

NZPCN STRATEGY 2018-2022

VISION

The rich, diverse and unique native plant life of New Zealand is recognised, cherished and restored.

HOW WE WORK

By fostering plant identification and conservation skills, providing a one-stop shop for conservation best practice, and emphasising the importance of working together, our vision can be achieved. Our role is to facilitate and advocate for plant conservation at legislative and policy levels as well as providing information and support to plant conservation practitioners, landowners and managers.

FUNDING THE NETWORK

The Network is funded through membership fees, project grants from government sources, and various sponsors who have provided financial support for aspects of the Network's conservation programme, including the website, conferences, publications, and project work. The Network will continue to explore links to the corporate sector to expand its conservation activities. The Network will utilise all opportunities to build its brand and increase funding.

WHAT WE DO

Our strength is in linking plant conservation practitioners with comprehensive, accessible and accurate information to support their efforts in promoting and conserving native plants. These are our goals:

Goal Summary

Goal 1: Enhance Network.

Goal 2: Raise awareness of the importance of plants, their habitats and conservation.

Goal 3: Communicate scientific and technical information on plants and their conservation in an accessible way.

Goal 4: Promote and support plant conservation research and education.

Goal 5: Support legal protection and appropriate conservation status assessments for threatened plants.

Goal 6: Promote *ex situ* plant conservation as a long-term conservation strategy.

MEASURING WHAT WE DO

Measuring the Network's progress towards and achievement of these six goals is essential to communicate and celebrate success, and identify areas which need more work. Progress will be evaluated five years after this strategy is completed, and will be reported on our website.

WORKING WITH OTHERS

Working with others is a critical aspect of the Network's plant conservation programme. Engaging, collaborating and forming partnerships with others, is core to our work. We are mindful of a desire to work more closely with iwi. We have made a start by developing the marae-based training scheme.

NATIONAL GOALS

Goal 1: Enhance Network.

	Actions
1.1	Increase awareness of the NZPCN and promote networking and sharing of knowledge.
1.2	Facilitate networking of like-minded agencies (in NZ and internationally) and encourage data sharing (if beneficial) with allied citizen science organisations, e.g. NatureWatch NZ.
1.3	Develop promotional materials for the Network that can be used nationwide at events and conferences.
1.4	Take opportunities to promote the Network.

Measures: Increased membership, established networks with agencies/other groups, number of citations in literature.

Goal 2: Raise awareness of the importance of plants, their habitats, and conservation.

	Actions
2.1	Maintain and moderate a web forum.
2.2	Deliver an annual favourite plant poll and other promotional events, e.g. competitions.
2.3	Take opportunities for media releases and invite media to attend events.
2.4	Embrace social media to promote items of interest to members.
2.5	Promote best practice and recognise excellence through annual awards.
2.6	Grow the Endowment Fund to financially support plant conservation action.

Measures: Forum traffic, media releases, increasing website usage.

Goal 3: Communicate scientific and technical information on plants and their conservation in an accessible way.

	Actions
3.1	Provide and maintain a website.
3.2	Complete factsheets for all native and naturalised plants on the website.
3.3	Develop resources on the website including plant conservation information.
3.4	Hold a biennial national conference.
3.5	Communicate regularly with members (e.g. newsletter).

Measures: Conference held, factsheets completed, website functional and up-to-date, scientific names regularly updated, Trilepidia produced regularly.

Goal 4: Promote and support plant conservation research and education.

Actions

4.1	Maintain on the website a list of all native and naturalised plants, including non-vascular plants.
4.2	Publish a list of indigenous vascular plants at an interval that is consistent with the threat classification list.
4.3	Grow and award the David Given Threatened Plant Research Scholarship fund to foster and sponsor threatened plant research.
4.4	Disseminate new research to members.

Measures: Lists published, increasing scholarship funds.

Goal 5: Support legal protection and appropriate conservation status assessments for threatened plants.

Actions

5.1	Advocate to DOC and others for changes to policy and legislation that would legally protect plants.
5.2	Support assessment of national and regional conservation status of all plant species by soliciting submissions and through representation on threat assessment panel.
5.3	Advocate for regional and district plan rules that recognise and protect native flora.
5.4	Promote to local body staff and councillors the needs of and protection mechanisms for, NZ's threatened flora.

Measures: Submissions made, changes communicated to members.

Goal 6: Promote *ex situ* plant conservation as a long-term conservation strategy.

Actions

6.1	Support and promote <i>ex situ</i> plant conservation.
6.2	Ensure Network representation on the Seed Bank Steering Group.

Measures: Steering group representation, seed bank support provided.