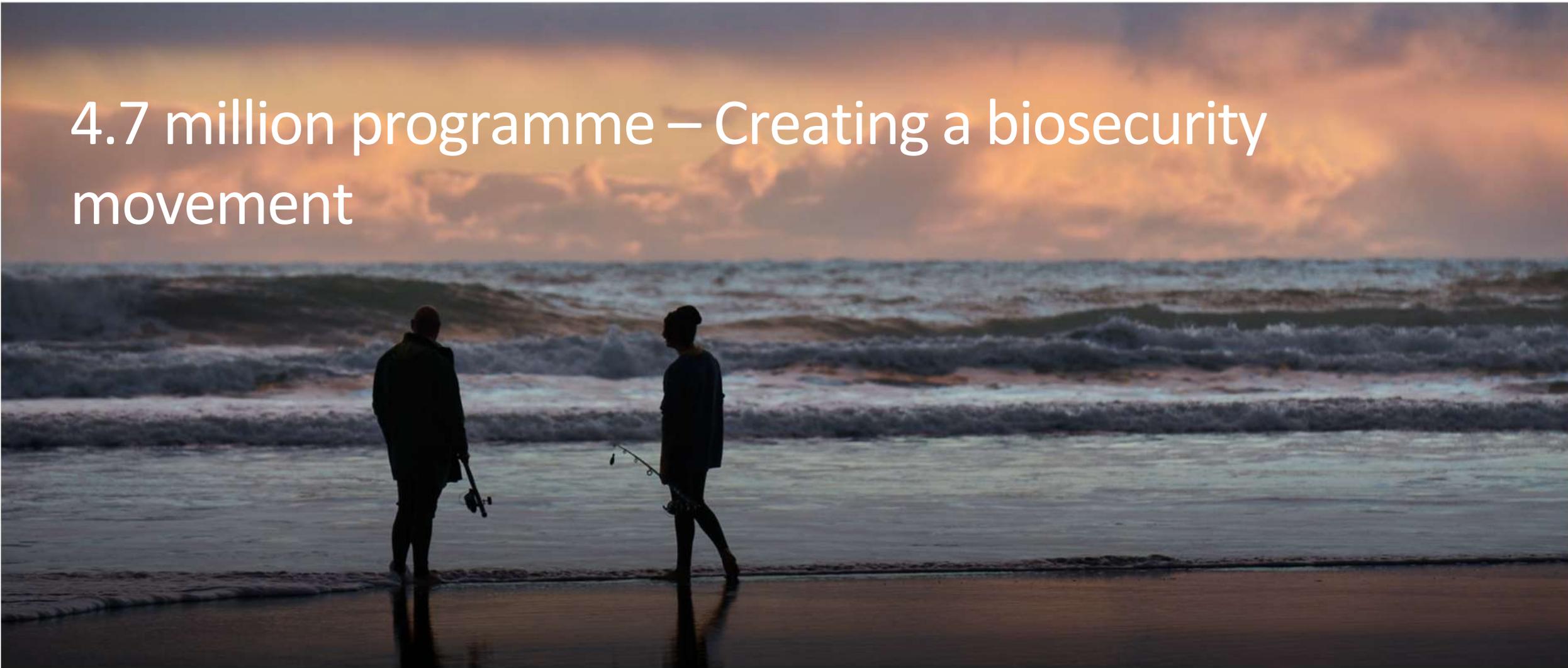


4.7 million programme – Creating a biosecurity movement



KO TĀTOU THIS IS US

BIOSECURITY 2025

Building a biosecurity team of 4.7 Million

Action Plan 2017–2019

Organic programmes

Independent biosecurity engagement, behaviour-led programmes that exist or develop as a result of group or individual initiatives.

Supporting and encouraging the movement

- NZ Biosecurity Awards
- Supporting and developing networks
- Improve access to agencies
- Connect to programmes around water science and business innovation

Driven programmes

Programmes determined by and driven through the **4.7 million Engagement Plan** to build awareness, knowledge, and to drive behaviour.

Helping drive the movement

- Purchasing goods online
- Iwi-led Myrtle Rust training package
- Building hapu-based biosecurity capability
- Tikanga for biosecurity professionals
- Port of Tauranga Biosecurity Excellence Programme extension
- Biosecurity in the Boardroom
- Community-based marketing initiatives for industry
- Biosecurity Best Practice extension programmes
- Seasonal pest campaigns
- Urban recreationalists
- Small land-block owners
- New migrants
- Tauranga as Biosecurity Capital of the World.

Unification programme

Building the brand

- Independent brand that connects people and organisations across the biosecurity system to the team of 4.7 million
- Collect and share biosecurity stories and information from across the system.

Building awareness & knowledge campaign

- People and businesses know their role in the biosecurity system
- Promote general biosecurity behaviours.

Digital hub network

- Digital Team Hub providing access to: online experts, funding and governance support, technical resources, data.

— **What we are
working to
shift**

96%

agree it's very important to protect NZ from unwanted pests, weeds and diseases

61%

say they have a good understanding of what biosecurity is and think that it's important

67-32%

support listed measures to control unwanted pest, weed, or disease

38%

Think themselves and their families play a substantial role

24%

have actively sought information about pests, weeds and disease

18%

regularly took action to control unwanted pests or weeds beyond their own properties

2%

mention personal consequences for their lives when asked about the likely impacts of a biosecurity breach

Building a biosecurity team of 4.7 million

The importance and enormity of the biosecurity tasks means that it is vital for **every New Zealander** to pitch in.

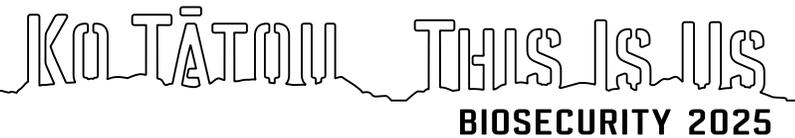
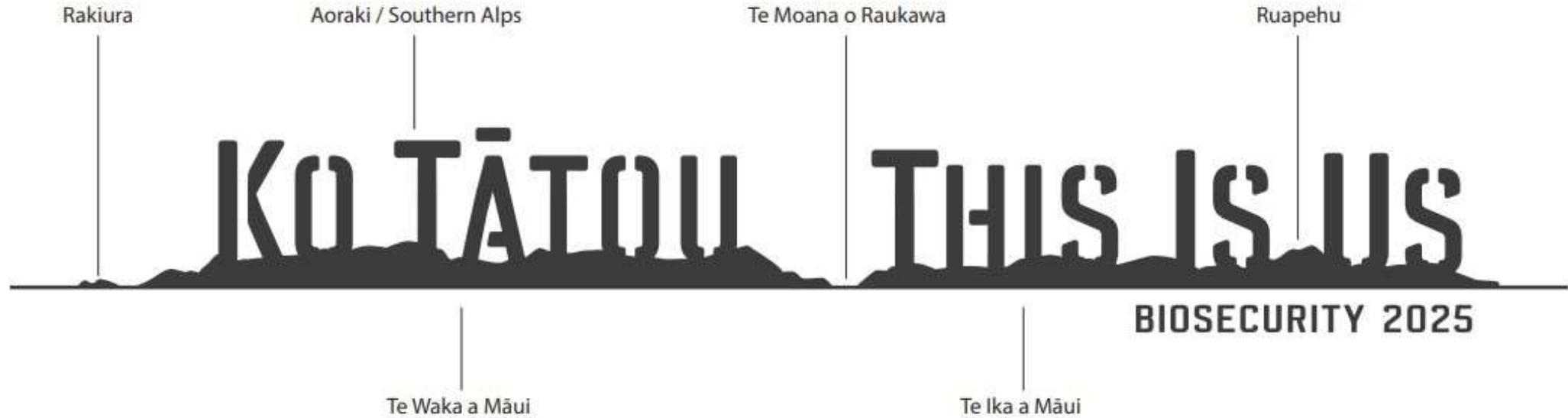
Biosecurity requires a team effort where every New Zealander is taking action to mitigate biosecurity risks at home, at work, when they travel and within their communities.

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BIOSECURITY 2025

Creating a biosecurity movement

Independent biosecurity brand



A brand to mark all biosecurity-related programmes, activities, actions and commitments



**CONTROLLED AREAS TODAY, TO HELP...
PREVENT KAURI DIEBACK TOMORROW**

mpi.govt.nz/kauridieback

Auckland Council
Biosecurity New Zealand
Ministry for Primary Industries

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Help us find myrtle rust

Myrtle rust is a fungus that can seriously affect our native taonga trees such as pōhutukawa, mānuka and ramarama. Introduced trees like bottle brush, monkey apple and eucalyptus could also be affected.

Help us track the spread of myrtle rust.
If you see it, report it, don't touch it.
Call **0800 80 99 66**
Visit mpi.govt.nz/myrtlerust

Biosecurity New Zealand
Ministry for Primary Industries

Department of Conservation
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KEEP NEW ZEALAND STINK BUG FREE

The **Brown Marmorated Stink Bug** is a pest that can infest your home in the thousands, stinks when crushed, and almost impossible to get rid of. It could also destroy our fruit and vegetable industries. It's not in New Zealand yet, and we want to keep it that way. It hibernates inside homes in the winter, so if you see one, don't kill it. Catch it, take a photo, and call us on 0800 80 99 66.

For more information: mpi.govt.nz/stinkbug

Look for black & white banding on the antennae

Look for black & white banding on the sides of the abdomen

CATCH IT SNAP IT REPORT IT

EXOTIC PEST & DISEASE HOTLINE 0800 80 99 66

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BIOSECURITY 2025

How to link Ko Tātou This Is Us with your work

This is what we're doing...

We've declared the South Island a controlled area for didymo

This is why we're doing it...

We want to prevent didymo from spreading to our North Island waterways

This is what you can do...

Whenever you leave the South Island you must Check, Clean, Dry all your gear before using it in another waterway

Ko Tātou This Is Us

New Zealand's waterways are beautiful. Let's keep them that way

KO TĀTOU THIS IS US

BIOSECURITY 2025

A phased campaign to achieve relevance

Delivering an emotional and personal connection to biosecurity

Focus on three core behaviours: moving people and goods; vigilance and readiness; and pest and disease control

Simple actions that can be made routine



Influencers

Using a selection of New Zealand influencers to show why biosecurity matters to their activity, way of life or livelihood.

The influencers represent a broad range of activities and occupations, like mountain bikers, farmers, hunters, fishers, gardeners, chefs and food bloggers.

They have produced short videos that convey why they love their activity or occupation and the relevance of biosecurity to this.

Ko Tātou This Is Us

BIOSECURITY 2025

Influencers



Targeted Print, Radio and Digital Adverts

Ko Tātou This Is Us

BIOSECURITY 2025



Biosecurity
protects
yummm

Imagine not being able to enjoy your favourite sweet treats anymore. Biosecurity isn't a word people use much. But it keeps our delicious local food safe from pests and diseases, so it matters. Visit [ThisIsUs.nz](https://thisisus.nz) to see what you can do to protect your favourite foods. It takes all of us to protect what we've got. Ko Tātou This Is Us.

[ThisIsUs.nz](https://thisisus.nz)

KO TĀTOU THIS IS US

Supported by Biosecurity New Zealand, MPI

BIOSECURITY 2025

Foodies example

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BIOSECURITY 2025



Imagine not being able to ride your favourite trails anymore. Biosecurity isn't a word people use much. But it keeps our incredible forests safe from pests and diseases, so it matters. You can do your bit to reduce the risk of the bad stuff spreading. Just make sure you clean your bike and kit whenever you go riding. It takes all of us to protect what we've got. Ko Tātou This Is Us.

[ThisIsUs.nz](https://thisisus.nz)

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Supported by Biosecurity New Zealand, MVI
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Outdoor example

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Tramping

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Website to unite – ThisIsUs.NZ

The website contents the biosecurity system by:

- * Engaging all New Zealanders, both individuals and business with biosecurity
- * Enabling the public, industry and businesses and the wider community to find out how to get actively involved with *Ko Tātou This Is Us* and Biosecurity 2025
- * Providing a space for sharing of biosecurity-related content, news items, events, case studies and resources

Ko Tātou This Is Us

BIOSECURITY 2025

What we achieved within the first three months of the campaign

- * Four Ko Tātou This Is Us digital channels launched
- * 2,365 followers across the Ko Tātou This Is Us social media channels
- * 2.87% engagement rate on Facebook.
- * thisisus.nz website had 10,285 unique users, with 60% seeking more information.
- * Kuia video on digital platform achieved 1.7 million views.
- * 12 Influencer short videos were produced, with an average unique view of approximately 66,000 on Facebook per video and around 38,000 interactions (likes, comments, shares).
- * Paid social media adverts reached (in total) approximately 1.2 million New Zealanders.

Partner support examples

40 partners sharing the brand



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BIOSECURITY 2025

Partner support examples

tolohomai_environmenter • Following

tolohomai_environmental Great day today at the launch of Tauranga Moana Biosecurity Capital which brings together iwi, industry, researchers, educational institutes and local and central government with the aim of making Tauranga an exemplar for biosecurity excellence in New Zealand! Fantastic to also see so many of our ex-students and graduates working in biosecurity, interested in our Level 5 Biosecurity course or our two-year Environmental Management programme? Contact us @ 0800 TŌI OHŌMAI. #tolohomai #biosecuritynz #biosecurity #biosecurity2025 #tcsuas #mpf #tauranga #bayofplenty #mountmaunganui

Liked by noblelongi and 23 others

sam.manson.nz

Tidy up from a sweet kayaking/camping gig in @ilovenelsonstasman

@kotatouthisisus nz
#checkcleandry

Coastguard New Zealand
27 March at 12:04

If you are heading out on the water, keep an eye out for any unusual marine pests and remember to always clean your boat and fishing equipment to help prevent the spread of unwanted pests and diseases.

Ko Tātou This Is Us
Community organisation

Ko Tātou This Is Us
Published by Clare Fraser [?] · 27 March at 12:00

It takes all of us to protect New Zealand's beautiful harbours and coasts from pests and diseases.

If you are heading out on the water, keep an eye out for any unusual marine pests and remember to always clean your boat and fishing equipment to help prevent the spread of unwanted pests and diseases.

That way we can all keep enjoying fishing trips, bonding time and kaimoana (seafood)
#KoTātou #ThisIsUsNZ #biosecurity

Victoria University Canoe Club - VUCC
7 February

For all those heading to the Tongariro Release this weekend don't forget these 3 easy steps to stopping the spread of aquatic pests!! Lets keep our waterways clean & gnarly the way we love them

- > Check
- > Clean
- > Dry

Easy peasy. See you on the riveeeeer

1,258 Views

Ko Tātou This Is Us
Published by OMG Programmatic NZ [?] · 7 February

Nothing beats a great day out on one of New Zealand's beautiful rivers. Multisport champions, Richard & Elina Ussher - Adventure Sport NZ love kayaking, from competing in Kathmandu Coast to Coast to having a fun white-water trip with friends, they love what Aotearoa has to offer. That's why biosecurity is so important to them. And it's so easy for them to do their bit to help reduce the spread of pests and diseases. They always check their sport's equipment is clear of any weeds and they give their kayaks a good clean. It takes all of us to protect what we've got.

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BIOSECURITY 2025

Wider programmes

- * Tauranga Moana Biosecurity Capital (TMBC)
- * Biosecurity excellence in another region
- * Biosecurity Communications Network
- * New Zealand Biosecurity Awards
- * Hapū Grant
- * Biosecurity Business Pledge
- * Sponsorships, e.g. Journalism Guild Award, NETTS Conference

General Surveillance Engagement Programme

Kelly McKenzie

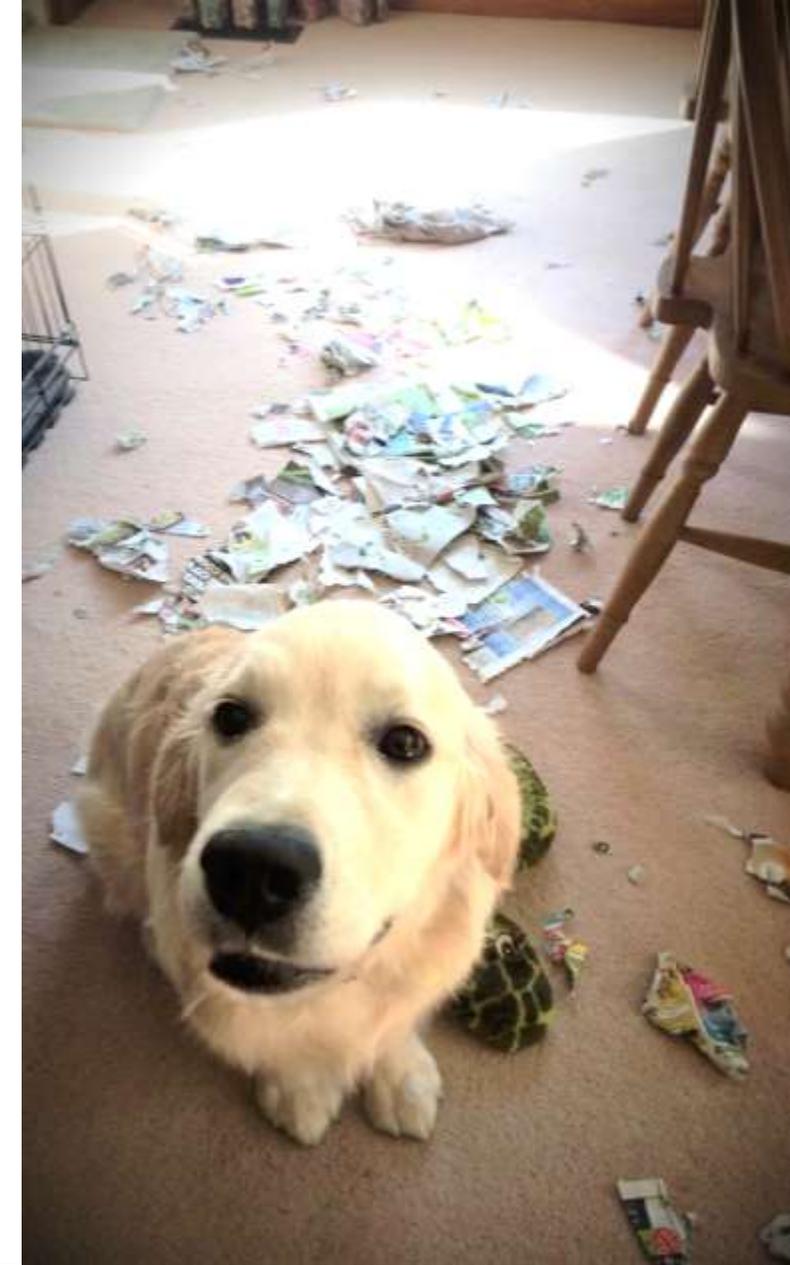
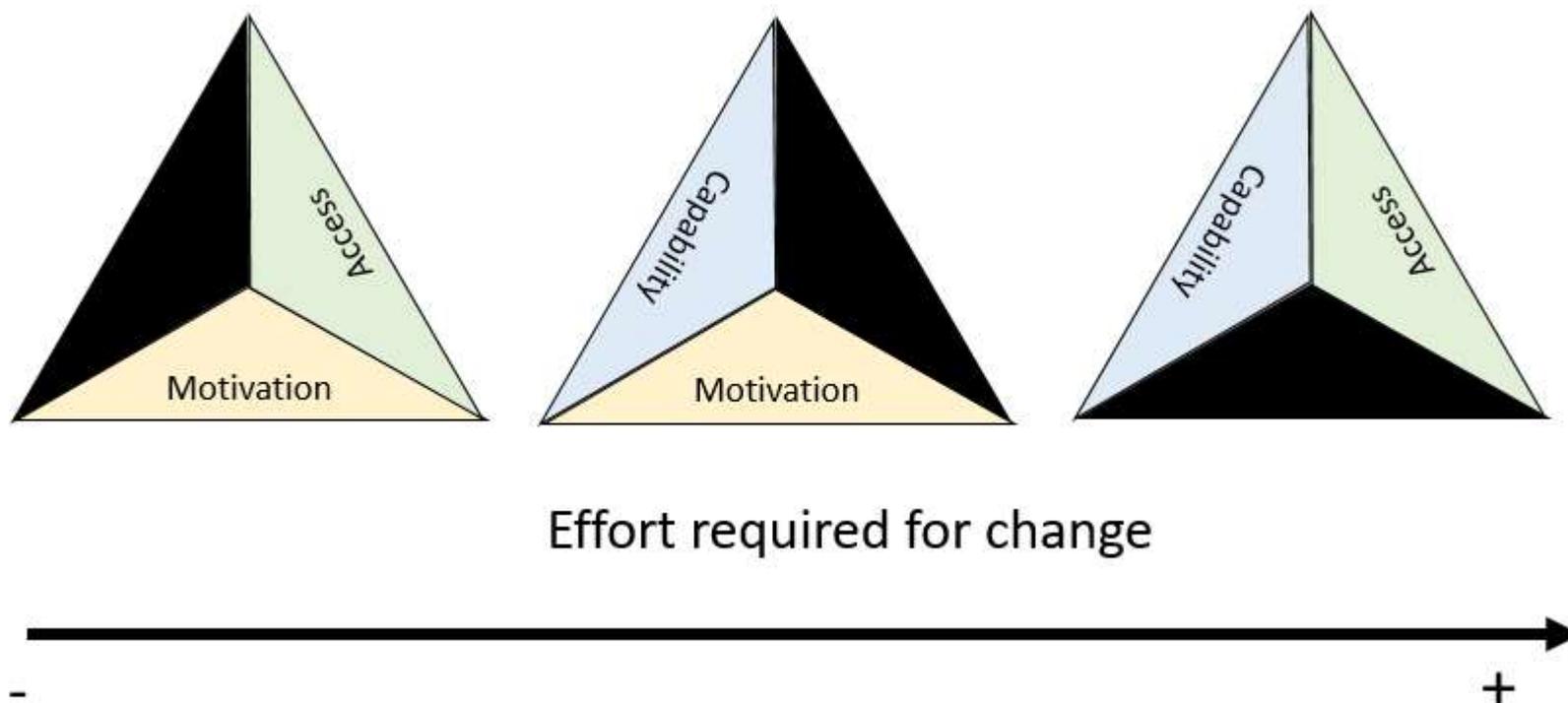
Senior Adviser - Biosecurity Surveillance

General Surveillance Engagement Programme

- Targeted engagement framework
- Pilot initiatives
- Community engagement officers



Targeted Engagement Framework



An opportunity to hear from you

- What does biosecurity mean to you in your role
- What do you come across that might risk biosecurity
- What measures do you take
- What information do you receive about biosecurity threats

