

Evaluation of kiwi advocacy programmes in Northland and Coromandel

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Bev James

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KIWI: I feel so alone out here. Everywhere I look there are dangers. Our Kiwi have been here so long we are part of the land. We are the colour of the *Ponga* and the falling leaves, we are the guardians of the night, the Cry of the Night. What has happened to our Mana? What would a world be without the *Great Calling*?

(From *A Cry in the Night*, a play about kiwi, by Lindsay Charman.)

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Evaluation of kiwi advocacy programmes in Northland and Coromandel

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Abstract

This evaluation examines selected advocacy initiatives in the Kiwi Recovery Programme in Northland and Coromandel. The evaluation gathered qualitative information from key stakeholders. The effectiveness of kiwi advocacy was considered in relation to: the role of advocacy in the Kiwi Recovery Programme; the range of advocacy methods used; the nature and extent of community involvement in kiwi conservation; promoting kiwi conservation through local government; promoting kiwi conservation through schools; promoting dog control; and factors influencing the effectiveness of kiwi advocacy.

The evaluation found:

- kiwi advocates are essential to the success of the Kiwi Recovery Programme;
- a wide range of advocacy methods are used;
- there is increasing community involvement in kiwi conservation;
- kiwi advocacy is moving from raising general awareness to informing people about how they can help protect kiwi;
- there are opportunities for further promoting kiwi conservation through local government;
- there are opportunities for further promoting kiwi conservation through schools;
- dog control issues are being highlighted, particularly through the development of 'kiwi aversion' dog training.

The main conclusion is that advocacy is making an appreciable contribution to kiwi conservation.

Keywords: advocacy, community involvement, educational resource, evaluation, focus groups, kiwi advocacy, recovery programmes, pest control, dog control.

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1. Introduction

This evaluation report examines selected advocacy initiatives that are part of the Kiwi Recovery Programme in Northland and Coromandel. In particular, this report endeavours to present the views of local people on kiwi advocacy and kiwi conservation. Forty-one people in Northland and 40 people in Coromandel contributed their views.

The Department of Conservation (DOC) launched the Kiwi Recovery Programme nationally in 1991 because kiwi are a threatened species in rapid decline (Butler & McLennan 1991). DOC's partners in the Programme are the Royal Forest and Bird Protection Society and the Bank of New Zealand. The Bank of New Zealand provides sponsorship funding of around \$350,000 - \$400,000 per year. This funding is used for a range of projects, including supporting advocacy for kiwi conservation. In the 1999/2000 financial year, around \$90,000 was allocated for kiwi advocacy in Northland and Coromandel.

The programme's long-term goal is to "maintain and where possible enhance the current abundance, distribution and genetic diversity of kiwi" (Robertson, in press) in New Zealand. The key role of advocacy for the success of the Kiwi Recovery Programme is acknowledged in the programme's aims and objectives. One of the Programme's three aims focuses on advocacy:

To promote legislative and policy changes that will help to protect kiwi populations, and to encourage communities and members of the public to become actively involved in kiwi conservation.

Of the ten national objectives developed to support the Kiwi Recovery Programme, two are advocacy objectives. They are concerned with raising awareness and increasing community participation to support the programme's long-term goal.

DOC staff are concerned that, if statutory authorities, landowners and communities do not become actively involved in kiwi protection, kiwi will decline even further. Because of the proximity of kiwi to people, and the significant impacts of human activities on kiwi, advocacy is an essential conservation tool. Finding out whether advocacy initiatives are successful in informing people about the threats to kiwi and encouraging people to help stop the kiwi decline is a necessary part of monitoring the overall achievements of the Kiwi Recovery Programme. Prior to this evaluation, the effects of kiwi advocacy had not been assessed.

The main users of this evaluation will be the advocates for kiwi and DOC staff involved with kiwi advocacy, the Northland and Waikato conservancy offices and the Kiwi Recovery Group, which oversees the programme. The evaluation will also be of interest to people in Northland and Coromandel and elsewhere who are concerned with kiwi conservation, in particular those who participated in this evaluation. Finally, the evaluation will also provide information for DOC advocacy and public awareness staff.

2. Evaluation approach and methods

As with the Rotoiti Nature Recovery Project (James 2001), this evaluation is a formative evaluation. It focuses on implementation and progress, rather than on outcomes and outputs, although it does identify achievements to date. It seeks to identify what is working well, or not so well, and to recommend improvements that might be made to help meet objectives. The evaluation is not about assessing individual performance, nor is it concerned with assessing the effectiveness of kiwi management and science activities. Information from the evaluation is intended to:

- provide baseline information for the future evaluation of advocacy, in particular the development of advocacy indicators and measures;
- provide information to sponsors on the worth of advocacy activities;
- contribute to planning future advocacy activities.

It has not been possible to evaluate kiwi advocacy directly against the national advocacy objectives in the Kiwi Recovery Programme because those advocacy objectives are very broad in scope and do not lend themselves to measurement or description. The Northland kiwi advocacy objective is also broad, and includes a mix of desired advocacy and biodiversity outcomes. However, the evaluation has been guided by the key themes expressed in the kiwi advocacy objectives concerning public education, the provision of information and advice, the use of statutory advocacy tools to promote kiwi protection, and encouragement of active public involvement in and responsibility for kiwi conservation.

The following areas are the focus of evaluation:

- the role of advocacy in the Kiwi Recovery Programme;
- the range of advocacy methods used;
- the nature and extent of community involvement in kiwi conservation;
- how DOC is promoting kiwi conservation through local government;
- how DOC is promoting kiwi conservation through schools;
- how DOC is promoting dog control;
- overall factors influencing the effectiveness of kiwi advocacy.

The evaluation has been selective in focusing on some key kiwi advocacy initiatives, as a very wide range of initiatives has been undertaken in both Northland and Coromandel. There has been no comparison between the two areas in terms of their advocacy.

In Northland Conservancy the evaluation has focused on three initiatives:

- support of Whakaangi Landcare Group;
- working with the Far North District Council on the protection of kiwi habitat and dog control;
- the use of the 'Kiwi For Ever' education kit in schools.

Those initiatives were chosen to illustrate important advocacy objectives of the Kiwi Recovery Programme concerning education, the provision of information and advice, the use of statutory advocacy and encouragement of active public involvement. They focus on key target groups - private landowners, dog owners,

children, and local government. The initiatives also cover three strategic kiwi stronghold areas—the Hihī Peninsula, the Waitangi-Kerikeri areas, and the Glenbervie-Mimiwhangata areas.

Similarly, in Coromandel three advocacy initiatives were chosen to illustrate advocacy objectives and to focus on key target groups. The evaluation has looked at:

- encouraging and assisting community groups to care for kiwi;
- raising awareness among dog owners and trialling ‘kiwi aversion’ dog training;
- the use of the ‘Kiwi For Ever’ education kit in schools.

The evaluation has used primarily qualitative information gathered from key stakeholders and community input in addition to existing data collected by DOC on kiwi advocacy. Appendix 1 describes the data sources used in the evaluation.

3. Kiwi advocacy

Kiwi advocacy in Northland and Coromandel is guided by the Kiwi Recovery Programme’s aims and objectives. The advocacy objectives and associated tasks are set out in Table 1 below.

TABLE 1: KIWI ADVOCACY OBJECTIVES AND TASKS

O B J E C T I V E	T A S K S
To promote to statutory authorities and landowners with kiwi in their area or jurisdiction the need to help protect kiwi through statutory process, policy change or kiwi-sensitive management practices.	Promote changes to policy and management of statutory authorities to assist with the conservation of kiwi and their habitats.
	Advocate land management practices and voluntary codes of conduct for public companies and private landowners that will help to maintain or enhance kiwi populations and their habitats.
	Endeavour to secure kiwi habitat on private land.
To educate and inform the public about the plight of the kiwi, and encourage iwi, communities and the public in kiwi areas (especially where kiwi live on private land) to help protect kiwi by retaining and enhancing kiwi habitat, and reducing threats to kiwi.	Communicate information on the threats to kiwi and actions people can take to enhance kiwi populations in their local areas.
	Encourage and empower people to develop and carry out their own conservation projects, or to assist with other research and management.
	Evaluate proposals to transfer kiwi to 'open sanctuaries', 'mainland islands', or other suitable sites where they can act as a resource for advocacy and education, as well as contributing to the conservation of kiwi.
	Encourage captive-breeding institutions to present accurate information on kiwi and their conservation.

Source: Robertson *in press*.

3.1 KIWI ADVOCACY IN NORTHLAND

The overall objective of kiwi advocacy in Northland is to:

Maintain identified kiwi strongholds in Northland and where possible enhance other populations (Department of Conservation 2000).

Northland is a critical site for advocacy because it is the last major stronghold for North Island brown kiwi. However, the number and range of kiwi has declined significantly since the 1970s. Call counts at 23 monitoring sites in Northland have declined on average by 10% per year since 1995 (Department of Conservation 2000). Human actions, such as clearing bush and poor control of dogs and cats, pose major threats to kiwi. Predation by possums and mustelids also takes its toll. While some important kiwi habitats are on public conservation land and distant from human populations, other important kiwi areas are on privately owned land or close to human settlements, and consequently it is essential that the public is made aware of the impacts people can have on kiwi survival.

Raising public awareness of kiwi is not straightforward. It is influenced by a number of social, cultural, economic and demographic features in Northland (Crisp & Vivequin 1999). These include:

- low incomes and high rates of unemployment that mean communities have only limited resources to contribute to conservation;
- an increase in subdivisions that increases the risks of land clearance, habitat destruction and the introduction of pets into kiwi areas;
- an increase in exotic forestry that brings a risk of land clearance and habitat destruction;
- a culture of hunting and high incidence of dog ownership that increases the risk of uncontrolled dogs near kiwi habitat;
- the growing of marijuana in forest areas that exposes kiwi to dogs and pest traps;
- a high number of absentee landowners in some areas that makes it difficult for kiwi advocates to develop and maintain contact with people whose actions could affect kiwi;
- evidence that kiwi is still a food source for some Maori, despite its protected status.

Three kiwi advocates spearhead kiwi advocacy in Northland. In 1993 the first kiwi advocate was employed, and two more positions in Northland and one in Coromandel followed. The Northland kiwi advocates are permanent staff of DOC, but their positions are funded by Bank of New Zealand sponsorship, and would need to be reviewed if sponsorship were reduced or not continued. In the 1999/2000 financial year, \$59,000 was allocated for kiwi advocacy staff and operating costs. Previously, two of the three kiwi advocates were employed as temporary staff, and there has been some debate over their change in status to permanent staff. This was done to reduce the workload and uncertainty associated with rolling-over contracts. It has also resulted in kiwi advocacy gaining a higher profile among conservancy staff. However, there are some issues around being publicly identified with DOC and the additional administration requirements associated with being permanent staff.

Each kiwi advocate is based in an area office and concentrates on the communities close to strategic kiwi areas in their districts that have been identified in the Northland Kiwi Advocacy Plan. The strategic areas covered in the evaluation include the Hihi Peninsula, Waitangi-Kerikeri and Glenbervie-Mimiwhangata. None of the kiwi advocates works full time on kiwi advocacy. The Kaitaia and Kerikeri area advocates work between two and three days a week on it. In addition, the Kerikeri advocate works one day a week on the Trounson Mainland Island Project, which includes a significant component of kiwi advocacy. The advocate based in the Whangarei Area Office spends one day a week on kiwi advocacy. Each advocate reports considerable 'out of hours' kiwi advocacy work.

One person in the Northland Conservancy Office has responsibility for liaison with DOC Head Office on kiwi advocacy, and provides media and public relations support to the kiwi advocates. Other staff are involved in kiwi advocacy in the course of their work in the conservancy.

Reporting on kiwi advocacy work occurs through monthly reports on planned and achieved activities. These reports provide a means of monitoring and reporting on progress to the Kiwi Recovery Group, and sharing information among the kiwi

advocates. Some information is also collected on public awareness as part of kiwi call monitoring at 23 sites throughout Northland.

Northland kiwi advocacy has focused on specific groups or communities that have a role in kiwi protection, such as private landowners, local authorities, forestry companies, dog owners, hunters, schools, and key communities that live close to kiwi areas. Basic messages for kiwi survival are conveyed to all those audiences. The messages are concerned with dog control, the habitats needed by kiwi, predator control, poison and trapping guidelines, and encouraging community involvement in monitoring.

Emphasis in advocacy has shifted, as more people have become aware of kiwi issues. In the early days the emphasis was on producing information and raising the profile of kiwi issues. Two of the kiwi advocates spent a lot of time door knocking in communities near strategic kiwi areas and conveying the basic messages for kiwi survival to the public. Since 1998 the emphasis has shifted to encouraging landowners and communities living near areas of significant kiwi populations to help save the kiwi. More effort has also been placed on using statutory processes such as district plans and resource consents to promote kiwi conservation.

Each kiwi advocate has taken a different approach to advocacy, based on the characteristics of their areas and their own skills and strengths. The advocate based around Whangarei has concentrated on networking with groups and individual landowners, and through the schools. The mid north advocate spent the first year visiting over 600 households, but now deals more with groups and individual landowners. He has found the most successful initiatives to be the play 'A Cry in the Night', and local radio advertising. The far north advocate has also done a great deal of door knocking to raise awareness and develop relationships. Since 1998 she has moved more into assisting landcare groups and individuals with practical predator control, and working with forest companies on reducing impacts on kiwi habitat.

The wide range of advocacy activities in Northland have included:

- a door to door campaign to raise awareness of the kiwi, in which hundreds of households were visited;
- launch of the 'Kiwi For Ever' bilingual education kit on kiwi;
- visits to schools;
- public meetings;
- talks to a wide range of local organisations;
- radio campaigns focusing on dog control and kiwi awareness;
- news items in the local media;
- 'A Cry in the Night', a play written by one of the kiwi advocates to raise awareness of the threats to kiwi toured Northland. It was seen by an estimated 5000-7000 school students;
- work with private landowners on methods of kiwi protection. This has included provision of advice, workshops on kiwi protection and training on pest control methods;
- encouraging the voluntary protection of important forest areas on private land through covenants;
- encouraging local communities to set up initiatives for kiwi protection in their areas;

- Northland Kiwi News—a newsletter published three times a year that is sent to around 400 people;
- workshops and display at field days and Agricultural and Pastoral shows;
- erection of signs in kiwi areas;
- provision of advice to council planners, provision of expert evidence for planning hearings involving subdivision and development near kiwi areas;
- provision of awards to groups and individuals involved with kiwi protection;
- work with real estate agents and land developers to ensure that subdivision development does not impact on kiwi;
- developing forestry practices that are safe for kiwi with commercial forestry companies;
- work with iwi on habitat restoration and protection;
- liaison with other kiwi organisations including the Aroha Island Ecological Centre and the Whangarei Native Bird Recovery Centre.

3.2 KIWI ADVOCACY IN COROMANDEL

DOC manages approximately one third of the Coromandel Peninsula's land, while forestry companies own sizeable land areas. The peninsula has a nationally significant North Island brown kiwi population. Recent surveys and monitoring of kiwi calls indicate that the kiwi population is widespread, but smaller than in the past. As in Northland, major threats to kiwi include a high demand for land development, especially on the coastal fringes where kiwi populations appear to be the densest. The coastal fringes are also home to most of the peninsula's scattered population, which means people and dogs are potentially in close contact with kiwi. Socio-economic factors influencing advocacy include:

- the remote and isolated nature of some communities, which makes establishing and maintaining contact difficult;
- a strong culture of hunting for economic and recreational purposes, which increases the risk of uncontrolled dogs near kiwi habitat;
- the limited resources some communities have to contribute to conservation, although other communities have the potential to make a considerable contribution to conservation;
- an increase in subdivisions, which increases the risks of land clearance, habitat destruction and the introduction of pets into kiwi areas;
- an increase in exotic forestry, which brings a risk of land clearance and habitat destruction;
- the growing of marijuana in forest areas, which exposes kiwi to dogs and pest traps;
- a high number of absentee landowners in some areas, which makes it difficult for the kiwi advocate to develop and maintain contact with people whose actions could affect kiwi.

Parts of the peninsula are characterised by a population that is highly politically aware and active on environmental issues. This has certainly assisted the development of local commitment to kiwi conservation, but also poses some challenges in regard to predator control, as there is a strong antipathy towards the use of poisons.

Kiwi advocacy is undertaken by a kiwi advocate working three days a week. The advocate is on a three-year contract, rather than being a permanent staff member of DOC. The decision to continue a contract position is a deliberate one to maintain a community-based identity for the kiwi advocate. The position is largely funded by Bank of New Zealand sponsorship through the Kiwi Recovery Programme. The budget for the 1999/2000 financial year was \$31,507, with a contribution of \$5,800 and administrative support from the Hauraki Area Office. The kiwi advocate works closely with other staff in the Area Office.

As in Northland, kiwi advocacy in Coromandel has included a wide range of initiatives. The advocate has concentrated on identifying enthusiastic and committed individuals and working with them. They in turn act as advocates for kiwi in their own communities and groups.

Key sections of the community to be targeted have included private landowners, dog owners (including hunters and pet owners), local government, schools, and forestry companies. The isolated nature of settlement, lack of community meeting places, and a high proportion of absentee landowners in some areas has resulted in the kiwi advocate using community events to publicise kiwi conservation. These have included displays at fairs, market days, calf days, music festivals, and field days. The kiwi advocate has found that word of mouth is one of the most effective ways of getting the kiwi message across.

Specific initiatives have included:

- a workshop for teachers on the 'Kiwi For Ever' bilingual education kit on kiwi, which was attended by around 40 teachers;
- visits to schools;
- involving local residents in kiwi call monitoring;
- a radio campaign focusing on dog control and kiwi awareness;
- news items in the local media;
- encouraging local communities and private landowners to set up initiatives for kiwi protection in their areas;
- development of dog training techniques, with the trialling of 'kiwi aversion' training;
- erection of signs in kiwi areas;
- liaison with commercial forestry companies, including making submissions to their harvest planning processes;
- liaison with Transit New Zealand over the impacts of highway realignment on kiwi habitat;
- provision of advice to the regional council and territorial local authority, including submissions on resource consent applications, regional and district plans, pest management strategy and dog control plans;
- involvement with the Kuaotunu Kiwi Sanctuary (now Project Kiwi), a community-based organisation managing a kiwi population on an 800 ha block. In the last two years DOC and the kiwi advocate have reduced involvement in this initiative.

4. Views on kiwi and kiwi advocacy

Kiwi advocates and DOC staff are very aware that the kiwi is an enigmatic bird, and that this poses some problems for advocacy. A night dweller, the kiwi is not readily visible. In general, the public knows little of the kiwi's habits and the threats to its survival. For advocacy, the first task is to increase awareness.

The disadvantages are that you don't see and rarely hear kiwi. (Advocate)

How can you make people cherish something that's not part of their experience? (DOC staff)

Research participants were asked whether they thought people were aware of the threats to kiwi. Some participants reported an increasing awareness about kiwi issues in Northland and Coromandel, particularly in certain areas such as Kerikeri (Northland) and the northern Coromandel, and in communities living near areas of kiwi populations. There was also a view that people on higher income, educated people and those who were already involved in 'green' issues were more likely to be aware of kiwi issues.

DOC staff and kiwi advocates note an increase in public response about kiwi, which they attribute to a rise in general awareness of kiwi. Increasing awareness is evident in the opposition to some subdivision developments that could affect kiwi, and the emergence of organised groups to protect kiwi on private land. DOC staff report that more residents in some areas, such as Kerikeri, are calling them about kiwi deaths and wandering dogs. There are also increasing requests from the public for 'kiwi zone' signs to warn motorists and visitors of kiwi habitats. More people are seeking information about kiwi and asking what they can do. The kiwi call monitoring sites have also been increased as a result of local interest in wanting to be involved. Some Coromandel participants reported that more people now know what a kiwi sounds like, and more are interested in becoming involved in kiwi conservation, because of advocacy efforts. The kiwi advocate received phone calls about kiwi on private landowners' property after kiwi advertisements were played on local radio.

In many respects kiwi advocacy in Northland and Coromandel is doing well in raising the general level of awareness, and is moving on to the next stage of informing people how they can help. However, some participants thought that while there is an awareness of the kiwi as a national symbol, there is still a low awareness about the threats facing kiwi. In part, this is attributed to people in areas of high unemployment being focused on everyday survival rather than a concern with the environment. There is also a view that lack of awareness is due to lack of information about how serious the situation for kiwi is. Some areas are perceived as having low awareness, e.g. Omapere/Opononi in Northland. Coromandel participants considered that summer visitors to the peninsula were less aware than residents, and Aucklanders were singled out as lacking awareness.

Communities in Northland lack a sense that the treasures of a district are theirs... There's a low level of awareness because historically communities have been focused on survival and see the bush as a resource ... There is little awareness of the seriousness of the depletion ...the decline of the kiwi has been gradual and people don't recall how many there used to be. (Northland participant)

Community awareness is good in kiwi country, but in other areas it's not so much. (Northland participant)

Even if you're holidaying up there, you certainly don't come across anything that alerts you to the presence of the kiwi. Mostly holidaying in Coromandel is about going to the beach ... a lot of people wouldn't know a kiwi if they heard one. (Coromandel participant)

You hardly ever hear people talking about kiwi. The children were very surprised to learn there were kiwi up here. (Coromandel participant)

A core group of greenies and lifestylers are involved, and there is another ring of people who are being alerted to the issues, but they need more active encouragement to maximise their interest. (Kiwi Advocate)

There are huge social issues. It's a bit much to ask people to care about a bird you don't see. I try and link up people and the environment. (Kiwi Advocate)

4.1 ATTITUDES TOWARDS THE KIWI

The evaluation found a generally positive view of kiwi, and in particular pride associated with the kiwi as a national icon.

I have never picked up a negative attitude about kiwi ... most people don't worry about the ecological aspects, but are concerned about the kiwi as a national symbol. (Advocate)

Because the kiwi is a national emblem, people get quite patriotic about it. (Coromandel participant)

I'm all for kiwis. It's our national bird. (Northland participant)

I like to think if I want to go out at night to hear a kiwi I can. (Northland participant)

While some participants identified people as having very positive attitudes towards the kiwi, even though most people have not seen one, there were examples of negative attitudes that may impact on kiwi conservation. These included:

- a view that it is DOC's business to protect flora and fauna, and this is not a community responsibility;
- a level of denial about the impacts of dogs on kiwi;
- people not believing kiwi numbers are in decline;
- the perception by some that pet-free subdivisions have a negative impact on property values;

- the belief by some people that the kiwi is doomed and efforts to save it are sentimental.

I'm trying to get the locals more knowledgeable about kiwi. Some people know about kiwi but just don't care. They say 'you can't tell me what to do on my land' (Northland participant)

People don't believe the kiwi population is going down, because they hear them and don't believe DOC. As soon as you know the difference between male and female calls, you then realise there is a problem. (Northland participant)

Lots of guys go into denial—'my dog wouldn't chase kiwis!' (Coromandel participant)

4.2 VIEWS ABOUT KIWI ADVOCACY

There was overwhelming support for kiwi advocacy among all those involved in the evaluation, with the exception of two people. In general, advocacy was seen as essential for informing people about what is happening with the kiwi. It was also seen as a way of alerting people to other conservation issues. Some participants were anxious that DOC advocacy activities might be curtailed due to budget constraints. They considered that this would be a backward step.

It's created a lot more awareness about kiwi. We used to hear them, but didn't realise the importance of the area for kiwi. It's sparked interest. (Northland participant)

The kiwi project has really encouraged people to look at other issues such as weed eradication. (Northland participant)

If we put the effort in we have the potential to save this area, and it will be an ecological goldmine. I just hope that kiwi advocacy can carry on. (Coromandel participant)

Positive views about kiwi advocacy were strongly associated with the actions of kiwi advocates, who enjoy a very high and positive profile. Comments about DOC's general profile in kiwi advocacy were less complimentary and there was a strong view that more advocacy should be done.

I don't believe they are visible enough in kiwi advocacy. ... apart from [the kiwi advocate] I can't say what DOC is doing for kiwi. (Northland participant)

They should publicise more about what they are doing, like in Trounson. (Northland participant)

Advocacy needs to be really pushed, in an area like this with kiwi all around. (Coromandel participant)

I'm concerned that DOC seems to have pulled back on advocacy in the last few years. Overall there needs to be more effort, and not just in relation to kiwi ... the department needs a lot more work like that [of the advocate]. (Coromandel participant)

Participants emphasised that attitudes towards kiwi advocacy can be affected by ambivalent and negative attitudes towards DOC. For example, some landowners are unclear about DOC's motives for kiwi advocacy and fear a loss of control over their own land. Participants commented on the concerns that they were aware of in their communities:

- fear that DOC will take kiwi off private land;
- concern that owners will be prevented from carrying out activities if it becomes known there are kiwi on their land;
- people want privacy and do not want others coming on to their land to carry out predator control or other activities.

Some also commented that people were critical of DOC's lack of predator control in areas of public conservation land. In their view, DOC should address its own predator problems first, rather than expecting private landowners to shoulder the burden of predator control. In Coromandel, concern was expressed over DOC using weed sprays and poisons such as 1080 and Talon. These comments were not only expressed by those who considered themselves to be environmental activists, but also from some recreational hunters who were concerned for their dogs in poisoned areas, and would prefer to see employment opportunities generated from hunting.

There is an ambivalence that some people have about DOC ... an antipathy to bureaucracy ... I was told by a local 'pull my head in, we know what to do'.
(Kiwi Advocate)

Their idea is that DOC will take the land and claim the birds. They see conservation as negative. (Northland participant)

There is awareness of the plight of the kiwi, but people don't really care. There is some anti DOC, anti greenie feeling. (Northland participant)

My biggest concern is that DOC can be narrow focused—'lets kill everything'. When concerns come out about poisons they don't know how to handle it ... you need to walk your talk. (Coromandel participant)

4.3 VIEWS ABOUT KIWI ADVOCATES

The kiwi advocates are well known in their communities, although in Northland two participants were not aware that DOC has kiwi advocates. Both these were council planners, an important stakeholder and target group for kiwi advocacy.

In all except two cases, participants' response to the advocates was strongly positive. Words used to describe them include: charismatic; dedicated; conscientious; 'goes out of their way to help'; 'an excellent resource', 'well known' and 'a good ambassador'.

Participants see the kiwi advocates' role as:

- providing information and raising awareness
- liaising and facilitating contact between individuals, groups and organisations
- acting as a catalyst for things to happen
- providing practical advice, assistance, training and materials.

Participants emphasised the value of face to face contact:

It's effective interaction on a day-to-day basis. (Coromandel participant)

[the advocate] is very supportive, available, always there. Having someone approachable is helpful. It's important to have that facilitation role. (Coromandel participant)

The DOC advocates are helping all sorts, individual landowners, it's not just groups ... I would like to see more advocacy, more face to face contact. (Northland participant)

Sometimes people are a bit scared of DOC staff, but [the kiwi advocate] is ideal—available and gets alongside people. (Northland participant)

While almost all participants considered that having kiwi advocates is essential, they also observed that there were some gaps in support for advocates so that they could actively promote the kiwi conservation message and support community efforts. A lot of comments touched on the need for more resources of various types. These included supports for advocates, and resources that advocates could use in the community.

Having advocates out there works well. But they must have up-to-date and topical information ... you can't be an effective advocate or credible if you don't spend time in the field and get practical experience. (DOC staff)

They need to be supported in their role ... and spend more time on kiwi issues. (Northland participant)

Kiwi advocate positions are absolutely essential if you want to save kiwi on the mainland ...[but] they're getting bogged down behind the desk and not spending enough time in the field. (Northland participant)

5. Community involvement

Promoting public involvement in kiwi conservation is one of the Kiwi Recovery Programme's two advocacy objectives. In Northland, four landcare groups have been specifically set up to protect kiwi on private land. These groups have come about as a result of combined DOC, local government, non-government organisation and private landowners' efforts. New landcare groups formed in 1999 include the Kerikeri Peninsula Kiwicare, situated on the outskirts of Kerikeri, where there is growing subdivision development, and kiwi are being affected by loss of habitat and road kill is a problem. Another group is the Papakarahi Land Care Group situated on the northern side of Whangarei Harbour, where there is a small remnant population of kiwi. Up to 30 landowners are involved. Five other landcare groups are also involved in kiwi protection as part of their activities. Members of Whakaangi Landcare Group participated in this evaluation.

Coromandel portrays a diverse number of initiatives, with individuals and couples actively involved in kiwi protection on their own land, community groups doing predator control, and some private landowners starting to work together to protect kiwi on their own blocks. Coromandel kiwi advocacy supports the Thames Coast Possum Control Scheme, and individuals and groups in the Port Charles, Waikawau, Colville, Tuatēawa, Kuaotunu, Kapowai and Whenuakite areas. DOC is also starting to work with landowners on Great Mercury Island to use the area as a safe site for kiwi. The evaluation included people involved in kiwi protection in the Colville, Tuatēawa, Mochau, Whenuakite, Coroglen and Kuaotunu areas, and members of Project Kiwi, an incorporated society that undertakes predator control and other kiwi protection activities on the Kuaotunu peninsula.

5.1 COMMUNITY INITIATIVES

The Whakaangi Landcare Group

The Whakaangi group is based on a peninsula which is home to one of the densest populations of kiwi in the far north. The land is rugged regenerating bush, unsuitable for farming. It has a wide range of natural and historic values and contains a number of rare and threatened species of plants and animals. The peninsula includes Landcorp land, council reserve land, DOC-managed conservation land and privately owned land.

The group was set up in 1998 after a community workshop on kiwi was held. The workshop involved DOC, the Northland Regional Council, the Far North District Council, the Queen Elizabeth II Trust, the NZ Landcare Trust and local landowners. Prior to that, the kiwi advocate in the area had been working with individual landowners, but realised there was a need for a collective approach.

The aim of the workshop was to generate a community commitment to protecting kiwi on private land. The landowners were offered information and guidance on what they could do, including examples of how other kiwi groups had started and developed. The emphasis was on encouraging the local people to decide how they would look after kiwi on their land. The meeting sparked awareness and interest in doing something for the kiwi.

Whakaangi group members talked about their commitment to protect kiwi and the importance of working together:

The property was bought for us to retire on to. When we learned how bad the situation was, we decided to do something about it. ... We were left in no doubt what would happen if landowners didn't look after the bird.

Everyone is interested in saving the area ... I bought the land for my grandchildren so that they could understand what New Zealand was like. ... as a group, it feels good to know that everyone is trying to do the same thing ... this area where we are is precious.

I'd noticed the kiwi, and knew the sound, but didn't know where to start ... being part of the group is good, because there are others doing things, not just us.

We are looking at enhancement of what taonga is left for the future, as kaitiaki.

On the surface, the group is a disparate one. Some landowners are very well off financially, while others are unemployed. Absentee landowners live in Northland, around Auckland, and some live overseas in Canada, the United States and Europe. Locals include Maori landowners. One person described the group as made up of 'real extremes, from all walks of life'. However, many of the landowners have bought property there because of its relative isolation and high natural values, and share a concern for the environment.

Conservation of the area is an important concern of local tangata whenua, who are actively involved in the group, and see its role as compatible with hapu aspirations for enhancing their culture, community, and the native plants and animals of the peninsula. They are aware that some of the landowners are concerned about Treaty of Waitangi claims on public land in the area, but regard the role of the group as being to protect the taonga of the area.

It's not about who we are and why you are here, it's about the kiwi. It's about the native flora and fauna and the pa sites, the taonga. That's the issue, not the grievances ... It has taken eight to nine years to get a talking relationship amongst the community because of land claims ... Kiwi is seen as a big issue here especially amongst Maori. (Whakaangi group member)

Working with around 25 landowners, over 50% of them absentee, meant that it was essential to have a group structure to establish and maintain contact. One way of getting the group together has been to have a beach barbeque at Christmas. This was an opportunity for people to get to know one another and to discuss kiwi conservation. There have also been several meetings of landowners to decide on the objectives of the Trust and to develop a constitution. An active core of 10 landowners has fostered links with other landowners by phone and letter, and is driving the process of establishing an incorporated society.

Developing private landowner initiatives in Coromandel

The Coromandel kiwi advocate has contacted a large number of private landowners about kiwi over the last three years. In some cases landowners have become involved in kiwi protection through participating on kiwi call monitoring and predator control. In other cases, individuals have had a long involvement in conservation, either through their employment or voluntary activities, and kiwi protection has become an extension of this.

Private landowners explained how they came to be involved in kiwi protection:

We had a meeting about kiwi run by [the kiwi advocate], learned that there were kiwi here and formed a group.

[The kiwi advocate] came with kiwi listening about five years ago. We sat in the bush trying to hear kiwis. I said they haven't a chance, they're obsolete, but we'll give it a shot.

I knew there was a possum problem, but didn't do very much. Now I'm doing the whole block. We do what we can with guidance from DOC and Environment Waikato.

Some private landowners are starting to develop a co-ordinated approach to kiwi protection. At Tuataewa, a group of landowners maintain 88 bait stations to control predators. They raise money for bait, and put out a newsletter for landowners. A group of landowners at Whenuakite also undertake predator control on their land. In addition, they have established a policy concerning restrictions on cats and dogs on their land. In another area, 22 landowners have established a bounty system for killing predators. They contribute a sum of money each month, which is used for the bounty. Not all initiatives are undertaken by groups. There are also individuals and couples undertaking predator control on their own land, and in some cases for nearby landowners.

Landowners do not necessarily know about kiwi conservation initiatives going on in their own and other areas. In fact a focus group run for this evaluation was the first time that several people in northern Coromandel had come together to discuss what they were doing. They said that they wanted more opportunities for sharing information among landowners engaged in kiwi protection.

People are spread out, working in their own groups ... cross-fertilisation is important, to hear what other people are doing ... let's hear more about what each other is doing. (Private landowner)

Project Kiwi

Project Kiwi started several years ago as the Kuaotunu Kiwi Sanctuary Incorporated Society, when a commitment was made by a group of local people to protect kiwi. It is a community-based organisation focused on enhancing kiwi breeding opportunities through intensive predator control on 800 hectares of public and private land on the Kuaotunu peninsula. This area contains a kiwi population thought to be the largest and most viable in the Waikato Conservancy.

Since 1997 Project Kiwi has obtained funding from donations, membership fees and a wide range of organisations including Environment Waikato, local businesses, Lotteries Grants Board, and Royal Forest & Bird Protection Society. The principal sponsor is The Warehouse. Recently Project Kiwi has started a trial to rear newly hatched kiwi chicks in an enclosure, with an open day in February 2000 that introduced the trial to around 60 visitors.

With membership at around 179, the involvement of over 20 landowners, and requests from schools, environmental groups, locals, visitors and others to see the project, Project Kiwi has a high profile as a local kiwi conservation initiative. It produces a newsletter and has developed a web site. Unlike in Northland with Trounson mainland island, DOC has no kiwi conservation project on the Coromandel peninsula. Consequently, Project Kiwi provides the only example of kiwi protection in action that is accessible to the public.

A project like Project Kiwi is the best form of advocacy—it's hands-on, everyone can get involved ...it's a blueprint for other community projects ... Project Kiwi is an example of how sponsors can get involved in the environment. (Project Kiwi member)

In the last two years considerable changes in the organisation's committee membership have occurred, and it has relocated its office and changed its name from Kuaotunu Kiwi Sanctuary to Project Kiwi. The committee consists of local landowners, farmers, business people and residents. Previously DOC was closely involved, but has now stepped back, although it still has a seat on the committee. There is little communication or information sharing between Project Kiwi and DOC. Members of Project Kiwi commented that they lack confidence in DOC's approach to kiwi advocacy and predator control, and prefer to develop their initiative without DOC involvement.

5.2 SUCCESSES

While it is early days yet for some of the community-based groups identified in this evaluation, they point to important achievements. For some, establishing the group is a success in itself, as it is perceived as an essential means of bringing together resident and absentee landowners. Other key achievements of private landowners include:

- Sustained predator control in areas where none was undertaken previously.
- Evidence of regenerating pohutukawa and other bush, and increasing bird life.
- Increased hearing and sighting of kiwi.
- The control of dogs and other pets around kiwi areas.

5.3 BARRIERS TO SUCCESS

Participants identified several barriers to carrying out their aims for kiwi conservation. These barriers related to two main issues – resources to carry out kiwi protection, and establishing and maintaining groups.

Resources that people need to be involved in kiwi protection include money, equipment, time and information. The most significant barrier that participants identified was limited financial resources. This was raised by groups of landowners, and also by individuals maintaining predator control on their land. Funds are particularly needed for traps and bait. In some areas of Northland and Coromandel local residents simply do not have the personal financial resources to put into kiwi protection. However, both regions also have landowners, including absentees overseas, who do have resources. While some of the landowner groups have been able to involve their absentee landowners in kiwi protection, other participants noted that some overseas landowners do not appear to be interested in donating to predator control on their land, as they do not see any economic return.

Closely associated with a lack of financial resources is a lack of time to devote to kiwi protection. People have limited time to devote to voluntary activities, especially in isolated areas such as northern Coromandel, where a number of local services are already provided voluntarily. Project Kiwi reported that it receives many public requests to see a ‘working project’, which places extra demands on volunteers’ time.

Private landowners raised other problems about the dynamics of establishing and maintaining groups:

- Difficulties in establishing and maintaining an effective network among group members, particularly with a high number of absentee owners.
- Difficulties in motivating landowners.
- The need for mechanisms for greater information sharing among landowners.
- Individual landowners’ desire for privacy, and fear of the potential power of the group over individual actions.
- The diversity among landowners which could result in conflicting interests and problems in working together.

We’ve got people who are really interested, but they need support—they need bait, traps ... (Coromandel participant)

It comes to a point where volunteering becomes too much. A lot of our communities run on volunteer labour. (Coromandel participant)

5.4 RELATIONSHIPS WITH DOC

Most landowners involved in the evaluation were positive about their relationship with DOC, and appreciative of practical support and advice. The kiwi advocate’s role is important for supporting the development of landowners’ groups, helping groups work with other organisations, and helping individual landowners with practical advice, equipment and training.

I'm always hounding [the kiwi advocate]... for road signs and traps. I ask a lot of her. She's got a big area to cover, she goes out of her way. (Northland participant)

However, in the case of Project Kiwi, major communication and relationship issues have arisen in a small community over kiwi protection. Both Project Kiwi and DOC have been subject to criticism, as well as receiving support from the wider community. There are conflicting views about a range of matters concerning predator control, kiwi monitoring and outcomes. There is also suspicion of individuals' motives. These are more than simply systemic problems; deep-seated antagonisms have developed and issues have become personalised. The situation has become very tense and a way through is not immediately apparent.

It is not the purpose of this evaluation to comment on allegations that have been made. However, it is the role of this evaluation to identify advocacy matters that may affect the outcomes of kiwi conservation. It is clear that the current situation risks undermining the investment individuals and organisations are putting into kiwi protection. The skills, experience and resources of the community are not being used to the best effect because on-going tensions are not being resolved. Collectively the community has considerable skills, experience in and enthusiasm for kiwi conservation, yet the ability to focus on kiwi conservation outcomes is being reduced because of problems in communication and co-operation.

There are some positive aspects to build on. Although there is tension, many in the wider community are not aware of it, and perceive that DOC and Project Kiwi are closely associated. Furthermore, Project Kiwi has generated considerable funding, and is highlighting the plight of the kiwi on the peninsula. These aspects indicate that there are opportunities to resolve conflicts and move on. It may be that issues could be addressed through conflict management, although there would need to be political will on all sides.

6. Promoting kiwi conservation through local government

Northland Conservancy is working with local government on kiwi conservation through two main approaches: district planning processes; and dog control. In particular, the Conservancy is working with the Far North District Council (FNDC), which is facing increasing subdivision and development, with the associated impacts of disturbance to and loss of kiwi habitats and the introduction of dogs into kiwi areas.

There is increased community awareness of threats to kiwi, as is evidenced by opposition to certain types of subdivision development. For example:

- in 1999, one resource consent application for a lifestyle subdivision near Kerikeri received 26 submissions, of which only 5 were in support, and a

- petition of 178 signatures against the development. Opposition centred around the potential impacts of the development on kiwi;
- the Rangitane Residents and Ratepayers Association has petitioned the FNDC to introduce a bylaw to prohibit the keeping of dogs, cats and mustelids in the Rangitane area.

These activities have a direct impact on the district council, over and above any advocacy undertaken by DOC.

Communities have become conservation conscious. People are moving into the district for conservation reasons. They are making their voices heard, and they have the ability to be active. (Northland participant)

DOC's involvement in district planning processes has included making submissions to the proposed District Plan, making submissions on resource consent applications that have implications for kiwi wellbeing, and working with consent applicants to raise their awareness about how kiwi can be protected. Within the last five years, DOC has advocated to FNDC for restrictions on keeping pets (dogs, cats and ferrets) in certain subdivisions in areas of relatively high kiwi population density. DOC has also advised the Council that there should be restrictions on the clearing of bush in areas near to kiwi habitat. Working with applicants has involved one kiwi advocate in advising a developer on ways that a subdivision proposal can include kiwi protection.

DOC has two audiences in the FNDC; elected representatives and staff. Developing relationships with staff is particularly important, as almost all subdivision applications are non-notified and are therefore directly dealt with by staff, rather than through Council. However, developing good relationships with councillors is also necessary, as they have the overall responsibility for setting policy and ensuring that the district plan is achieved.

Council views on the role of Council in kiwi conservation:

Council Hearings Committee has an obligation to understand the unique circumstances of the kiwi and incorporate this into decisions.

We've got to consider kiwi—it's part 2 of the RMA, of national importance. It must be through the district plan.

It's important for Council to help in kiwi protection. For many people, the Council may be the only, or the main point of contact. Many don't have any contact with DOC.

DOC staff have found that some approaches have worked well with the Council. These include:

- providing well researched evidence at hearings about threats to kiwi;
- using dramatic effect, e.g. an advocate presented two dead kiwi at a hearing to emphasise the impacts of dogs;
- working with applicants to help them prepare applications that address kiwi issues and therefore will not need to be notified.

However, DOC staff have also had difficulties in getting the message of kiwi protection across to the Council. In part this has reflected the need for a coherent DOC policy on pets in subdivisions including how to deal with 'exceptions' such as working dogs. Such a policy would provide a consistent approach for DOC planners when requesting special conditions for kiwi protection on proposed subdivisions. This requires co-ordination between planners, advocates and scientists in order to clearly identify areas of key kiwi populations and what subdivision conditions are required.

Other difficulties have arisen from having to operate on the basis of the plans of former local bodies, none of which have addressed kiwi issues. This complexity will be overcome with the adoption of a single Far North District Plan, although staff are concerned that the proposed District Plan may not go far enough in protecting kiwi. Some staff consider that the Council adopts a reactive, rather than proactive approach to kiwi protection. In their experience, Council has responded to submissions for imposing specific conditions on subdivisions but is less likely to independently impose conditions. This caution may reflect the situation of not yet having a District Plan. It may also reflect a successful appeal in the Environment Court against one Council resource consent condition preventing the keeping of dogs on a new residential development in order to protect the local kiwi population.

Council staff were aware of their need for DOC expertise. Council planners identified that lack of information about the kiwi was the main issue for them. They said that they need more information about:

- location of kiwi, including maps;
- types of kiwi habitat;
- the range of issues and land use activities DOC is concerned about, so that they can identify the circumstances where DOC would be interested in a non-notified consent;
- who to contact in DOC. FNDC planners want to have a clearly identified point of contact in DOC area offices.

Both council and DOC staff suggested that closer working relationships could be developed by arranging meetings and fieldtrips for DOC, district councillors, planners and dog control staff to look at kiwi conservation issues. It was also suggested that community boards might be able to do more for kiwi advocacy, as they have day-to-day contact with residents, through consents processes and dog registrations.

7. Promoting kiwi conservation through schools

The evaluation has focused on the use of the 'Kiwi for Ever' kit in two primary schools. Glenbervie School, on the outskirts of Whangarei, is a town school with a rural outlook. It is near to pine production forest, heavily used for recreation. Once the area was home to a sizeable population of kiwi. Now, although the population has experienced decline, kiwi are still heard frequently on local lifestyle blocks. A kiwi call monitoring site is maintained in the area. I spoke to four teachers and 10 students (9 to 11 years old) at the school about their views of the kit. Although it was over a year since they had used the kit, they had run other activities on kiwi, and were still interested in the issue.

The other school is Manaia School, south of Coromandel township. Situated in a rural area, the school has 50 students, all except two of whom are Maori. Three teachers and 10 senior students participated in the evaluation. They had used the kit and received a visit from the kiwi advocate in 1998.

7.1 THE 'KIWI FOR EVER' KIT

The kit has two aims:

- to encourage schools to adopt their local kiwi population for study, protection and monitoring;
- to develop an understanding of and caring attitude towards our national icon in children from an early age with the aim of influencing their parents.¹

These two aims reflect three important components of environmental education: the development of awareness; environmental behaviour; and influencing others.

Four teachers and a school advisor worked on developing the kit over two years with funding from the Kiwi Recovery Programme. After completion the kit was trialled in three schools during 1995. Following the successful trial, it was distributed free to over 70 Northland schools and launched at a teachers' workshop run by DOC and the teachers who had developed the kit. Although the kit was trialled in Northland, it is for use in schools throughout New Zealand.

The kit was prepared as a bilingual resource. It consists of activity packs in English and Maori, which are designed to be used in conjunction with each other. The kit also includes a teacher's resource document to assist teachers in preparation and planning. Accompanying the kit is a demonstration box containing a kiwi egg, a stuffed kiwi and stuffed mustelid, and other items to enhance the written material. The box is held by the DOC Northland Conservancy Office and loaned to schools on request.

¹ Kiwi Recovery Plan 1996–2006, p.25 (Robertson, in press).

7.2 TEACHERS' VIEWS ON THE KIT

The teachers were very complimentary about the kit. Its main strength is that it is very closely aligned with the New Zealand curriculum framework, and particularly the science and English curricula. It is also useful for social development of students, as it aligns with the eight essential skills of the curriculum framework. The kit contributes to Maori immersion and bilingual teaching and provides Maori language resources, an important benefit, given the shortage of Maori language teaching materials.

Teachers were very positive about the kit:

It's a key resource for teaching – we base everything else on it.

It's absolutely fabulous to use with the juniors.

The children are still thinking about it and bring newspaper clippings to the school about kiwi.

It clearly sets out the objectives. It was really helpful. We used the objectives as part of overall bush study.

I like the way it's cross-curricula, which is the way we study things.

We didn't follow the kit through, just picked the ones we wanted to do, it was quite easy to do that. 'My question' was great—we have been following the inquiry approach.

Another key strength is the kit's practicality. Teachers said the kit is easy to use. It is well structured and flows from one activity to another. The kit is helpful for lesson planning, because it:

- includes very clear 'masters' for photocopying;
- provides a wide range of activities;
- is ready to use and does not have to be adapted to teaching requirements;
- can be used in parts, as the components 'stand alone';
- provides useful references to other source materials.

As well as using the kit, Manaia School used the Kiwi Recovery Programme internet site¹, and Glenbervie School used the demonstration box and had a visit from Snoopy, a one-legged kiwi. Both schools combined the kit with the advocate's visit. Manaia School emphasised how important it was for a country school to have visiting speakers.

Manaia School has used some of the Maori language component of the kit in the general class, for example in learning about birds. Their partial immersion class had not been set up at the time that the kit was used, so opportunities to use the Maori component were limited. However, they are now intending to use that component in the immersion class, and also suggested that the kit could include legends about the kiwi in both Maori and English.

The teachers had no concerns about the educational quality of the kit, which was deemed very high. Most of the improvements to the kit that were identified focused

¹ www.kiwirecovery.org.nz The site is widely used by schools and has won several national awards.

on presentation, increasing the use of the kit, resources to support use of the kit, and the relationship between the kit and curriculum areas. The areas for improvement were identified as:

Presentation

- The presentation of the kit needs updating – the style is dated and could be improved in quality.
- The kit is currently in three parts. It would be more useful to have all in one publication.
- The kit could include reference to the internet site.
- Some teachers preferred spiral binding to other types of binding or loose leaf in ring binders. Spiral binding makes it easy to photocopy while preventing papers from getting lost.
- A very large ‘master’ of a kiwi outline could be included for photocopying.
- Some activities are only covered in the Maori or English version – some teachers in bilingual classes have suggested that there should be comparable information in both versions, so they can be used together in the classroom.

Use of the kit

- The kit is used much more by primary than secondary schools – the challenge is how to adapt it to secondary teaching.
- There is an impression that the use of the kit is dropping, although this may be because teachers tend to teach topics on a two-yearly cycle. However, it does raise the issue of the need to publicise the kit.

Resourcing

- Teacher support to use the kit could be improved through the provision of information to them on kiwi. This could be in the form of workshops, articles and videos. Teacher training is important for new staff who may not be informed about kiwi issues. One teacher suggested getting teachers involved in the kiwi call monitoring project.
- A valued addition, similar to the demonstration box, would be a set of books of various reading ages that teachers could request. The teachers commented that they were limited in where they could obtain books from, and books from libraries were in high demand.
- No formal teacher evaluation of the kit has been done, although there may be an opportunity for this to be done through existing evaluation processes used by the Education Advisory Service in Northland.

Relationship with curriculum areas

- There is opportunity to coordinate the kit with the *Guidelines for Environmental Education* (Ministry of Education 1999) and the technology curriculum.
- There is potential to use the kit in maths. This may need to be made more explicit in the kit.

The teachers identified specific ways that DOC could help them use the kit better. They suggested that DOC could provide information on the kiwi, such as articles, books and videos. They would also appreciate DOC staff discussing opportunities for using the kit with teachers well before teaching is planned, e.g. before the end of term, or preferably a year before, as teachers tend to work on a two-year cycle

in planning teaching modules. Teachers also asked for information on DOC staff who are available to give talks to schools. Teachers said they could use DOC more, but weren't sure if DOC could meet the demand for speakers.

Teachers emphasised the importance of the kits:

It's important for new teachers, and for teachers who have not been exposed to the issues to get information ... what would be useful, would be a question and answer session with DOC ... it's got to be stimulating to fire us up.

Where do you go after the kit? We need more kits, to fit in with other curriculum areas, such as one to use with technology topics ... we need more information for seniors.

7.3 STUDENTS' VIEWS

Even though the students had encountered the kit well over a year before the evaluation, they had retained a lot of information. The Manaia students recalled learning about the kiwi egg, listening on tape to the different male and female calls, finding out about kiwi habitat and behaviour, and the threats dogs posed to kiwi. They were clear that people could help kiwi by tying their dogs up, trapping stoats and possums, and not dumping cats.

In addition to the kit, the Glenbervie students talked about the visits their school had received from Snoopy the one-legged kiwi from the native bird recovery centre, and one of DOC's kiwi dogs. Snoopy's educational role is a valuable one, as he is not only an example of what happens when traps are misused, but he also makes kiwi visible. The DOC dog has been an important conveyor of messages about the need to control dogs' behaviour around kiwi, and also that dogs can be used to save the kiwi.

The students were asked what they had liked about their kiwi activities. They said that they had most liked practical demonstrations, e.g. how the dog is muzzled and how a trap works; the outdoor activities; and the 'hands on' aspects.

Students talked about what they enjoyed:

The box is good because you can see the real size of the kiwi egg, and exactly what a stoat looks like.

I liked it when they showed us how to muzzle the dog.

I liked looking at the slides.

I liked learning about what you can do to save them.

The Glenbervie students were less keen on the use of photos in learning about kiwi, because they did not find this as interesting as real exhibits and demonstrations. They wanted activities and talks to happen in smaller groups, so that there could be more opportunity for questions. The Manaia students wanted to get out into the bush.

An emphasis on 'hands on' and outdoor activities was evident in what the students said they would like to do to learn more about kiwi. They were keen on field trips to see the kiwi in its natural habitat, and some were interested in participating in the kiwi call count project. Making models, displays and posters on kiwi subjects was also favoured. Several Glenbervie students said they would like to write and perform their own play, after seeing 'A Cry in the Night' performed. They also wanted to fundraise to help kiwi conservation.

The more you study kiwi, the more you'll learn about saving them.
(Coromandel student)

7.4 THE KIT'S CONTRIBUTION TO CONSERVATION

Both schools agreed that the kit has broadened educational opportunities for the students. The teachers considered that the kit is very relevant to students' experience, and provides an important focus for environmental education in their school.

Because of where we live, conservation and environmental education is a focus in our programme. It comes into a lot of things ... the kids were definitely more aware after the kit ... they have retained a lot of it and still talk about it.
(Coromandel teacher)

While the kit appears to have been very enthusiastically received by the students involved in this evaluation, it is also clear that some of DOC's messages have not got through. Although students can repeat the strong message about keeping dogs under control, they also made comments such as: 'our dogs would not touch kiwi'; 'dogs are more interested in possums' and 'my dog is scared of kiwi'. Even though most were aware of the need to tie a dog up, they did not necessarily tie their own dogs up. The teachers acknowledged that the dog message may not have got through, and commented that, in some households where there were hunting dogs, the children could get mixed messages about dogs.

Although the evaluation did not formally seek parents' views on the kit and DOC's work with schools, some comments arose in the course of discussions that showed parents were aware of the focus on kiwi in some schools. But that information does not show a clear transfer of information between children and parents. The teachers said that they expected that children were advocating kiwi conservation to parents, but that it would have been done informally, not as part of the school programme.

Parents' views on promoting kiwi conservation in schools:

They need to build on what's happening in schools—that's really positive.
(Northland participant)

The information from the schools filtered through to the community, it raised general awareness. (Northland participant)

People know nothing about kiwi, but the schools are getting involved ... our school has done walks and had talks. (Northland participant)

School kids are aware [of the Kiwi Recovery Programme] ... one of the kids was over the moon about it. (Coromandel participant)

The literature on the transfer of environmental awareness from children to adults gives some practical guides for programme design and teaching (Ballantyne et al. 1998):

- focus on issues that are highly relevant, such as local environmental issues which can be shown to have direct impacts on children, family, community and quality of life;
- involve parents in activities, such as field trips;
- target take-home material to parents as well as children.

The kit has the potential to incorporate these suggestions for good practice. It is already strongly supported by teachers, and could be used to encourage teachers to include parents more in activities that involve students and adults learning together, or students working with adults in addressing local environment problems. The Glenbervie teachers' intention to circulate information about kiwi to parents fits well with this approach. In the next year the school hopes to circulate a pamphlet about kiwi, designed and produced by the students, and incorporating what they have learned. The teachers saw this as a very practical way of highlighting an issue of significance in their community. The Manaia teachers intend to involve knowledgeable people in their community in future kiwi activities, including going into the bush.

8. Promoting dog control

[dog owners] should be responsible - that it doesn't bite kids, chase stock, kill kiwis. Dogs are highly trainable and highly adaptable. It should be seen as part of overall responsibility. Generally dog owners want their dogs to fit in to the community, but they don't know how. (Coromandel participant)

In both Northland and Coromandel, DOC has promoted the message of dog control in kiwi areas. The Coromandel Area Office has focused on dog control as one of the two key ways that people can protect kiwi, the other being predator control, and the Coromandel advocate is developing 'kiwi aversion' training for dogs. This approach has become a significant advocacy tool, as hunting is very much part of local culture. Dog training has opened up new areas of advocacy with professional and recreational hunters. It has also enabled DOC to show, through requiring its own goat hunting team to successfully complete dog training, that DOC is taking a lead in dog control.

The Coromandel advocate has found that working with individual recreational hunters and professional hunters, rather than hunting clubs, has been very effective. The advocate has worked with a small number of people to develop and trial the 'kiwi aversion' dog training, which is based on behavioural modification techniques

to train dogs to avoid kiwi. Through those people, other dog owners have been encouraged to undertake the training. Since the training was trialled in early 1997, around 130 dog owners have put their dogs through the training, some more than once. Of those, only about a dozen are pets, and the rest are hunting dogs. Ten dogs have been trained by the Coromandel kiwi advocate in Northland. Other training techniques to be used in association with the aversion training are promoted, including deterring dogs from hunting poultry, birds and possums, restraining dogs at night, and close supervision when in kiwi areas.

Participants who had been involved in the dog training were enthusiastic, although one expressed initial scepticism. Professional hunters saw benefits to their business from the training, as it gave them a competitive edge. One company had gained overseas contracts because they could demonstrate their dogs were able to be trained to avoid particular species. Recreational hunters were keen to undergo the training so that they would be able to hunt in restricted areas of public conservation land. They also found that farmers were more receptive to hunters if they could show their dogs were well trained.

It has made our dogs a lot better and taken a lot of the worry and risk out. It makes you appear more professional. It shows you are trying to be more proactive in making your dogs safer. (Professional hunter)

You've got to be open-minded and give it a go ... with farmers, I tell them I've got kiwi-trained dogs. They know you've put time into your dogs. (Recreational hunter)

It was a pain to do the training, but I needed it to get approval ... you get some hunters' dogs are not trained or looked after ... the dogs are uncontrollable. It's knowledge and pride in your dogs. (Recreational hunter)

Few pet dog owners in kiwi areas have been involved in the training. In part, this is because of difficulties associated with contacting visitors and landowners who are absent for most of the year. However, some Coromandel participants considered pet dogs to be much more of a risk to kiwi than hunters' dogs, because pet dog owners were more likely to deny their dog was capable of harming kiwi. Visitors were also less likely than locals to be aware of kiwi in their area. One participant talked about her own experience of not understanding the threat dogs could pose to kiwi, until her own pet killed one.

Another tradition has to be broken down - that people can come on their holidays and do what they like ... they take their dogs and they're running around.

There's an invasion of dogs in the summer, it's not much of a holiday for the wildlife.

Pet owners are worse. They think that their precious little fluffy ball won't do anything. A lot of people don't have good control of their dogs. You've got to educate the pet owners. Most are mortified to think their dogs might kill a kiwi.

Our labrador brought a kiwi home very dead. That made us realise ... you have to take personal responsibility, sometimes you need a bad experience to realise.

Some private landowners in both Coromandel and Northland have put in place dog restrictions on their own land. In Coromandel the Whenuakite group originally wished to establish a pet-free policy for their block, which has nine shareholders. The policy has required some negotiation and amendment. Now dog owners are able to keep their pet, but must not get another one when it dies. New landowners on the block are not able to bring dogs with them. Initially cats were banned, but now households are allowed one cat, a measure that was agreed due to the high numbers of rats and mice in the area. The Whakaangi group in Northland has put up dog control signs provided by DOC and would like tighter controls on hunting. The kiwi advocate has organised kiwi aversion training for a group of local hunters and their dogs.

Whakaangi group members acknowledge the difficulties in convincing others to control their dogs:

... a lot of people bring dogs on to the beach and they can get up into the bush. They also bring dogs to the camp. We want people to put dogs on a leash, and the owners being responsible.

There's a long history here of pig hunting and of roaming dogs ... you've got to be patient. People come home with their dogs after years away. We've got to take it slowly with them.

The 'please control your dog' sign just about started a family row because they thought it was a DOC sign, but I put them straight that it was me!

Both Northland and Coromandel conservancies understand that the bonds people have with their dogs are very strong and established, in contrast to the relationship with the almost invisible kiwi. The challenge for DOC is to use people's strong bonds with their dogs to enhance kiwi protection. While it is important to use regulation and planning instruments to control dogs in kiwi areas, working directly with dog owners has the potential to be even more successful. Dog owners emphasised the need for DOC to consult with and involve them in kiwi protection. This is especially important where hunters have expertise in predator control and private landowners are keen to be involved in protecting kiwi on their land. If people perceive DOC's approach to dog control is rigid, this may negatively impact on their interest in supporting kiwi conservation.

It's really good with [the kiwi advocate]. She likes input [into the dog training]. She wants it to work, it's not telling you, but asking you. If you're looking at the whole picture, this training's got to be good for kiwi. (Coromandel participant)

[kiwi aversion training] gets the owners knowing more about kiwi, especially guys. You can raise their awareness of the kiwi through their dogs. Otherwise it's not an issue to them. (Northland participant)

9. What works well

This chapter identifies the advocacy approaches that are working well in involving people in kiwi conservation. In some instances a particular advocacy method has been identified as successful. But in general, success cannot be attributed to the use of any one method. It is more likely to be a result of good communication, interpersonal skills of advocates, relationship building and flexibility.

The approach that stands out as the most successful is having kiwi advocates in the community. Other successful approaches identified are: focusing on kiwi, giving people the skills to help the kiwi, facilitating links between people and organisations, focusing on key groups, and using a range of advocacy methods.

9.1 VALUE OF KIWI ADVOCATES

The most important advocacy tool is having advocates out in the community, working with people face-to-face. The advocates know their local communities and are part of them. Advocates are involved with their communities both formally and informally, using many opportunities to interact with people every day.

Face-to-face is the only way to go. You need a person out in the community. (Northland participant)

[having a kiwi advocate] it's a good idea. It's a niche that wasn't being filled. It needed to be done. It feels more local than what DOC does. (Coromandel participant)

[the kiwi and kukupa advocates] are not only meeting the community formally, but it's ongoing. They attend hui, tangi, talk to locals. (DOC staff)

Two advocates consider that having their vehicles displaying Kiwi Recovery Programme logos and their contact details has enhanced their visibility, and consequently resulted in an increase in people approaching them. In many respects the vehicles function as mobile offices. People ring the advocates while they are on the road, and approach them when parked.

9.2 FOCUS ON KIWI

It is important to have advocates whose primary focus is kiwi. In that way, their impact is not diluted across a range of duties and issues, and people know who to contact. However, a focus on kiwi does not mean that other conservation issues are ignored. Far from it. There are positive spin-offs for other conservation advocacy through kiwi advocacy.

Kiwi was the spark that got us going ... it got our awareness up to look after the bush. (Coromandel participant)

It can never be just about kiwi—people will raise all sorts of issues ... [kiwi advocate] has really encouraged people to look at other issues such as weed eradication. (Northland participant)

Anything good for kiwi is good for native flora and fauna. I see kiwi as the prime focus, and should remain the main focus, no question. They should advocate for other things, but not as the main focus. (Northland participant)

Kiwi is a dominant catalyst in terms of other advocacy ... kiwi advocacy tends to lead to other advocacy. (DOC staff)

You can't do kiwi advocacy on its own. There are multiple benefits for kukupa ... it makes more sense to people ... people come to me with a wide range of issues, not just kiwi, and I have to respond. (Advocate)

The advocates' experience is that kiwi and other advocacy are closely linked. Sometimes kiwi advocacy acts as a catalyst for raising people's awareness of other issues, such as habitat protection, weed eradication, subdivision impacts, and predator control. People also raise a whole range of conservation issues with kiwi advocates. Of necessity, as front-line staff, the kiwi advocates are required to provide information and advice on many aspects of conservation.

9.3 GIVING PEOPLE SKILLS

The kiwi advocates are increasingly progressing from simply raising awareness to providing assistance and advice for people to actively care for kiwi. Providing information on its own is not sufficient. People need the knowledge and practical skills to act. The use of training, e.g. for landowners on predator control techniques, and kiwi aversion training for dogs, are good examples of practical support that builds on raised awareness. Training also enhances relationships with the community and provides additional advocacy opportunities. Part of providing practical support involves showing people working examples of what can be done. Advocates in Northland use Trounson Mainland Island and Aroha Island as examples of kiwi care in practice.

The reality is that people have to pick up the problem, therefore it's important to arm them with the knowledge ... People need to have better knowledge about pest management. (Northland participant)

You need to identify those actions which lead to kiwi decline and those that lead to recovery, and show where people can have an impact. (Northland participant)

Everything I advocate, I do on my own land ... I can give people practical information about how to do it, the costs and so on. The practical approach eases the way ... People need a lot of practical assistance with [predator control] equipment. How can you assess the effectiveness of advocacy if people haven't the ability to act? (Advocate)

The best tool is having Trounson to show people ... I can talk about Trounson, show people what happens when you manage wildlife, encourage people to go and see what can be done. You need to give people lots of practical advice. (Advocate)

9.4 FACILITATING COMMUNITY AND ORGANISATIONAL LINKS

Advocates have found that one of the most effective ways of promoting the kiwi message and getting people involved is by putting people in touch with one another and working with other organisations, such as local government and community organisations. One advocate said that one of the most important relationships he has developed is with the Landcare Trust. Others have developed close relationships with council dog control officers and regional council staff.

Facilitating links happens at the local level by advocates helping private landowners to work together, and by assisting them to contact government agencies if required. It has also involved advocates in linking up community groups that are looking after kiwi in different areas, so that they can learn from one another.

9.5 FOCUSING ON KEY GROUPS

While using mass media can help to raise general awareness of kiwi issues, it is less effective in encouraging people to act. Advocates have moved from raising general awareness to concentrating on what information and advice specific sections of the population need to protect kiwi themselves. This approach has involved advocates working closely with forestry companies, hunters, schools, and landcare groups.

9.6 USING A RANGE OF ADVOCACY METHODS

The advocates use a range of advocacy methods to get the message across in a variety of ways so that it does not become 'old hat' and boring.

Advocates commented:

It's a continual search for what's going to work with each group, and what's appropriate. Otherwise it won't work. You have to listen to their needs and what they want, try to get a 'win-win'.

It's multiple-tiered, the kiwi issue is coming up on TV, radio, through personal contact. You keep reminding people in different ways so it doesn't become tedious.

You've got to use a lot of approaches, it's quite complex and it's requiring a huge behavioural change.

Some advocacy methods have been found to be especially effective:

- Two advocates have found that door knocking is a good way of learning about the community, about people's attitudes and levels of knowledge, and about what advocacy approaches would and wouldn't work.
- The kiwi newsletter provides a useful means of keeping in contact with over 400 people spanning a wide geographical area.
- Using local media, such as newspapers and radio. A radio advertising campaign, with dogs barking and kiwi calls, received very good feedback from local listeners.
- The play 'A Cry in The Night' uses dramatic and artistic forms.
- The use of 'shock' tactics is one effective way of conveying information. Emotional appeals make a strong initial impact. They help to overcome complacency and to instil a sense of urgency for action. But shock tactics should not be overdone; they can result in people switching off, becoming blasé, or feeling powerless to act.
- The Coromandel advocate has found that setting a stall up at fairs, market days and local festivals has been an effective way of reaching holiday makers and people living in isolated areas.

10. Issues and improvements

Participants were asked what DOC could do to improve the level of awareness about the kiwi, and encourage community involvement. These questions generated a wide range of comments and suggestions. Some specific suggestions, such as those concerning the school kit, have been discussed in previous sections. This section focuses on the broad areas of concern that participants voiced. Many of these concerns focus on DOC's relationship with the community and its ability to support communities in undertaking kiwi protection themselves. These issues are summarised as communication, consultation and resourcing. Other issues raised in regard to strategic and organisational matters are also discussed. Finally, some concerns about DOC's ability to work with iwi are explored.

10.1 COMMUNICATION AND CONSULTATION

The advocates and most participants emphasised that involving the community is essential for the success of kiwi recovery. However, some participants were critical of DOC's general ability to communicate with the public, and considered that negative views about kiwi advocacy could be formed from people's negative experiences of DOC in other contexts.

Participants gave instances of mixed messages. For example, kiwi advocacy is promoting the positive message of landowner responsibility for predator control and habitat protection. On the other hand, people perceive that:

- DOC is not controlling predators in some areas of public conservation land;

- DOC is negative about some subdivision development, yet subdivisions could be used to promote and encourage landowner involvement in predator control and habitat protection.

Several participants gave instances of poor communication, where DOC had been contacted about predator problems, or the presence of kiwi on their property, but had not responded. Comments were also made that, while the kiwi advocates were very visible, the wider involvement of DOC staff in kiwi advocacy was not obvious.

Other participants thought that individuals and communities should be consulted more about their views, suggestions and concerns, as this could result in benefits to DOC in gaining knowledge and support from the community. Poor consultation was a particular issue in Coromandel with respect to the use of poisons for predator and weed control. Participants also mentioned some instances where DOC had failed to consult landowners before coming on to their property to undertake predator control.

DOC is not prepared to sit down and chat. They wouldn't talk to a pig hunter. (Coromandel participant)

DOC has a policing attitude, rather than an educational one. Locals can teach a lot about an area ... DOC should be talking to people who are actually in the bush, trampers, hunters, rock hounds ... get the community on their side. (Coromandel participant)

There is interest in the community but it is undirected and not being picked up on ... there needs to be a greater sense that DOC is inviting people to become involved, and is doing it in an organised way .. it needs to be well publicised. (Northland participant)

There is a lot of opportunity for DOC to ask, 'can you help'? ... but DOC is missing the opportunity. (Northland participant)

The background knowledge of local people is important in developing solutions. (Northland participant)

10.2 RESOURCING COMMUNITIES

A lot of comments touched on the need for more resources to assist local communities to protect kiwi. Participants said that people do not have the practical knowledge and skills to translate their awareness and concern for the kiwi into action. A lack of appropriate, up-to-date promotional materials was identified. Currently information is dispersed across a variety of brochures. There is no one place that people can go for simple, accessible 'how to help' information. The advocates emphasised that their job is made harder without information material to provide to the public. Participants said that people need more information about:

- what effects dogs have on kiwi;
- the different kiwi calls;
- different kiwi habitats;
- where kiwi are;
- predator control;
- habitat protection, including covenants.

Participants also asked for resources, such as bait and traps, to assist private landowners with predator management, and for more kiwi aversion dog training. Participants, especially in Northland, were keen to see kiwi advocates spending more time in the field, rather than in the office. There was a strong view among participants that kiwi advocates need more support to do their jobs effectively with communities.

The reality is that the community has to pick up the issue, therefore it is important that DOC gives people the knowledge of what they can do. (Northland participant)

People are aware that the kiwi is threatened and are proud to have it around ... but ways of protecting it is another issue ... there is not much practical knowledge ... people need more information on habitat. (Northland participant)

We need to know more about kiwi behaviour, such as what conditions are needed for breeding. Perhaps we could find better ways to protect them, and promote the right conditions on our own land. (Coromandel participant)

10.3 STRATEGIC ISSUES

Several issues concerned with kiwi advocacy's direction, focus and priorities were identified by both DOC staff and local people. In particular, they identified a need to raise the profile of kiwi conservation and look at issues concerning sponsorship.

A number of participants thought that more could be done to promote kiwi conservation more widely, especially outside their areas, in order to alert visitors and holiday makers to the need to take care in kiwi country. Suggestions were made for developing a greater national awareness of kiwi conservation through, for example, the use of television and well known personalities.

We could do a lot more to show that we are kiwi country ... we need something 'in your face' ... there's huge tourist potential. (Northland participant)

If you want to have an effect, you've got to get to the Auckland population. Get them involved, get them owning the whole issue. (Coromandel participant)

Local promotion is going on in the absence of national promotion. (Advocate)

In Coromandel, DOC staff considered that the local profile of kiwi conservation would benefit from having a kiwi protection project on public conservation land. Unlike Northland Conservancy, they do not have a showcase such as Trounson Mainland Island where visitors can see kiwi conservation and predator management in action. Staff consider that such a project on the Coromandel would show DOC's practical commitment to kiwi conservation on public conservation land, and also provide a means to make kiwi more visible to the public.

Currently, the profile of kiwi conservation is largely conveyed through an exclusive sponsorship contract that the Kiwi Recovery Programme has with the Bank of New Zealand. While this arrangement provides some certainty of funding, it does prevent DOC obtaining sponsorship from other sources. For example, people have wanted to donate money to DOC kiwi activities in Northland, but their money would go to the Threatened Species Trust, rather than directly to kiwi. This has put people off donating because they cannot see the direct results of their contributions. The challenge is for DOC to maintain BNZ sponsorship while facilitating local initiatives and the ability of local groups to raise funds for kiwi conservation.

Matters of profile and sponsorship are some of the issues to be considered in defining the strategic direction for kiwi advocacy. DOC staff acknowledged that there was a diversity of views within the organisation about DOC's overall objectives for the kiwi. Is it to confine kiwi to safe areas? Or is it to seek community involvement in maintaining kiwi around areas of human settlement? While the approach as set out in DOC planning documents is to actively encourage community involvement, that message is not altogether clear in communities. There is a need to involve communities in developing long-term directions and solutions for kiwi conservation. This could be part of raising awareness about the human actions that lead to kiwi decline, and what local communities can do to reverse that decline.

10.4 ORGANISATIONAL ISSUES

The three main organisational issues that arose in the evaluation were: support for advocates; advocacy among staff about kiwi; and better internal co-ordination for kiwi advocacy.

Advocates noted the continuing demands on them to provide information, advice and practical assistance to communities. They highlighted the continuing pressure to come up with new ideas, new ways to involve people, and new ways to raise awareness. Both participants and advocates made suggestions about how support for advocates could be improved. These included:

- Training in advocacy skills such as interpretation and marketing.
- Attention to health and safety issues involved with door knocking, dealing with dogs, and driving long distances on poor roads.
- Portable equipment, such as a lap-top computer and camera, for recording stories as they happen.

Advocates identified a need to up-skill other staff, including advocacy staff, field staff and staff in visitor centres, on kiwi issues, and also to alert them to the implications that their actions in other areas of DOC activity could have for public reactions to kiwi advocacy. Better co-ordination among DOC staff may assist up-skilling. DOC staff and advocates commented that there needs to be better co-ordination to ensure consistency of the kiwi message. In particular, they identified a need for a coherent policy on pets in subdivisions, including how to deal with 'exceptions'. A clear DOC policy relating to dogs on public conservation land is also lacking.

Kiwi advocates suggested that more communication was needed among them in order to share ideas, develop new approaches, consider consistent approaches and

maintain motivation. At present there is not much contact among the advocates. They also said that more contact was needed between kiwi advocates, other advocacy staff at conservancy and head office levels, and the Kiwi Recovery Group. The advocates felt they did not always get support from the Kiwi Recovery Group or guidance from them when needed. There was also a view that the significance of their work as advocates was not understood.

It's easy to become isolated ... we work on our own, in our own areas ... there's a burn-out factor. I want to find out what others are doing ... and there needs to be more communication with head office. (Advocate)

There used to be closer contact ... now there is no central contact ... it is also difficult to find the time to contact the other advocates. Then you become isolated, but you need consistency in messages ... there is the loss of morale-boosting and brainstorming opportunities. (Advocate)

10.5 WORKING WITH IWI

While the evaluation has not focused on advocacy initiatives specifically involving iwi, comments were made about DOC's relationship with iwi in the course of the evaluation. DOC's relationship with Maori is a much wider issue than can be covered here. It is being considered as part of other DOC initiatives, such as developing a framework for implementing effective co-operative conservation management arrangements, and the implementation of a training programme for staff.

The Northland Conservation Board has identified DOC's relationship with iwi as critical in Northland. This is not surprising, given Treaty of Waitangi claims on public conservation land. Furthermore, in some areas of the North, Maori make up a majority of the population and are landowners in kiwi areas. There are also cultural values and practices associated with the kiwi, including claims of customary rights to take kiwi as food. While DOC-iwi relationships did not arise as an issue in Coromandel, the kiwi advocate said that she would like to put more effort into relationship building with tangata whenua. There has been little contact with iwi over kiwi conservation, although the kiwi advocate works with Maori individuals and landowners.

Issues identified in this evaluation include:

- the need to move from the basis of a clearly articulated Kaupapa Atawhai Strategy to day-to-day actions on the ground (implementation);
- the impact of Treaty settlements on the management of natural areas, and in particular, the need to develop ways to respond to cultural redress, which is becoming an increasingly significant component of settlements;
- the need to manage appropriately requests for cultural materials, such as kiwi feathers;
- the relatively low profile of the kiwi issue among Maori, compared to the kukupa;
- the need to develop relationships with iwi across a broad front, not just around single issues;
- DOC's capacity to address concerns of Maori.

Where there has been a positive response, is not where DOC has taken the lead, but where iwi have taken the lead. How can DOC help that to happen? (Northland participant)

Kiwi is part of Maori identity and can't be put on the shelf anymore. (Northland participant)

You need to take the time to work through the issues. One hui won't do. (DOC staff)

11. Conclusions

This section considers:

- the role of advocacy in the Kiwi Recovery Programme;
- the range of advocacy methods used;
- the nature and extent of community involvement in kiwi conservation;
- promoting kiwi conservation through local government;
- promoting kiwi conservation through schools;
- promoting dog control;
- overall factors influencing the effectiveness of kiwi advocacy.

This evaluation has its limitations, as outlined in the introduction. It has not been possible to evaluate kiwi advocacy directly against the advocacy objectives as set out in the Kiwi Recovery Plan. Furthermore, a very wide range of advocacy initiatives has been undertaken, only a few of which have been considered in this evaluation.

Taking into account these limitations, the evaluation nevertheless concludes that advocacy is making an appreciable and positive contribution to kiwi conservation, as outlined below.

11.1 ROLE OF ADVOCACY IN THE PROGRAMME

Advocacy is critical to the success of the Kiwi Recovery Programme. There is evidence of increasing public awareness of threats to kiwi and an increase in community-based kiwi conservation initiatives. Without advocacy, it is questionable whether there would be public awareness of human impacts on kiwi. Similarly, it is questionable whether community commitment to active kiwi protection would be forthcoming.

The way advocacy is undertaken is even more critical to the success of the Programme. This evaluation shows that kiwi advocates are essential to the success of kiwi advocacy. Without them, it would be unfocused, lack coherence and suffer from a low profile. Working with the community would be very difficult. Through their advice and actions the kiwi advocates show people how it is possible to maintain and enhance populations of kiwi close to human settlements. The vision

of kiwi living with humans will only be achieved through the advocates' ongoing support of community efforts.

DOC is fortunate in having very skilled individuals as kiwi advocates, as a lot rests on their abilities to make the position work effectively. While they differ in their background and approaches, they bring to the position common qualities that are essential for the job:

- knowledge and understanding of their communities;
- interpersonal and communications skills;
- a thorough practical knowledge of kiwi conservation.

11. 2 RANGE OF ADVOCACY METHODS USED

A wide range of advocacy methods is used. This is necessary to:

- obtain wide exposure for the kiwi message;
- ensure that methods are compatible with the circumstances of different groups and communities;
- convey messages in a variety of ways that maintain freshness and interest.

Some methods have been identified as particularly successful. They include:

- door knocking (in some areas);
- the kiwi newsletter;
- using local media, such as newspapers and radio;
- using dramatic and artistic forms;
- 'shock' tactics (used sparingly).

Underpinning all methods is the advocates' use of interpersonal communication and face-to-face contact with groups and individuals. This is essential for:

- conveying information and advice;
- obtaining people's opinions and concerns;
- motivating people to act;
- facilitating and co-ordinating the efforts of various agencies and groups;
- gathering information that is useful for kiwi conservation, such as the conditions of local kiwi habitats, community views and values, and factors affecting local involvement.

Some gaps in kiwi advocacy have been identified. These highlight opportunities for building on current efforts that are working well, and expanding into new areas of activity. They include:

- the need for more active promotion of 'kiwi aversion' training for dogs;
- follow-up to advise people about the results of their efforts (e.g. those involved in kiwi call monitoring);
- recognition and reward to people who have worked to protect kiwi;
- targeting well-off landowners as a source of support;
- the use of schools to establish new kiwi call monitoring sites;
- field days and guided tours to involve the public more in kiwi sites, e.g. build on the interest in Trounson;
- the need for more overt signage in kiwi country. For example, there is no obvious signage at the Whangarei airport, a gateway, about the kiwi;
- providing opportunities for groups and individuals engaged in kiwi protection to share information.

11.3 COMMUNITY INVOLVEMENT IN KIWI CONSERVATION

Working with individuals, groups and communities to look after native species and natural heritage is a crucial part of DOC's work that is clearly reflected in the Kiwi Recovery Programme's advocacy objectives. The evaluation provides some evidence of success in involving communities. DOC staff and kiwi advocates note an increase in public response about kiwi. Increasing awareness is also apparent in community opposition to some subdivision developments that could affect kiwi, and the emergence of organised groups to protect kiwi on private land.

The formation of local landowner groups is starting to show benefits for kiwi. They are invaluable in extending the kiwi advocate's work, by acting as advocates in their own communities, watching over kiwi areas, protecting habitat, and undertaking predator control.

11.4 PROMOTING KIWI CONSERVATION THROUGH LOCAL GOVERNMENT

DOC staff in Northland and Coromandel have put considerable effort into working with councils. Achievements have included council consideration of kiwi and their habitat in plans and consent decisions, the introduction of land use rules for kiwi and their habitat, and mention of kiwi in council dog control plans.

DOC staff have found that some approaches have worked well. It has been important to provide well-researched evidence at hearings about threats to kiwi, and to work with resource consent applicants to address kiwi issues. However, DOC staff have also had difficulties in getting the message of kiwi protection across to the Council. They think that having a coherent DOC policy on pets in subdivisions could assist this.

Council staff were aware of their need for DOC expertise. Council planners identified that lack of information about the kiwi was the main issue for them. Both council and DOC staff suggested there was a need for more meetings and fieldtrips for their organisations in order to provide a focus on how they could work together on kiwi issues.

11.5 PROMOTING KIWI CONSERVATION THROUGH SCHOOLS

In New Zealand, environmental education is seen as providing an effective means of achieving Government's goals for both education and the environment (Ministry of Education 1999:7). Educating young people is widely regarded as an important tool for promoting positive environmental attitudes and practices. However, much of the research on the effectiveness of environmental education programmes in fostering environmentally friendly attitudes and behaviour is inconclusive. Furthermore, the assumption that children can be a key audience in influencing others is largely untested.

While the schools involved in this evaluation were very enthusiastic about the 'Kiwi For Ever' kit and DOC's contact with their schools, the long-term effects of

promoting the kiwi message in schools is not known. Longitudinal research would be required to assess the effects of environmental education programmes on children's environmental behaviour and influence within their communities.

Overseas research suggests that school-based environmental education should complement, rather than supplant, environmental programmes aimed at adults. The 'Kiwi For Ever' kit provides opportunities for DOC and schools to work with parents and the wider community.

11.6 PROMOTING DOG CONTROL

Community involvement is being achieved by highlighting the dog control issue through the media and developing 'kiwi aversion' dog training in Coromandel. This training has been very well received by some hunters and pet owners. In some areas, private landowners themselves have put in place dog restrictions on their own land.

However, DOC staff are very aware that banning dogs from certain areas is a contentious issue. An effective solution is likely to be reached with a community if DOC is seen to:

- work with and support communities on their aspirations for dog control;
- ensure that any restrictions on dogs are clearly justified;
- ensure that any restrictions on dogs are clearly stated and advertised.

If DOC's approach to dog control is perceived as rigid or inconsistent, this may negatively impact on kiwi conservation.

11.7 IMPROVING EFFECTIVENESS

The success of individual advocacy methods or techniques depends on the overall context in which advocacy is conducted. The evaluation suggests that attention to the following areas would help to increase the effectiveness of kiwi advocacy:

Supporting advocacy

- Acknowledging the pivotal roles of kiwi advocates is an important pre-condition for the success of advocacy.
- The position of advocate needs to be enhanced in a number of ways. For advocates to provide effective support for community action, they must be adequately supported by equipment, promotional materials, training, and operational funding to support community initiatives. There is also a need for improved co-ordination between kiwi advocates, other advocacy staff at conservancy and head office levels, and the Kiwi Recovery Group.

Hands-on involvement

- Communities are keen to undertake kiwi protection themselves. However, in order to do so, private landowners were clear that they needed:
 - funding for predator control;
 - access to predator control equipment;

- information and advice;
- practical training on predator control methods and safety;
- opportunities to share information with other landowners undertaking kiwi conservation.
- DOC can facilitate local people developing their own initiatives and using their knowledge to develop local solutions.
- Greater commitment to kiwi conservation may occur if DOC develops mechanisms for community involvement in decisionmaking and planning for kiwi conservation.
- Build on ways of giving positive feedback to acknowledge community efforts.
- Facilitate the ability of communities and landowner groups to generate their own sponsorship.

Working with schools

- DOC can work more effectively with schools, by:
 - providing information and resources on the kiwi to teachers;
 - discussing opportunities for using the kit with teachers before the end of term, or preferably a year before;
 - notifying teachers about who in DOC is available for talks to students;
 - ensuring that information from DOC is compatible with the curriculum and 'ready to use' in the classroom;
 - looking for opportunities to involve parents and other people from the community as part of working with the school.

Agency co-ordination

- Improved co-ordination with other agencies and organisations would help in sharing of resources and expertise, and foster wider commitment and involvement in kiwi conservation.

Working with iwi

- The potential for working with iwi on kiwi conservation needs to be investigated. One option is co-management of kiwi areas with iwi.

Advocacy objectives

- Kiwi advocacy objectives need to be developed that focus specifically on advocacy and are able to be evaluated. Consideration should also be given to developing some advocacy objectives that reflect community aspirations for kiwi conservation.

12. References

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- Department of Conservation. 2000: Kiwi Recovery in Northland 2000-2005. Draft paper, Department of Conservation, Northland Conservancy, Whangarei.
- Ministry of Education. 1999: *Guidelines for Environmental Education in New Zealand Schools*. Ministry of Education, Wellington.
- Robertson, H. in press: Kiwi Recovery Plan 1996-2006. Science & Research Unit, Department of Conservation, Wellington.

Appendix 1:

Information sources

The evaluation has used the following information sources:

- Qualitative data were gathered in focus groups and interviews conducted with a range of participants as set out below. Forty-one people in Northland and 40 people in Coromandel contributed their views. This approach has entailed the use of semi-structured interview schedules and open-ended questions
- Discussions with DOC area office, conservancy and head office staff
- Discussions with four kiwi advocates
- DOC reports and documents relating to kiwi advocacy

In Northland, the following groups and individuals participated in the evaluation:

- Six members of the Whakaangi Landcare Group
- Co-manager of the Aroha Island Ecological Centre
- Mayor of FNDC
- FNDC planners
- FNDC dog control staff
- Surveyors
- Ten senior students (9-11 yrs old) at Glenbervie School
- Four teachers at Glenbervie School
- School advisor—Education Advisory Service
- Northland Conservation Board member
- Six members of Kerikeri community

In Coromandel, the following groups and individuals participated in the evaluation:

- Five hunters/dog owners
- Seven members of Colville, Tuatēawa and Moehau communities involved in kiwi protection
- Six members of Kuaotunu community involved in kiwi protection
- Six members of Whenuakite and Coroglen communities involved in kiwi protection
- Two members of Project Kiwi
- Ten senior students Manaia School
- Three teachers at Manaia School
- Waikato Conservation Board member

The questions used in the interviews and focus groups covered the following areas:

Community groups and individuals involved in kiwi conservation

- The group's role in and aims for kiwi conservation
- Kiwi conservation activities the group/individual is involved in
- Who they work with
- How they see the role of kiwi advocates
- What problems they have had in carrying out their aims for kiwi conservation
- What they have done that is working well—their successes in kiwi conservation
- Views on their relationship with DOC

Hunters/dog owners

- What they know about the Kiwi Recovery Programme, and what they think of it
- Whether they have been involved in the 'kiwi aversion' dog training and what they think of it
- What they think is reasonable to expect of dog owners who live in kiwi areas
- Views on what DOC is doing to inform people about the Kiwi Recovery Programme
- What advocacy is working well
- Suggestions for improving advocacy

Far North District Council

- The Council's role in kiwi conservation
- What the Council is doing to protect kiwi
- What priority is given to kiwi conservation
- How DOC and the Council are working together on kiwi conservation
- Community awareness about kiwi conservation

Teachers

- How the "Kiwi For Ever" kit is incorporated in teaching
- Strengths and weaknesses of the kit
- Whether the kit has broadened educational opportunities
- Suggestions for improving the kit
- Resources needed to use the kit
- Students' responses to the kit
- Whether the school has involved parents and the wider community in kiwi activities
- Suggestions for improving DOC's work with schools

Students

- What they had learned about kiwi
- What they liked about those activities and why
- What didn't they like about those activities and why
- What they or their families have done for kiwi conservation, particularly whether they controlled their dogs
- Views on how DOC can involve the school more

DOC staff

- Advocacy aims and objectives
- Main advocacy target groups
- Advocacy approaches used
- History of the advocacy programme—what changes have there been and why
- The level of awareness in the community about the project, and what could be done to improve it
- Community responses
- What the community can contribute
- How effective DOC is in working with other local organisations and groups
- How many staff are involved in advocacy and what are their roles
- Resources and supports needed to carry out advocacy
- Systems for reporting on advocacy progress and achievement

- Use of volunteers
- What advocacy is working well and why
- Problems and issues—the areas for improvement