

# Brainstorming workshop sessions

**Education/advocacy – getting the message out there**

**Facilitator:** Shelley Hersey (CORE Education)

**Time and date:** Sunday 30 April 10.45pm – 12noon

**Attendees list:** (please add your name)

**Discussion:**

What are the key education/advocacy messages:

- Kea are seriously threatened (there is a general perception that kea are still plentiful)
- Don't feed the kea – ever (a fed kea is a dead kea)
- Kea are our most intelligent species and one of the most intelligent in the world
- Kea are unique to New Zealand and an iconic species that should be valued and celebrated just like the kiwi
- Kea play an important role in seed dispersal

A distinction was made between school education and education of the public and these were addressed separately.

School Education

Teachers are the gate keepers, if teachers are not knowledgeable of the plight and value of kea then they are unlikely to teach their students about it. Teacher education is key. Teachers need access to quality educational material on kea. Writing an integrated unit for primary schools which is focused on 'big picture' concepts such as preserving biodiversity and includes kea conservation would be valuable for teachers. This unit would need to be freely available online and linked to from various well known sites/portals such as DOC's site, N4L, TKI, science learning hub, LEARNZ etc.

Need to involve students in outdoor activities and in local predator control activities/planting to encourage engagement and action.



Secondary education is more difficult to cater for as the focus is on assessment and NCEA. NCEA assessment standards are only able to be written by SSB (Standard Setting Bodies). Kea education can be promoted through outdoor education – when visiting kea environments such as on ski trips, camps, outdoor activities, geography and biology field trips.

Tertiary education – a scholarship to study a kea related topic would be beneficial but requires a large amount of funding.

#### Public Education/Advocacy

The need for simple signage to prevent people from feeding kea. Information kiosks and signs need to be attractive and up to date. In some places the information that is provided is out of date and does not acknowledge the rapid decline of kea. Accurate signage is needed especially in busy tourist areas such as on the Great Walks. Signs need to make people aware of the threatened status of kea. Need to consider psychology – positive signage? “Thanks for not feeding the kea”. Signs in tourist areas also need to be in different languages such as Mandarin and simplified e.g. “Don’t feed the birds”.

Use of social media is also important for increasing public awareness and ‘spreading the message’. Kea are the celebrity!

#### **Who are the key stakeholders?**

Briefly discussed the role of DOC, teachers, education providers, tourist providers, FMC, Forest and Bird, Councils, NZTA (signage).

#### **Actions**

- DOC to inform concession holders of their responsibilities to kea – Helen
- Provide pamphlets to rental car/campervan companies to pass on to clients to stop feeding kea etc. – KCT?
- Public awareness - Wilderness Magazine Article – Tania
- Write an integrated unit for primary school teachers to share online – Shelley
- Hut signage – FMC/DOC/NZAC
- Contact Scouts/Keas to be ambassadors for kea – KCT?
- Provide signage/posters for ski fields where kea are found
- Connect with Arthur’s Pass Outdoor Centre Trust and work on including kea education in their programme