

Advocacy Plan - Template and Standards

{species common name} at *{Institution name}*

1. General information

Taxon (*scientific name*)

Common name

DoC Recovery Group

DoC Captive Management
Plan

Species contact or
coordinator:

Contact details:

Email:

Fax:

Phone:

Document prepared by:

Last updated:

Date

2. Background

Concise general background on the species concerned and the rationale for maintaining it in captivity (from Programme Outline) Include current status of the species in the wild. 300 words max.

3. Goal

The goal/s describe the ideal situation you are aiming for. For example, some standard advocacy goals used widely by DOC in its National Public Awareness Strategy and Strategic Business Plan are:

- Understanding of DOC's work and the need for conservation of species, habitat and biodiversity.
- Community involvement and ownership of conservation.

Goals that may be better suited to captive advocacy include:

- Visitors understand what makes New Zealand fauna unique and why it is worth preserving.
- Visitors understand threats to native wildlife and current in-situ recovery efforts.
- Empowering visitors to contribute to conservation of native species and habitats.
- Understanding the range of roles captive facilities play in threatened species conservation and the links between in-situ and ex-situ conservation.

For species with a DoC recovery plan, the Advocacy Plan should be fully consistent with advocacy objectives stated in the recovery plan.

4. Objectives

The objective/s must be achievable and measurable steps that help you work towards your goal. They can have timeframes associated with them.

5. Key Messages and Personal Action Suggestions

These statements outline in detail what messages you want people to “take-home”, act upon and pass on to others.

The messages must illustrate a significant conservation problem or issue and promote means of changing attitudes to bring about a conservation benefit. Conservation benefits will be gained from a display of native species in captivity where such a display focuses on developing the primary tenets of environmental education; awareness, knowledge, skills, appropriate attitudes and values, and promotes appropriate action to assist in:

- the recovery of protected species;
- the protection of natural ecosystems;
- the maintenance of biodiversity.

6. Interpretative Material, Actions and Tools

An outline of the information to be presented and methodology should be included in the plan, and where possible the specific wording used in visual displays. Evidence supporting the points applied for in the ‘Interpretative tools’ section of the points table should be detailed in this section.

Identify and list the actions necessary to achieve your objectives. Refer to the Public Awareness Toolbox for a summary of tools. These actions can be cross-referenced in the calendar of events.

7. Calendar of Events

This can be a handy summary of actions against a timeframe to show the order in which advocacy events are planned to occur.

8. Audiences

Identify and list the different audiences and stakeholders who are expected to be involved. State the total number of visitors expected to be involved in the advocacy programme (i.e. your institution’s expected visitor numbers). Also list numbers and type of school/tertiary institutions/community groups involved in relevant education programme (i.e. education programme involving the species this application is for) at your institution.

This section should contain supporting evidence for the points applied for in the exposure and conservation partnership categories.

9. Assessment

Refer to your objectives for assessing the impact of your project. The objectives should be measurable statements that support your goal and key messages. Record in this section the planned methods of assessment for the programme at each participating institution as far as they are known.

It is difficult to measure the impact of a project in terms of changing or promoting appropriate public attitudes or actions in relation to conservation messages portrayed. This is why measurable objectives are important. Tools such as questionnaires or assessments of public responses may be useful but initiating and maintaining the interpretative methods listed in section 6 (above) is most important.

The advocacy programme implemented by each participating institution will be assessed when permits (authorities to hold protected wildlife) come up for renewal (but not more frequently than every 3 years).