and accessible central files and records repository.
- 3.3      Confirm and make available processes and rules for individuals, groups and organisations to become members.
- 4.1      Develop a policy and procedure for the distribution of funds for biodiversity projects.
- 4.2      Develop policies and procedures for financial accountability of the Trust administration

Tasks:      MoU with Taranaki Regional Council concerning support for the Trust. The MoU will have an annual review period.  
Develop Policies.  
Set up a document sharing system.

## **Priority 2. Produce a Fundraising Strategy and Plan**

Strategic Plan Focus:      Revenue creation. Sustainable funding over time.

### Actions from the Trust's Strategic Plan

- 1.3      Create resource capacity
- 4.3      Define the funding requirements of the Trust. Secure funding for establishment of the Trust for the next two years.
- 5.3      Gain funding to provide training and resources to increase the quality and quantity of data, analysis and reporting.
- 6.1      Develop a fundraising strategy. Increase available expertise within the Trustees. Leverage the collective power of the Trust and the Accord

Tasks:      Contractor/Consultant to develop a Plan.

## **Priority 3. Produce a Public relations, Communication and Engagement Plan**

Strategic Plan Focus:      Raise the profile of biodiversity in the community.  
Increase awareness and understanding of the issues

Provide a vehicle for dialogue, including information sharing, between like-minded but diverse interests.

Develop effective communication and information channels.

Develop a positive public profile.

#### Actions from the Trust's Strategic Plan

- 1.5 Move from silo to collaborative/coordinated operations
- 1.6 Positively influence interest in biodiversity engagement within the realm of people's busy lifestyles.
- 3.2 Increasing public awareness of the beneficial difference people can make through biodiversity activities and practices.
- 5.2 Share information
- 6.2 Develop a brand and promote the Trust as the overarching independent biodiversity Trust in Taranaki.

Tasks: Contractor/Consultant to develop a Plan.  
Contractor/Consultant to develop a brand.

#### **Priority 4. Grow membership and add value to the work of members**

Trust Strategic Plan Focus: Empowering members. Building knowledge capacity. Co-ordination.

#### Actions from the Trust's Strategic Plan

- 1.1 Reinforce the work happening by groups and organisations
- 1.3 Create resource capacity.
- 1.6 Positively influence interest in biodiversity engagement within the realm of people's busy lifestyles.
- 3.1 Maximise the potential of present and future members and partners who have an interest in biodiversity.
- 5.3 Gain funding to provide training and resources to increase the quality and quantity of data, analysis and reporting.
- 5.4 Provide technical information to explain why data collection and analysis is valuable and necessary.
- 5.5 Establish and maintain relationships with research providers.
- 5.6 Support monitoring to measure whether we are effective.

Tasks: Annual funding round  
Two workshops per annum – training/education  
Annual Forum – topics/issues  
Facilitate and/or be actively involved in collaborative opportunities i.e. World Wetlands Day.  
Provide a synopsis of funding opportunities available. *Assist members with funding applications?*  
Invite new groups/organisations to become members of the Trust, and individuals/families to become Friends of the Trust, in accordance with the Membership Policy.  
Encourage a proactive volunteer force.  
Engage with peers and authorities on a national level

#### **Priority 5. Develop plans for two collaborative, high value, flagship regional projects which achieve the outcomes of the Taranaki Biodiversity Forum Accord.**

Trust Strategic Plan Focus: Co-ordination. Establish a collaborative framework to work together better.  
Commitment to positive action.  
Find ways to obtain the best results from finite resources.

#### Actions from the Trust's Strategic Plan

- 1.2 Leverage the power of collaboration through the Accord.
- 1.5 Move from silo to collaborative/coordinated operations
- 5.1 Capture current knowledge for our three priority areas. Identify gaps. Determine how to fill these.
- 5.6 Support monitoring to measure whether we are effective.

Tasks: Set up a working group to identify options.  
Options identified to date include; landscape scale ecosystem protection, plan for educating and engaging youth for environmental action in Taranaki

## **Priority 6. Collect baseline data for future monitoring and reporting**

### **A)**

Trust Strategic Plan Focus: Monitoring to measure whether we are effective

#### Action's from the Trust's Strategic Plan

- 1.1 Reinforce the work happening by groups and organisations.
- 1.4 Acquire tools which will improve the outcomes of our other actions.

Tasks: Collect baseline data on groups and organisations  
Annual monitoring  
Gap analysis

### **B)**

Trust's Strategic Plan Focus: Building knowledge capacity.  
Collection and analysis of data on the distribution and abundance of native species and their habitats.

#### Action's from the Trust's Strategic Plan

- 5.1 Capture current knowledge for our three priority areas. Identify gaps. Determine how to fill these.
- 5.3 Gain funding to provide training and resources to increase the quality and quantity of data, analysis and reporting.
- 5.4 Provide technical information to explain why data collection and analysis is valuable and necessary.
- 5.5 Establish and maintain relationships with research providers.
- 5.6 Support monitoring to determine whether we are effective.

Tasks: Gather and analyse information on native species and habitats.  
Support the development and use of systems to capture information on native species and habitats.  
Support the use of GIS as a tool.