

Annual Report

2016  
2017





*Kiwis for kiwi* is a national charity that works in partnership with the Department of Conservation to achieve the goals set out in the National Kiwi Recovery Plan. Our roll is to support the substantial community involvement in protecting our national icon.

## **Our vision:**

To take kiwi from endangered to everywhere.

## **Our purpose:**

To help community-, iwi-, hapū- and whānau-led kiwi conservation groups by providing financial, advisory and advocacy support.







Ta Raniera the kiwi chick, an Operation Nest Egg chick from Project Kiwi Trust's area on the Kuaotunu Peninsula, was released onto Motutapu Island during the launch of our new strategy in February.

From left to right: Rebecca Alexander and Nick Gillingham (trustees of Project Kiwi Trust), Dr. John McLennan (trustee of Project Kiwi Trust and *Kiwis for Kiwi*), James Muir (trustee of Forest and Bird) and Sir Graham Henry (patron of *Kiwis for Kiwi*).



# CHAIRMAN'S REVIEW

## Kia ora koutou,

2017 will be remembered as a sentinel year in the long crusade to save kiwi from extinction. In February 2017, *Kiwis for kiwi*, with its partner Department of Conservation (DOC), unveiled the ambitious strategy that will reverse the -2% decline of the national kiwi population and put it on track for +2% recovery.

The evolution of the strategy draws on the experience and skills of each organisation. For *Kiwis for kiwi*, it means accelerating its long-standing and successful programme with numerous community groups across the country. Firstly, Operation Nest Egg will become an even more important tool in lifting the survival rate of kiwi chicks from predation by harvesting eggs in the wild; protecting chicks and relocating young birds to safe locations under predator control. And secondly, those predator control programmes will continue to be supported so that we have safe habitat for kiwi to be introduced to.

For its part, DOC will concentrate on landscape predator control in the areas, particularly in the South Island, where various threatened kiwi species live.

The strategy owes much to the experience and knowledge of our expert trustee Dr John McLennan and our Executive Director Michelle Impey who, in consultation with iwi and many community organisations, have developed individual plans and population targets for each of the kiwi regions.

The audacious goal of the plan would put New Zealand in the vanguard of countries that have successfully rescued species of national importance from certain extinction, and it provides us crystal clear targets for private investment and performance measures in the future. The team, under Michelle's exemplary leadership, and my fellow trustees are hugely excited at the prospect.

The kiwi recovery plan is a shining example of the partnership model which DOC has been striving to operationalise in recent years.

Furthermore, the kiwi plan is a flagship for the country's other major conservation initiative, Predator Free New Zealand (PFNZ). In fact, the kiwi plan is made possible through the ever-increasing areas of predator-free private land - a direct result of the PFNZ campaign.

The creation of Predator Free 2050 Ltd, a Government agency designed to match government and private funding to take on large-scale predator eradication, provides further new opportunities for kiwi projects to link up at landscape scale.

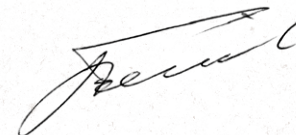
Key to our success, as always, will be the ongoing labours of community conservation groups that we support. They too are energised by the reality of reversing the population decline. During the past year, Parliamentary Commissioner for the Environment, Dr Jan Wright, signaled her concern at the plight of community conservation and the need for greater coordinated support from funding agencies. (*Kiwis for kiwi* has long recognised the need to support administrative functions for projects, to provide continuous funding and the need for regional coordination.)

Our challenge in 2018 will be to put the plan into practise at scale. This will see us raising private funding to enable the harvest and incubation of more eggs and a significant increase in the number of translocations of chicks. A detailed prospectus in which, for the first time, we can offer investors with a high degree of certainty, the chance to be part of a great species success story, is in draft.

Finally some important "thank yous". To our many iwi partners: **"Ngā mihi ki a koutou...Mei kore ko koutou Mei kore ko mātou."** Without your support we cannot succeed.

To our sponsors and donors: your generosity has kept us going and is valued now more than ever. Thank you. Thank you also to my fellow trustees and a warm welcome to new trustee Evan Williams. I'd also like to thank Rangimarie Hunia and Graham Wall for their contributions to the board. We will announce further trustee appointments in 2018. And finally, thanks to Michelle and her team who have worked so hard in sometimes frustrating circumstances to not only pull the plan together, but also to keep the business as usual show on the road.

Ngā mihi



**Sir Rob Fenwick**  
Chairman





# EXECUTIVE DIRECTOR'S REVIEW

## Tēnā koutou,

I concluded my review last year by stating that “we are now truly poised to take kiwi *from endangered to everywhere*” and I am delighted to confirm that the transition is underway. Early in 2017 *Kiwis for kiwi* launched a measurable, time-bound strategy that will see North Island brown kiwi growing in numbers within the next decade. The approach is simple and will be delivered in two parts. For the next five years, we will rescue wild kiwi eggs, incubate them in captivity and release the chicks to a select few predator-free sites. More than 1,000 kiwi will be released to these sites and will remain as breeding stock. As they mature, partner and start breeding, the second phase begins, with their offspring being returned to the wild to create new populations or bolster existing ones. This will provide a ‘supply’ of kiwi in perpetuity.

We have chosen to focus on working with North Island brown kiwi for our initial planning as this is where the vast majority of community effort is concentrated. That’s not to say that we aren’t looking at the most effective way to protect other kiwi species as well, in partnership with DOC. We will continue to support long-running projects that protect kiwi elsewhere and will be evaluating opportunities in the South Island in the future.

Daily, it seems, we are bombarded with “doom and gloom” messages in the conservation space – climate change, rising sea levels, impending mass extinctions etc – and although kiwi are by no means ‘out of the woods’, we actually have a good news story in the making. Kiwi can be saved. We started in time, we have enough genetic material to work with, and we have the will and momentum of a nation who do not want to see their national bird disappear from the planet.

As our momentum builds, so too does our workload and I have an ever-increasing reliance on our small team both in the office and in the regions. We are fortunate to have you on the *Kiwis for kiwi* team. Thank you.

Of course, our needs for revenue have also increased and so we are truly appreciative of the funding from Central Government, granted to *Kiwis for kiwi* in partnership with DOC. This allows us, as an organisation, to play to our strengths and to drive our own distinct piece of work, all the while supporting the goals set out in the national plan for kiwi.

We enjoy a ‘hand-in-glove’ partnership with DOC and extend a huge thank you to those within the department who are helping support the implementation of our ground-breaking strategy.

A particular thank you to Lou Sanson, Director General at DOC, and your management team. We will continue to need your support and proactive facilitation if we are to meet the aggressive targets we are chasing.

As I look back over the previous twelve months, three things seem particularly noteworthy;

1. A swing in public sentiment towards the importance of protecting New Zealand’s unique flora and fauna, greatly underpinned by the announcement of Predator Free 2050.
2. The “buy-in” that we’ve received for our strategy to grow kiwi numbers – it is a national goal that binds everyone involved in kiwi conservation.
3. The acceleration of large scale pest and predator control projects throughout the country, underscoring the growing ‘demand’ our strategy identified. As more and more habitat becomes available for kiwi, we need to ensure we have kiwi to benefit from these safe environments.

Alongside the gains, we have also seen losses this past year, and I would be remiss to not note the passing of Arthur Hinds this year, a true champion for kiwi conservation. We extend our condolences to his family, and although we mourn the loss of him, his legacy lives on in a thriving kiwi population at Whenuakite on the Coromandel.

To our sponsors, my sincere thanks. We are blessed to have such great corporate supporters and I encourage all our stakeholders to utilise their products and services where and when you can.

All of this work is guided from the top by an incredibly motivated Board. As always, the leadership and mana of Sir Rob Fenwick has been immense and has made our work that much easier and more productive. Dr John McLennan’s technical expertise and advice underpins our strategy, and the reliance on his wisdom has been critical for implementation. We have another big year ahead of us and I am thankful to have the wise counsel and support from our Board of Trustees to keep us on track.

An ambitious strategy, strong leadership, and funding would all be meaningless without the people on the ground to bring it to life. So, to the thousands (and thousands) of people involved in kiwi conservation – trapping predators, raising funds, building fences, planting trees – whatever form it takes – thank you. Because of you, kiwi have a strong chance.

Ngā mihi

**Michelle Impey**  
Executive Director





# BOARD

All our trustees bring invaluable knowledge and experience to the Board, creating a positive foundation for the future success of the trust.

## Sir Rob Fenwick Chairman

Sir Rob was appointed chairman in 2009 and has been instrumental in driving the Trust's role in saving kiwi from extinction. An experienced businessman and company director, Rob also leads the Predator Free New Zealand Communities movement and is a close advisor to DOC and several corporates. In 2016 Rob was one of three finalists of The New Zealander of the Year Award, he was inducted into the NZ Business hall of Fame and was knighted for services to business and conservation.



## John McLennan QSM Trustee

John has worked with kiwi for nearly 35 years. His studies began with a small remnant population of kiwi in Hawkes Bay in 1982, and in 2002 he completed his long-term Lake Waikaremoana study. John also works as a kiwi advocate and is often called on to share his expertise. In 2004, John was awarded the Queens Service Medal (Q.S.M.) in recognition of his services to kiwi and the community.



## Tim MacAvoy Trustee

Tim brings a wealth of knowledge to The Kiwi Trust having worked as a corporate partner at Kensington Swan with over 40 years' experience in trust law and general commercial law. His practice over that time covered all aspects of trust law including the establishment of charitable trusts, trusts for estate and wealth planning purposes and an international trust practice.



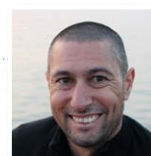
## Ruud Kleinpaste Trustee

Known affectionately as 'The Bugman', Ruud is a vocal advocate for insects and especially Biodiversity. Today, Ruud's working life is a mosaic of many facets: national and international speaking engagements, media projects, creating nature-literate teachers and students, research and consultancy work, and governance roles, including his role as The Kiwi Trust trustee.



## Sunil Unka Trustee

Sunil is the Global Marketing Leader at Allpress Espresso. He has previously worked at multi-award-winning agency Gladeye, ecostore and Moa Beer, and was part of a dedicated team that managed Air New Zealand's highly successful grabaseat brand, among other things. Sunil has represented New Zealand in hockey and is hugely passionate about environmental and social issues.



## Peter Cullinane Trustee

Peter Cullinane is the founder and Chair of Lewis Road Creamery. Previously he was a founder of Assignment Group and the Chief Operating Officer of Saatchi and Saatchi Worldwide. Peter is a board director of listed companies, HT&E and NZME and a trustee of SkyCity Auckland Community Trust.



## Evan Williams Trustee

Evan Williams is the current Chair of Te Papa Tongarewa, the Museum of New Zealand. A former law lecturer, he is a lawyer, investor and company director with international experience across a range of sectors including government, property development, conservation and iwi. He was one of the chief authors of the co-governance arrangements with iwi for the Waikato River treaty settlements and has been a founder, chairman or director of a wide range of private and philanthropic entities.



## Sir Graham Henry Patron

Sir Graham Henry is an iconic New Zealander, best known for his coaching success with the All Blacks, Wales, the British and Irish Lions, the Blues and Auckland. He is tremendously patriotic, having seen how deeply New Zealanders value their national identity on the sporting field, and is proud to support a Trust that is ensuring kiwi survive and thrive.





A bird in the hand is worth a lot in kiwi conservation. Each chick we raise through Operation Nest Egg has a 65% chance of survival to breeding age instead of just 5% in the wild.






CONSERVATION IN ACTION

# PROTECTING KIWI IN THE COROMANDEL AND BEYOND





**“Nationally,  
we want  
all kiwi to  
thrive”**

For over 20 years, kiwi on the Kuaotunu Peninsula in the Coromandel have been protected by very special kaitiaki, or guardians - the dedicated kiwi conservationists of Project Kiwi Trust.

It all started when Warwick Wilson bought 400 hectares to farm sheep. But it didn't quite turn out the way he expected. Having discovered kiwi on his property, Warwick decided not to clear the bush and started protecting kiwi instead. Project Kiwi Trust became the first community-led kiwi conservation project in the country.

Today, the Trust considers itself to be a 'big sister' of the community-led kiwi conservation world. "We've been doing kiwi conservation work for a long time now and we have lots of experience that we can share with others," says Paula Williams, Project Manager for the Trust.

That experience covers protecting kiwi habitat with pest and predator control, along with involvement in Operation Nest Egg. Since 2005, Project Kiwi has released 155 juvenile kiwi through Operation Nest Egg and *Kiwis for kiwi* has been supporting them every step of the way.

We have funded various activities for Project Kiwi over the past decade and last year provided funding towards project management. "Having financial confidence and security allows the Trust to redirect its efforts from having to find funding to being able to maximise conservation gains," explains Paula.

And when Project Kiwi talk about maximising conservation gains, they don't just mean in their local area "We consider our responsibility to be more than just looking after kiwi in the Coromandel," says Paula. "In fact, our mission statement includes that 'Nationally, we want all kiwi to thrive'."

That's why we're so proud to work with Project Kiwi Trust - they're big thinkers, just like us. "We wholeheartedly support *Kiwis for kiwi's* vision to take kiwi from endangered to everywhere," concludes Paula. "And we're confident we'll get there by all working together for the benefit of kiwi across the country."

**If you'd like to know more about  
*Kiwis for kiwi's* work with Project  
Kiwi Trust, please click here.**







CONSERVATION IN ACTION

# RETURNING WHITIANGA WHENUA TO ITS FORMER PRISTINE STATE



The wild, difficult to access habitat in the Upper Reaches of Whanganui River Region is perfect for kiwi, but it's also great for stoats, rats, possums and even goats. The Whitianga Papa Tupu Ora Trust is working hard to get rid of unwelcome pests and predators and make it a kiwi safe-haven.

The Trust was founded in 2009 and began more intensive pest and predator control in 2015. The Trust and Ngā Whenua Rāhui worked with the Whanganui Department of Conservation and Horizons Regional Council to set up and carry out an aerial 1080 operation. This covered 1,000 hectares to measure the effectiveness of the operation pre and post 1080 drop. 1080 targets invasive predators, with no danger to kiwi, and allows our native species to once again claim the forest as their own.

*Kiwis for kiwi* was pleased to be able to support the Trust this year by funding a call count survey using acoustic recorders to monitor the number of kiwi in the area and help evaluate the success of the 1080 operation.

"When the funding was provided by *Kiwis for kiwi* and we placed the acoustic recorders, I was fortunate enough to view the Whenua by air," explains Gary Taiaroa, a Trustee, "and what was noticeable to me was a quarter of the Whenua was green whilst the rest appeared brown, almost grey. The pilot advised me that the green area represented where 1080 had dropped."

The results of the acoustic survey backed up Gary's observation from the air of a healthier forest where the 1080 operation had taken place. A significant amount more kiwi calls were heard this year compared to the 2015 survey, which is great news.

The Trust has also been working with Air New Zealand to carry out a territory, sex and age class survey for kiwi. Young kiwi were found, which is another very positive indicator for the status of the population.

Of course, there is still much to do. For the Whitianga Papa Tupu Ora Trust, the aim is to help the forest recover and reverse the damage done by invasive pests. "Ultimately, our real goal is to get our ngahere, and everything around us, back to how it originally was," says Gary.

We look forward to continuing to help return the Whitianga Whenua to its former glory.

**For more information on the work being done by the Whitianga Papa Tupu Ora Trust, including how *Kiwis for kiwi* also works to encourage collaboration, click here.**



**"A significant amount more kiwi calls were heard this year compared to the 2015 survey"**



## CONSERVATION IN ACTION

From left to right, Albany ward Councillor John Watson, Mayor Phil Goff, Manurewa-Papakura ward Councillor Daniel Newman, Kiwis for kiwi's Paul O'Shea, Albany ward Councillor Wayne Walker and Rodney ward Councillor Greg Sayers.

# A NEW MAINLAND HOME FOR LITTLE SPOTTED KIWI





**“We’re proud to work on projects like this one with community-led conservation groups”**

**Shakespear Open Sanctuary is New Zealand’s most visited and accessible open sanctuary. And now it’s home to our smallest species of kiwi - kiwi pukupuku, or little spotted kiwi.**

Little spotted kiwi were arguably the first species of kiwi to be put into a kōhanga (a predator-free site, which is vital for little spotted kiwi because of their size), when a small number were translocated to Kāpiti Island in the early 1900s.

One of the benefits of a kōhanga is that the barrier that keeps predators out also keeps the kiwi in, which means that they can be strategically managed, helping to increase genetic diversity and create and bolster populations in other areas.

But kiwi need new safe habitat to move to, which is where the incredible effort of community- and Māori-led kiwi conservation groups comes in.

This year, Kiwis for kiwi is proud to have worked with the community-led groups, Shakespear Open Sanctuary Society Incorporated (SOSSI) and the Supporters of Tiritiri Matangi (SoTM), along with the Department of Conservation and Auckland Council to establish only the third mainland population of little spotted kiwi.

Shakespear Open Sanctuary, at the end of the Whangaparaoa Peninsula, includes the Shakespear Regional Park, which is owned and managed by Auckland Council, and the land owned by the New Zealand Defence Force.

There’s a predator-proof fence across the peninsula, but the volunteers of SOSSI have to remain vigilant.

“We only catch mice in our traps, which is a good thing,” says Brian O’Shea, SOSSI’s Treasurer. “But that doesn’t mean that we can be complacent. It’s important to have everything in place deal with any issues as quickly as possible. A serious incident could easily wipe out entire populations of some of the species that live here.”

Kiwis for kiwi provided funding to both SOSSI and SoTM, who jointly covered the costs of catching and translocating 20 little spotted kiwi from Kāpiti Island. Shakespear received 10 males from Kāpiti Island and 10 females from Tiritiri Matangi - an arrangement that will help ensure as much genetic diversity as possible for future chicks.

We’re proud to work on projects like this one with community-led conservation groups like SOSSI and SoTM and partners like DOC and Auckland Council, and thank our generous donors for helping to make them possible. They’re testament to the important contribution needed from a wide range of people and organisations to achieve the vision of taking kiwi from endangered to everywhere.

**For more information on little spotted kiwi’s new home, click here.**



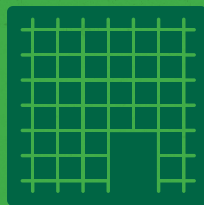


# A YEAR OF CONSERVATION IN NUMBERS

Last year, we distributed over **\$450,000** in funding to 38 projects around New Zealand. Here's what that helped to achieve.



**121,961**  
hectares protected



**7,958**  
traps set



**3,854**  
predators caught



**676**  
dogs trained  
to avoid kiwi



**415**  
kiwi fitted with  
transmitters



**140**  
kiwi chicks hatched  
through Operation  
Nest Egg





Ma tini, ma mano,  
ka rapa te whai.

By many, by thousands,  
the work will be  
accomplished.



# YOU'RE AMAZING



Department of  
Conservation  
*Te Papa Atawhai*



Kiwi conservation depends on the collaboration of Kiwis from all walks of life. Volunteers and kiwi experts are vital but none of the work would be possible without the amazing supporters that help fund the programme. From a corporate supporter donating thousands of dollars to a 6-year-old donating their \$10 pocket money, every cent is important and appreciated. Thank you.

*Kiwis for kiwi* shares a goal with the Department of Conservation, its long-time partner in the national kiwi recovery programme, to increase each species of kiwi by 2% per annum. *Kiwis for kiwi* is responsible for distributing funds to the community from the successful "Save our Iconic Kiwi" bid to Treasury by *Kiwis for kiwi* and DOC together in 2015. For this year, the fund for community was \$500,000.

## CORPORATE SUPPORTERS



For the second year running, Whittaker's produced chocolate kiwi for Easter. They've proven very popular with 20 cents from every sale being directed to *Kiwis for kiwi*.



Mazda strongly believes it has a responsibility to give something back to the country through developing equitable and broad community involvement. And they are helping to mobilise the *Kiwis for kiwi* team!



*Kiwis for kiwi* were the inaugural grantee of Google Grants, providing us with \$10,000 per month in Google Adwords advertising. More than 20% of our website traffic, on average, is from Google AdWords.



As our programmes have ramped up this year, so too have our legal requirements. Kensington Swan have again been great supporters providing pro bono legal advice to the Trust.



Trade Me provides the opportunity for everyone who lists an auction on the site to round up their success fees to support *Kiwis for kiwi*.



Air New Zealand contributes contra travel arrangements for *Kiwis for kiwi* and, through its DOC partnership, transports kiwi free of charge.



Providing us highly valued book-keeping support services free of charge.



Big Fish Creative provides marketing strategy, creative and production at heavily discounted rates.



Best-selling children's author Kat Merewether donates a portion of every Kuwi the Kiwi and Friends product to help protect Kuwi's real-life cousins.



The Lou and Iris Fisher Charitable Trust, who have generously helped to fund an update of our education resource *Kiwi Forever*.

And as we move forward, we are delighted to welcome a number of new sponsors into our whanau. You'll be seeing these brands and the great contributions they're making over the coming months and years...





# A TRULY KIWI EASTER WITH WHITTAKER'S CHOCOLATE KIWI

They had been in development and in demand for many years. In 2016, Whittaker's chocolate kiwi hatched, to a resounding cry of excitement across the country. Not only did they solve the problem of what to buy as a uniquely Kiwi Easter gift, they are also helping solve the issues facing our precious national bird. It was such a runaway success that Whittaker's decided to repeat it in 2017.

For every chocolate kiwi sold, a 20c donation was made to *Kiwis for kiwi* to support Operation Nest Egg, helping give kiwi chicks a much greater chance of survival. This has resulted in an astounding contribution to kiwi conservation of \$160,000 over the past two years.

But that's not all. As well as their significant contribution, Whittaker's social media promotion of the product and partnership over the past two years has reached over 3.5 million people and resulted in over 1.2 million views of videos about the campaign, and over 6,500 people sharing it.

Working with New Zealand's favourite brand gives *Kiwis for kiwi* and the work done by community- and Māori-led kiwi conservation groups around the country exposure and promotion we could only have dreamed of without them.

Thank you so much Whittaker's for not only producing New Zealand's finest chocolate, but also for being some of New Zealand's finest people. We'd like to particularly acknowledge the hard work, enthusiasm and dedication of Holly, Jasmine, Caitlin and Hannah who, along with the rest of the Whittaker's team, have thrown themselves wholeheartedly behind the campaign to make it such a resounding success.

Thank you Whittaker's!





# PROGRAMME EXPENDITURE

Our programme support falls into the following five categories:

## Predator control

Controlling predators in kiwi habitat is the prime focus of the 100+ community-led kiwi conservation groups around the country and the best method we have to protect kiwi. The work done also provides a safe-haven for other native birds, reptiles and insects. Our funding helps these project set up and maintain hundreds of trap lines that form a protective shield.

## Operation Nest Egg

Kiwi are at their most vulnerable before they reach their full size. Using Operation Nest Egg (ONE), vulnerable eggs are rescued from the wild, incubated and then placed in a predator-free crèche site where they can grow in safety. They are returned to the wild once they reach 1kg+ in weight (around 7 months old), at which point they are returned to protected areas on the mainland. ONE is a highly effective way of increasing kiwi populations at an accelerated rate and is a key part of the new strategy.

## Project support

To coordinate projects that rely heavily on volunteers and run 365 days a year often requires full-time staff support. We are one of the few funders to recognise the necessity of these roles and provide administration and project support funding.

## Research and monitoring

Keeping up-to-date with new techniques and technologies is important to ensure that everyone in the kiwi conservation world is using their resources in the most effective way. It's also important to continue to study kiwi themselves to improve our understanding of how to protect them further.





# FINANCIALS

## Statement of Financial Position

For the year ended 30 June 2017

### Revenue

Donations and Fundraising Revenue	\$366,275
Sponsorship and Royalties	\$174,664
Grant Revenue	\$1,124,079
Interest, Dividends and Other Investments	\$843

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<b>Total Revenue</b>	<b>\$1,665,861</b>
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### Expenses

Conservation Project funding	\$950,980
Fundraising Expenses	\$75,879
Organisational Support	\$371,882

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<b>Total Expenses</b>	<b>\$1,398,741</b>
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<b>Net Surplus (Deficit)</b>	<b>\$267,120</b>
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## Balance Sheet

As at 30th June 2017

### Current Assets

Cash at Bank	\$584,437
Debtors and Prepayments	\$111,889
Other Current Assets	-

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<b>Total Assets</b>	<b>\$696,326</b>
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### Current Liabilities

Creditors and Accrued Expenses	\$113,175
Employee Costs Payable	\$15,494
Unused Donations and Grants with Conditions	\$66,561

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<b>Total Current Liabilities</b>	<b>\$195,230</b>
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<b>Total Assets Less Total Liabilities (Net Assets)</b>	<b>\$501,096</b>
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IN PARTNERSHIP WITH



Department of  
Conservation  
*Te Papa Atawhai*