



9 June 2018  
The Chair  
Kaipātiki Local Board  
Auckland City

Dear John

I would like to propose a project for funding by the Kaipātiki Local Board and hope that this could be considered for funding for Pest Free Kaipātiki this year ?

### **Proposal for raising public awareness of Kauri Dieback in the Kaipātiki area**

We have a pressing need to address the risks of kauri dieback in our magnificent kauri reserves.

We propose a project for a coordinator/educator to lead a small short-term project to help prevent the spread of Kauri Dieback disease in Kaipātiki's beautiful kauri forests by raising awareness, continuing the ambassador programme and encouraging people to use alternative routes.

The experience in the Waitākere Ranges shows that people ignore signs establishing a rahui or an official ban on entering kauri areas.

We believe that protecting our kauri will require, in addition to improved dry tracks and cleaning stations, an educational campaign to sway public attitudes – to discourage them from walking on unsuitable tracks and to encourage them to use more suitable tracks. Our analysis to date suggests that a very effective way to spread the message will include educating our young people about the risks through running competitions to create artwork, essays and slogans to place at reserve entrances and in other locations.

The person to lead this project would be a confident self-starter who contacts, visits and engages with schools, preschools, retirement homes, social groups, relevant sports clubs and businesses etc. and speaks with them to educate about ways to avoid spreading Kauri Dieback disease. The coordinator/educator would be supplemented by a proactive kauri dieback ambassador who works in and around the reserves encouraging people to keep to the tracks and to keep their pets on a leash. For social media assistance and the competition, a digital marketing expert will be used.

The coordinator/educator and team would

- Develop new ways to educate the public via social media campaigns

- Develop materials with social media impact such as “clean your shoes” in which Pest Free Kaipatiki have recently trialed the idea of making short sharp instructive videos, [https://youtu.be/cyVcgYz\\_Llg](https://youtu.be/cyVcgYz_Llg)
- Developing and running a children’s competition to spread the word – possibly through younger children do a poster design and having senior school students present their creative writing piece or even video or song. A substantial prize for this competition has already been sourced and funded.

This coordinator/educator position would have varied duties including planning, administration, handling enquiries, and gaining invitations to talk as well as working with the digital marketing expert to successfully run the programme.

This person would be employed directly by Pest Free Kaipatiki and report to our programme coordinator/manager Bronwen Harper.

The project would start with the appointed individuals developing a project plan in consultation with experienced advisers, with timing and budget detail, and would report on outcomes.

We have room to house this programme at Fernglen especially once the internet installation is forthcoming.

### **Project Outcomes**

- Numbers of people spoken to
  - in reserves and at reserve entrances
  - at events
  - at clubs, retirement villages, sports clubs, etc
- Schools visited, numbers of pupils spoken to
- Other educational institutions
- Social media coverage and engagement metrics
- Print media measures
- Art and essay competition coordinated and run aiming to attract over 3000 entries
- Raised awareness of Kauri Die Back; before and after survey on social media
- Random counts of people using protected and alternative routes

### **Costs**

- Internet costs
- Phone costs
- Travel costs
- Competition costs, advertising, printing, prizes
- Collateral for visits and talks
- Administration costs
- Remuneration for staff/contractor positions
- Gifts for volunteers as a token of appreciation

Cost Estimates – see attached budget spreadsheet:

I am happy to provide any extra detail needed and hope that this request meets with approval.

Yours faithfully

Jo

Jo Knight  
Chair  
Pest Free Kaipātiki Inc.