



MOEHAU ENVIRONMENT GROUP

STRATEGIC PLAN 2025 to 2030

We acknowledge the special place that mana whenua have in Aotearoa. We are on a journey of understanding and relationship building with mana whenua in our rohe, principally Ngāti Whanaunga, Ngāti Maru, Ngāti Tamaterā, Te Patukirikiri and the Pare Hauraki Collective.

OUR VISION Hauraki/Coromandel's native biodiversity is flourishing, celebrated and cared for by all.

OUR PURPOSE Restoring, connecting and protecting the biodiversity and habitats of Coromandel North.

OUR SCOPE We implement effective-scale conservation projects, building relationships with mana whenua and community in Coromandel North, while supporting the conservation initiatives of others across the Hauraki/Coromandel.

OUR VALUES	OUR PRINCIPLES	OUR VALUE
- Integrity - Inclusiveness - Courage - Determination	- Honouring Te Tiriti o Waitangi - Effective, professional action - Community focus - Respectful collaboration - Committed to the future	MEG has longevity and is now part of the fabric of the Coromandel North. We are trusted, respected and accepted by landowners and community. We are committed to working with mana whenua.
THE THEMES OF OUR WORK		
1. Thriving biodiversity	2. Supportive and engaged communities	3. Peninsula-wide conservation outcomes
<i>Generational outcome</i> Healthy native habitats where wildlife is flourishing in Coromandel North	<i>Generational outcome</i> Coromandel North communities are supportive of and engaged in biodiversity protection.	<i>Generational outcome</i> The communities and conservation organisations of Hauraki/Coromandel have high-impact conservation outcomes.

THEME ONE: Thriving Biodiversity

GENERATIONAL OUTCOME

Healthy native habitats where wildlife is flourishing in Coromandel North

STRATEGIC APPROACH

Three factors underpin our strategic approach to this theme

- Plant and Animal Pest control:: The most important work required to ensure healthy native habitat in Coromandel North is plant and animal pest control. Our aim is to keep all priority pests at low enough levels in our ecosystems to allow indigenous biodiversity to thrive.
- Relationships: Engaging and collaborating with mana whenua, landowners, other groups, and agencies is critical as we cannot achieve our desired outcome alone.
- Prioritisation: We focus on carefully selected initiatives that meet criteria for high long-term impact
- We select pest control initiatives where they are likely to:
 - Protect priority species and habitat.
 - Secure gains already made through long term pest control.
 - Maximise the impact of our skills and resources.
 - Augment and support work done by others.

Outcome for 2025-2030: Through field work and collaboration, deliver a pest control programme that maximises conservation outcomes in Coromandel North.

Our projects will be:

- Fit for Purpose: tailored to the design, purpose and objectives of this 2025-2030 Strategic Plan.
- Credible: guided by best available science and knowledge, output, and outcome monitoring; and continuity and consistency of effort.
- Accountable: fiscal responsibility clearly demonstrates how funding has been spent, and the resulting outputs and outcomes.
- Cost Effective: provide value for money and, where possible, build on achievements of previous programmes and projects.

PRIORITY ACTIONS

- Engage with mana whenua to explore opportunities and be effective Te Tiriti conservation partners.
- Engage with existing and potential partners and collaborators to devise a long-term shared pest control programme for Coromandel North, maximising each organisation's advantages, skills, and resources.
- Have an outcomes-based approach to project implementation, including monitoring the impact of our work.
- Review and identify the best approaches for operations and, using this information, draft an operational plan for 2025-2030, and secure funding.

THEME TWO: Supportive and engaged communities

GENERATIONAL OUTCOME

Coromandel North communities are supportive of and engaged in biodiversity protection.

STRATEGIC APPROACH

Tangata/ Mana whenua, landowners and communities of Coromandel North are critical to MEG's vision and purpose. Together we work toward conservation opportunities through mutual trust, respect and acceptance.

We invest in community and landowner engagement for multiple reasons:

- Gaining permission and support: We connect, and build relationships with mana whenua, landowners, and others in our local communities to gain guidance, acceptance, understanding and support for our biodiversity work.
- Attracting and maintaining effective and capable volunteers and staff: We rely on and value volunteers and staff for MEG's governance and management, field operations, and community engagement and advocacy.
- Raising and growing awareness: Our organisation is committed to environmental education and awareness, as we need our community to be engaged in protecting and enhancing biodiversity.
- Attracting investment: We have strong, committed funding partners, enabling us to implement our Strategic Plan.

Outcome for 2025 -2030: Review, design and deliver a community engagement programme, tailored for our place and people.

PRIORITY ACTIONS

1. Review and identify the best approaches for engagement and using this information draft a communication and engagement plan for 2025-30 and secure funding.
2. Engage with mana whenua to explore opportunities to honour Te Tiriti.

THEME THREE: Peninsula-Wide Conservation Outcomes

GENERATIONAL OUTCOME

The communities and conservation organisations of Hauraki/ Coromandel have high impact conservation outcomes.

STRATEGIC APPROACH

MEG recognises that biodiversity benefits from a collective and collaborative approach to conservation on Hauraki/Coromandel. Connected healthy ecosystems allow wildlife to flourish, and extensive pest control has a bigger impact than isolated efforts. MEG collaborates with others, sharing opportunities, experience, information, and skills to our mutual benefit.

Outcome for 2025 -2030: Collaborate with our Hauraki/Coromandel conservation colleagues, to enhance our common goals.

PRIORITY ACTIONS

1. Engage with national and regional initiatives.
2. Network and collaborate with local groups.

Appendix 1: Existing Initiatives

EXISTING INITIATIVES: THRIVING BIODIVERSITY

Within our pest control programme, we are delivering, or have planned, the following initiatives:

- Mega Pest Attack (450 ha in Tangiario/Port Charles catchment)
- Regional mustelid control (across 16000 ha)
- Wetlands (at Waikawau Bay, 75 ha)
- Possum control (across 5,000 ha)
- Backyard trapping in Kapanga/Coromandel town.
- Mustelid trap sales
- Plant pest control.

EXISTING INITIATIVES: SUPPORTIVE AND ENGAGED COMMUNITY

Existing initiatives that engage the community and landowners and build understanding of our work include:

- Winter lecture series
- Summer holiday programme
- One-on-one outreach to landowners
- Local schools' engagement e.g. Children's Forest
- Planting projects e.g. Pā harakeke
- Participation in community events
- Running the campground store at Waikawau
- Various forms of communication: newsletters, fliers, articles, social media, and website.

Since 2000, these initiatives have contributed greatly to our current standing with local people and have helped place MEG in a strong position for the future.

EXISTING INITIATIVES: WIDER COLLABORATION

- Predator Free Backyard Trapping
- Matuku-hūrepo monitoring Programme
- Region-wide kiwi monitoring
- Support for Predator Free Hauraki Coromandel Community Trust
- Sanctuaries of Aotearoa/New Zealand