

Communications/Marketing Project Brief

Part 1: Background information

To be completed by business unit for discussion with Communications & Marketing.
Your Communications or Marketing Advisor will make any necessary additions or amendments to this section.

Project details

Project name: Goat eradication for south-west Wellington ('The South-West Peninsula')

Business unit: Parks and Gardens

Project manager: Justin McCarthy

Phone: 803 8357

Cost centre/project code: SEPG13; PGC510

Date sent to Communications & Marketing: 13 April 2011

EDRMS location:

Please note: nothing will be charged to your cost centre without approval.

Background – what your project is about

Project objective – what you want to achieve:

Carry out the objectives stated in the application to DOC's Biodiversity Advice and Condition Fund. The vision is to make the Wellington Peninsula south and west of the SH1 motorway free of pest (feral) goats.

There are 5 clear objectives:

- Manage numbers to zero density
- Maintain zero density by immediate control of incursions and farm escapees
- Optimise the natural succession to indigenous vegetation by removing goats from the ecosystem
- Conserve, enhance and restore biodiversity values of the South-West Peninsula
- Raise awareness of biodiversity values of the South-West Peninsula and the work being done.

Why are we doing this? (eg statutory requirement, increase awareness etc):

Feral goats are an introduced pest to New Zealand and many other countries. Local and regional authorities have been running control programmes for several years in Wellington, but the

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continual reinvasion of goats from private land means that only widespread eradication will be effective in the long term.

History of project – *what has happened in the past, existing material we could use etc:*
Council has been running its own control programme since 1997, but only since 2004 when the Pest Management Plan was approved was dedicated funding granted and the programme able to become more coordinated and widespread. Since then intensive work on public reserve and boundary areas of private land has reduced goat numbers significantly.

Other information

Risks – *what could go wrong (eg negative media attention) and what you will do to fix it:*
Negative media attention – explain issues with feral goats and the benefits of removing them from an ecosystem

Negative landowner reaction – get neighbours on board so they can see the benefits, use community and neighbour pressure to build relationship and foster ‘good neighbour’ attitudes, provide other incentives such as free plants and raise awareness of the QE Covenant programmes and its additional benefits. Legislation does exist to enforce feral goat control on private land/

Where will this happen (if relevant)? – *location:*
South west Wellington, from Te Kopahou Reserve in the south, then west through Long Gully Station, Kinnoull Station and Terawhiti Station. It will also include the central area through Karori and Makara.

When will this happen? – *date(s) of the event/campaign and any deadlines:*
We have secured funding for 3 years, and at the time of writing we are in the early stages of planning, and are aiming to commence culling in the spring of 2011.

Target audience and their perception(s) – *who we need to reach and what we know about them:*
All landowners within the control area who have feral goats on their land. By feral they are essentially unmanaged, uncontained and unidentified. We know that most will be supportive, especially the larger landowners, but that some will be non-committal or unsupportive, especially

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the smaller landowners and lifestyle block owners. This is because the larger landowners are trying to make a living from the land and recognise the benefits of removing goats, whereas smaller owners are not actively trying to make a living from the land and are more tolerant and even in favour of pests such as goats.

Some may already have relationships with Council, but most probably will not.

Budget – your ***final communications and marketing*** budget for this project including design, print, advertising, distribution costs:

\$2,000 in the first year, with the operational budget to cover ongoing costs of signage, letter, print media advertising.

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Part 2: Communications and marketing plan

To be completed by your Communications and/or Marketing Advisor. Check with your team leader about whether this plan should be peer-reviewed.

Key messages:

- The control of wild goats is needed to protect, restore and enhance the environment.
- The control program will be well-organised, safe and humane
- As the required permissions are gained, a phased eradication programme will be implemented based on ground and aerial hunting
- The project will be over a period of three years.
- The work is being carried out by professional hunters contracted to the Council
- The work will start in the spring of 2011<<exact dates to be confirmed>>
- The areas covered will be in South West Wellington (from Te Kopahou Reserve in the south, then west through Long Gully Station, Kinnoull Station and Terawhiti Station). It will also include the central area through Makara.
- The hunter will put out signs when he is working in an area and people should heed track closed signs for their own safety and keep dogs on leads at all times
- Hunting on Council land will be carried out during the week. It will not happen on weekends, public holidays or during school holidays
- For safety reasons hunting by the general public is not allowed on Council land.
- The work is being funded by DOC.

Strategy – including news media, how will we track success? How will we communicate internally?

Develop a letter and educational collateral for the coordinator to use when gaining support and permissions from landowners

Community newspaper advertisements

Signage

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Our Wellington Page article / public notice

Media release

Staffnet

Action plan/milestones – including promotional material, ad bookings etc:

See Communications & Marketing's distribution list (EDRMS document) for a list of potential tools and tactics.

Action	Responsibility	Timing
1) Develop letter and collateral		
2) Develop signage		
3) Book newspaper advertisements		
4) Our Wellington Page article / media release on commencement of project / project updates		

Other ideas considered and discarded (if relevant):

Plan approved by:

Communications & Marketing:

Business unit:

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Part 3: Design brief and copy

If applicable, to be completed by Communications & Marketing with business unit for Publication & Design. This outlines the design specifications for material such as brochures, posters, consultation documents, ads etc.

Image – *photo/illustration/none:*

Overall look and feel:

Deliverables (*what is it we are producing? – eg adshel, print ads, Our Wellington page etc*):

Other specifications (*eg needs to look to similar to previous documents*):

Copy and advertising specifications

Deliverable	Quantity	Size/ production specs	Ad key number	Deadline	Delivery specs
<i>Eg Wellingtonian ad</i>	1	300 x 600	WCC4589	15 July	<i>kate.wilkinson@omd.co.nz</i>

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Part 4: Debrief

To be completed by Communications & Marketing with business unit within one month of the project ending.

Were objectives achieved?

Actual vs. planned strategies – *what changes happened and why?*

Budget review – *was the budget stuck to or over/under and why?*

Did any problems arise? – *expected or unexpected:*

Given a similar situation in the future, how would we do things differently?

What feedback did you receive from others about the project? (*eg media report, ad hoc feedback etc*):

Follow-up actions: