

# QEII National Trust Strategy 2020-2025

**OUR MISSION: WE INSPIRE PRIVATE LANDOWNERS TO PROTECT AND ENHANCE OPEN SPACES OF ECOLOGICAL AND CULTURAL SIGNIFICANCE**

## STRATEGIC OBJECTIVES

- 1 Area of high-value land under robust protection increases**
  - The amount of land that QEII protects is increasing.
  - Protected land is of high quality in terms of its biodiversity, cultural, landscape or other values and potential.
  - QEII is proven to be, and recognised as, the strongest protector of private land in NZ.
- 2 Values within protected areas are enhanced**
  - Protected values are deeply understood and articulated clearly.
  - We understand what values are amenable to improvement and are expert on how to do so.
  - Work to enhance the values is underway and succeeding.
- 3 QEII's work is part of large-scale projects**
  - We identify opportunities to do our work alongside others, in clusters and in bigger projects where benefits of scale and collaboration can be gained.
  - QEII directs a meaningful portion of its land protection and enhancement efforts toward prioritised projects.
- 4 People are inspired to connect with QEII-protected places**
  - The fruits of our protection and enhancement efforts are enjoyed and valued by more New Zealanders
  - Enjoyment of, and contribution to, biodiversity, cultural and landscape values aids wellbeing, builds communities and engenders support for QEII.

## FRONTLINE ACTIONS

### Engaging with landowners

- We form long-term, trusting and credible relationships with landowners – farmers, life-stylers, covenantors, non-covenantors, supporters and sceptics
- We listen, encourage and inspire landowners to feel the values of their land, and create a desire to protect.
- We support, connect and provision landowners to engage with protected values and improve them.

### Exercising Technical Expertise

- We are experts in assessing the values that exist in land and landscapes. We have access to deep subject matter expertise through our networks.
- We understand the risks and opportunities associated with values and how to protect and enhance them.
- We measure values in ways that allow us to evaluate change over time and assess impact of enhancement efforts.

### Networking and Collaboration

- We initiate relationships with key decision makers, influencers and 'doers' in local government, iwi/runanga offices, central agency branches and NGOs that are active in land protection and enhancement.
- Because of our great relationships, other entities collaborate with us, co-invest with us and promote our aims.
- We link people from organisations and groups that have overlapping objectives.

### Engaging with Community

- We seek out opportunities to connect with groups and individuals who could share our passion for protecting and enhancing land.
- We share our enthusiasm, know-how and contacts with people in local communities young and old
- We connect passionate individuals and groups with landowners who may be receptive to sharing their treasured land and the burden of caring for it.

## ENABLING ACTIONS

### Robust Legal Protection

- We innovate to provide watertight, modern legal protections.
- We advocate to defend protected land from outside threats where necessary.
- We enforce our legal protections rigorously where enforcement approach is appropriate.

### Communication

- We provide opportunities and channels for QEII people to stay in touch.
- We tell the stories of QEII protected land and the people committed to it to inspire others.
- We ensure that the stories of land protection and enhancement are heard and understood by influencers.

### Income and Resources

- We work with our Minister and DOC to ensure QEII has a stable base to meet demand to protect high-quality land.
- We diversify our funding sources to reduce pressure on vote Conservation.
- We establish a steady stream of non-Crown funding that allows growth and innovation

### Systems and Processes

- Information on people, places and values is secure, and readily at hand.
- We strike a balance between treating people, land and values individually, and maintaining consistency of the QEII brand and principles.
- Guidance, policy and advice is easily sourced.

### People and Skills

- We ensure the QEII team has the skills and capability to execute the four Frontline Actions across all of NZ.
- Our people are supported and engaged with team-mates wherever they are.
- We regularly collaborate and share ideas and experiences.
- We live practices that ensure we get home safe each day.

### National-level Engagement

- We ensure that national agencies understand and value QEII's role.
- We engage in policy processes to ensure settings support QEII objectives.
- We collaborate with national organisations and agencies that have similar objectives to QEII.