

Communications Plan “Moose” Photo

19 May 2010

ISSUE

Wildlife ecologist and moose enthusiast, s9(2)(a), has captured a photo in Fiordland that is more than likely a red deer but ambiguous enough to raise the issue of whether moose still survive in Fiordland.

BACKGROUND

NZ Wildlife Trust's aims:

- To create an awareness of, and informed interest in both New Zealand's native and introduced wildlife.
- To see New Zealanders appreciate all their wildlife as a key to enjoying responsible out-door adventures.
- To ensure the survival of at-risk species.
- To create and maintain a philosophy of sustainable management of introduced game species where appropriate, which will allow them to be accepted, harvested and enjoyed as part of New Zealand's natural resources.

GOAL

- Enhance appreciation of DOC as a reasonable organisation.

ROLES/RESPONSIBILITIES

- Spokesperson – s9(2)(a)
- Area Manager – Reg Kemper

AUDIENCES

- Media
- Public/community

KEY MESSAGES

- We share the public's excitement around the mystery of the moose.
- The New Zealand Wildlife Trust that s9(2)(a) is the founder of share many goals in common with DOC; primarily around raising awareness and appreciation

Q&A

1. Will DOC exterminate moose if there are any remaining?
 - a. To be honest we have bigger conservation priorities to work through

ACTIONS

Date	Action	Name	Completed
	Reactive to media enquiries	Reg	

EVALUATION

- Analysis of media coverage to assess uptake of key messages
- Anecdotal feedback from public