



How you can help save our national icon



Why we exist

To ensure the future of our country's most iconic symbol, the kiwi.

Despite efforts, New Zealand's greatest icon, the kiwi, continues to decline at 2% per year.

It seems inconceivable that, left unprotected, our kiwi will be facing extinction within 50 years.

Of course, we're not going to let that happen. So, we'd love your support in helping us with this mahi.





Who we are

30 years of Saving the Kiwi

Save the Kiwi was first established as the Kiwi Recovery Group - a partnership between the Department of Conservation, Royal Forest & Bird Society and the Bank of New Zealand way back in 1992. We later became “BNZ Save the Kiwi” and in 2012 “Kiwis for kiwi”.

In October 2021 we re-launched as Save the Kiwi. Research indicated that our former name (Kiwis for kiwi) caused confusion and didn’t reinforce the urgency of our work. The inclusion of ‘s’ in “Kiwis” also caused some angst in iwi/hapu circles. On the other hand, Save the Kiwi resonates with the public and leaves no confusion about what our role is.

Government & Community Support

We partner with the Department of Conservation/Te Papa Atawhai to save our five kiwi species. This alignment provides us with direct Government support, including base funding and a recent Jobs for Nature multi-year investment. And this is complemented by the relationships we enjoy with the 120-odd conservation groups (community, iwi/hapu, private land-owners and business-based entities) who are working with and for kiwi across the country.

Proven Scientific Solution

New Zealand scientists have developed a proven breeding programme known as Operation Nest Egg™.

Utilising the advances being achieved via the predator-free movement we are creating a cohort of kōhanga sites. The focused development of breeding populations within these kōhanga will deliver rapid, positive growth rates.

**+20% p.a. vs -2% p.a.
in unprotected areas**

And the plan is working with North Island Brown Kiwi recently removed from the “Threatened Species” list. They are still conservation-dependent but, with our continued intervention, we are on the cusp of reversing the kiwi decline.



Why saving kiwi works for your business

We believe there are great synergies in aligning your business with Save the Kiwi



Why saving kiwi works for your business

An environmental cause that unites all New Zealanders

Recently our two high-profile former PMs have joined the Save the Kiwi team. One thing that unites them is their desire to save the kiwi.

<https://www.savethekiwi.nz/donate/endowment-fund/>

Their support is indicative of the increased awareness that environmental causes are receiving. Your business joining the fight to save our national icon would demonstrate sector leadership and, we think, provide an emotional connection between your customers and this precious taonga species.



Why saving kiwi works for your business



The kiwi is known worldwide as a symbol of New Zealand. What better way to reinforce that you are part of NZ Inc., and that you care about the environment, than to integrate kiwi into your marketing?

We're sure that your customers will understand the direct connection between your company and your support for the kiwi. Frankly, it's a no brainer.

Why the kiwi?

- A targeted cause that will resonate
- Aligned with both NZ and New Zealanders
- The mission to save the kiwi is aspirational, and
- They're cute!

Why saving kiwi works for your business

Your company keeping great company

This precious taonga is important to all New Zealanders and we're lucky enough to enjoy the support of some incredibly well-respected Kiwis. Our ambassadors include Dame Lisa Carrington, Sir Graham Henry, children's author Kat Quin, the "Bugman" Ruud Kleinpaste and cricketing legend Kane Williamson.

And that's complemented by a stable of great companies like Whittaker's Chocolate, Jarden and TradeMe.



Bringing your sponsorship to life



Here's a collection of
activation examples
that Save the Kiwi
sponsors can
explore...

Sponsorship Activations

Incredible Experiences

Most New Zealanders have never seen a kiwi other than behind glass at a zoo or at some other nocturnal house. Save the Kiwi have the ability to provide incredible up-close access to kiwi. We have our own incubation facility, the Crombie Lockwood Kiwi Burrow, access to kiwi crèche and kōhanga sites, and relationships with all of the kiwi projects across the country.

Our emphasis is always on the welfare of the birds, so access is restricted. But we are delighted to involve our partners where and when we can.



Sponsorship Activations



Kiwi Translocations

From 2024 we will be needing to translocate approximately 300 birds annually from our kōhanga sites. There's significant work to get ready for this game-changing moment.

Our kōhanga strategy is resulting in small, but rapidly expanding, populations of kiwi. In the coming years we will need to relocate hundreds of kiwi annually from our kōhanga sites. To achieve this, we need to tick lots of boxes including:

- ☐ Adequate predator protection (site readiness surveys)
- ☐ Ensure sufficient food supply in drought years (invertebrate studies)
- ☐ Iwi/hapu support
- ☐ Department of Conservation translocation permit
- ☐ Community group/land-owner training
- ☐ Kōhanga site surveys

There are significant costs to do this preparatory work. But the opportunity to be aligned with the ongoing delivery of thousands of kiwi resulting from this work will be incredibly special.

Sponsorship Activations



Your chance to name a kiwi

There are numerous ways to involve your customers, both here and abroad, in our work. Kiwi images on marketing collateral, provision of updates on key seasonal work being undertaken, and the like.

One sure way to engage everyone is the naming of a kiwi chick. All sorts of people have done this and it never fails to excite and engage. It could be your turn next, with customers proposing names and whoever provides the winning entry being given the chance to attend the release of the chick.

It is imperative that we follow the appropriate tikanga in making this opportunity available. We will engage with the gifting iwi (the iwi/hapu from whose rohe the egg was lifted) to help with the name selection. Entrants would need to provide a reason for the name selected.

The opportunity is for someone to have the chance to name a kiwi each year. We will follow the journey of the egg/chick until the kiwi is released.

Sponsorship Activations

Product-based Fundraising



Another way to secure a real connection to our cause, and reinforce you are a New Zealand company, is to integrate fundraising within the value proposition for your product range. Rather than impacting your marketing budgets, empower your customers to make a difference for kiwi. This could be created via a simple mark-up on pricing, or with a rebate on sales.



e.g. 50c from the sale of your product goes directly to saving our kiwi.

Plus, this creates a platform for great in-store and on-line merchandising opportunities.

This is a proven model that has been employed by Whittaker's Chocolates and Illustrated Publishing to raise money for us for many years.

Sponsorship Activations

Let's go wild! – A promo trip to find kiwi

A possible promotion for both your workforce and/or consumers, could be to go in search of a kiwi in the wild. Most New Zealanders have never seen a kiwi, but they are out there if you know where to look.

We could run a promotion for one of your lucky staff members or customers to go in search of one of these amazing birds. A “hunting trip” with a real difference. Bring the camera on this one.

We know they'll love it.



Why saving kiwi works for your business

Where else could this go?

Kiwi are incredibly precious to New Zealanders.

We are confident that you and your marketing and creative agencies and staff will be able to generate great concepts for leveraging a partnership with Save the Kiwi.

We'd love the chance to discuss any ideas you may have.

Thank you for considering us

To find out more please contact us.

enquiries@savethekiwi.nz

Together we can not only save the kiwi but can help it thrive and flourish.





www.savethekiwi.co.nz
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