



Myrtle Rust & Social Licence

Ministry for Primary Industries
Manatū Ahu Matua



Today

- About MPI
- Update on Myrtle Rust
- Myrtle Rust and social licence to operate
- A biosecurity team of 4.7 million



How we are changing

Business Units within branches

<p>NZ FOOD SAFETY</p> <p>Regulation & Assurance</p>	<p>BIOSECURITY NZ</p> <p>Operations</p>	<p>FISHERIES NZ</p>	<p>FORESTRY NZ</p> <p>Sector Partnerships & Programmes</p>
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Each Business Unit will have a leader with the title 'Head of...'

The Head of... may also be the DDG of that branch, in which case they will carry two job titles and appropriate delegations.

Business Units will be established around substantive functions, where the bulk of the work relates to the unit.

GROWING AND PROTECTING NEW ZEALAND



OUR OUTCOMES



OUR PRIORITIES



WE DELIVER THROUGH STEWARDSHIP OF OUR SYSTEMS



AND HOW WE WORK



Myrtle Rust

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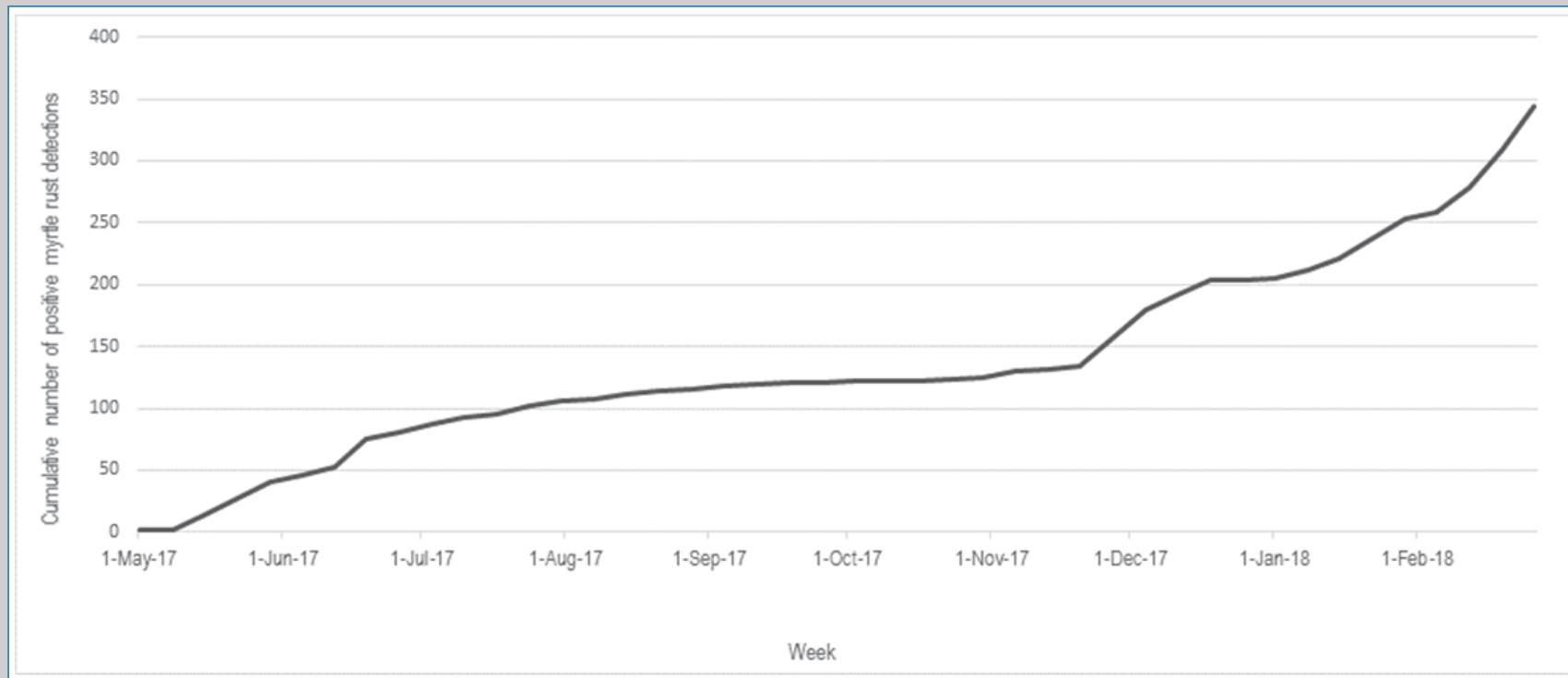


Myrtle Rust – where it's at

	Confirmed Positive	2/03/2018	Reinfected RPs	Self-Management	Self-Management, Yet to be Issued
Northland	4	0	0	0	0
Taranaki	171	13	19	45	2
Waikato	32	3	4	8	0
Bay Of Plenty	87	3	8	24	1
Auckland	53	6	1	35	0
Wellington	15	4	0	0	0
	362	29	32	112	3



Myrtle Rust – where it's at



Myrtle rust – where it's at

Host Genera	27/02/18 Count	27/02/18 Total Surveyed	Prevalence (%)
Lophomyrtus*	298	4,196	7.10
Metrosideros **	175	29,382	0.60
Agonis	6	370	1.62
Syzygium	98	7,838	1.25
Callistemon	11	6,121	0.18
Eucalyptus	1	3,599	0.03
Leptospermum	1	11,433	0.009
Acca	3	12,026	0.025
Thryptomene	3	62	4.839
Ugni Molinae	2	893	0.224
Other	0	10,649	0.000
TOTAL	598	86,569	0.69

*There were 2986 infected Lophomyrtus on a single property in West Auckland – not included.

** 154 Pohutakawa and 21 rata

Property Type		
Nursery		9
Public Land		8
Retailer		1
Depot		1
Golf Course		1
Private Property		313
Orchard		1
Commercial		21
School		6
Public Conservation Land		1
		362



Myrtle Rust – Social Licence

- Nursery operators
- Iwi and hapū
- The public

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Nursery operators

- First affected
- Highly constructive
- Compensation process critical to maintaining social licence



Iwi and hapū

- Major cultural significance
- Hui and surveillance training with Te Tira Whakamātaki
- Leading to on-going initiatives



The public response

86% detections on private properties

256 properties experienced organism
Management

2,726 notifications to MPI hotline

Strong public information programme

166,000 web page visits

1.58 minutes – average time on page

32 million digital advertising impressions

156,000 social media impressions – with **4.6** percent engagement



Myrtle rust
could explode
this spring.

See it,
report it,
don't touch it.

Call **0800 80 99 66** Visit **mpi.govt.nz/myrtlerust**

New Zealand Government

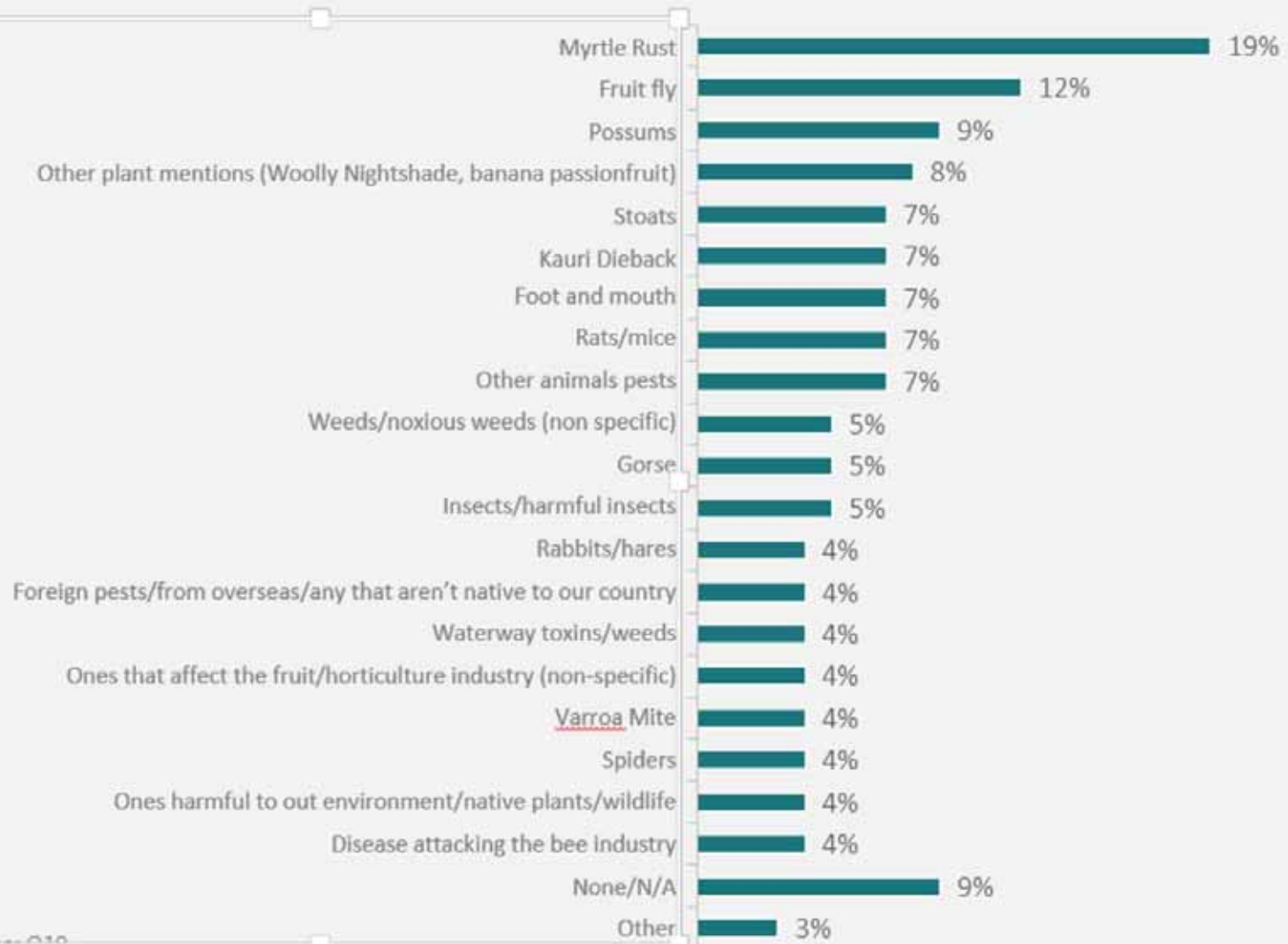


Department of
Conservation
Te Papa Kaitiaki

Ministry for Primary Industries
Ministry of Agriculture and Forestry



What specific pests, weeds, and diseases were you thinking of?



Q10

Base: All respondents, excluding those who couldn't name any impacts (n=929)

What we've learnt

- Strong public cut-through driven by awareness programme
- Clear concern about the disease
- Support for actions to date
- BUT no control measures impacting wider public



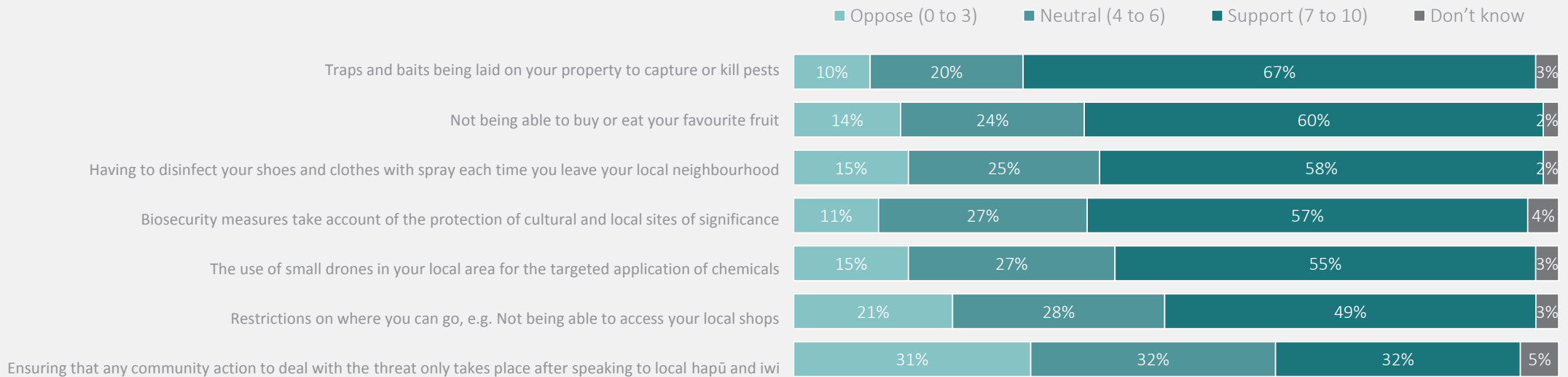
Social acceptance of biosecurity measures

New Zealanders are inclined to support the use of traps and baits on their properties, disinfectant on clothing, and small drones to apply chemicals. Movement restrictions have the lowest support among the specific tools and activities measured (49%).

How comfortable are people with biosecurity measures taken?

How much would you oppose or support the following measures to prevent the spread of an unwanted pest, weed, or disease?

Ratings from '0 – Strongly oppose' to '10 – Strongly support'



Source: Q23

Base: All respondents (n=1,150)

Progress against Target

MPI want 80% of New Zealanders to accept those involved in managing, controlling, and eradicating pests and diseases use appropriate tools and activities. We calculated an average score for each respondent across the five specific biosecurity measures asked about in the survey. Currently, 54% are Supporters – they generally support each of the five measures. Around a third (36%) tend to be neutral towards biosecurity tools and activities, whilst a minority (8%) are generally opposed.

How comfortable are people with biosecurity measures taken?

*Overall sentiment towards biosecurity measures
(average responses across biosecurity measures*)*



Average = 6.7/10

Those aged 60 and over (63%) are more likely than average (54%) to be Supporters.

Source: Q23

Base: All respondents (n=1,150)

*"Ensuring that any community action to deal with the threat only takes place after speaking to local hapū and iwi" and "Biosecurity measures take account of the protection of cultural and local sites of significance" were not included in the calculation

Building a biosecurity team of 4.7 Million

Action Plan 2017-2019

Organic programmes

Independent biosecurity engagement, behaviour-led programmes that exist or develop as a result of group or individual initiatives.

Supporting and encouraging the movement

- NZ Biosecurity Awards
- Supporting and developing networks
- Improve access to agencies
- Connect to programmes around water science and business innovation

Driven programmes

Programmes determined by and driven through the **4.7 million Engagement Plan** to build awareness, knowledge, and to drive behaviour.

Helping drive the movement

- Purchasing goods online
- Iwi-led Myrtle Rust training package
- Building hapu-based biosecurity capability
- Tikanga for biosecurity professionals
- Port of Tauranga Biosecurity Excellence Programme extension
- Biosecurity in the Boardroom
- Community-based marketing initiatives for industry
- Biosecurity Best Practice extension programmes
- Seasonal pest campaigns
- Urban recreationalists
- Small land-block owners
- New migrants
- Tauranga as Biosecurity Capital of the World.

Unification programme

Building the brand

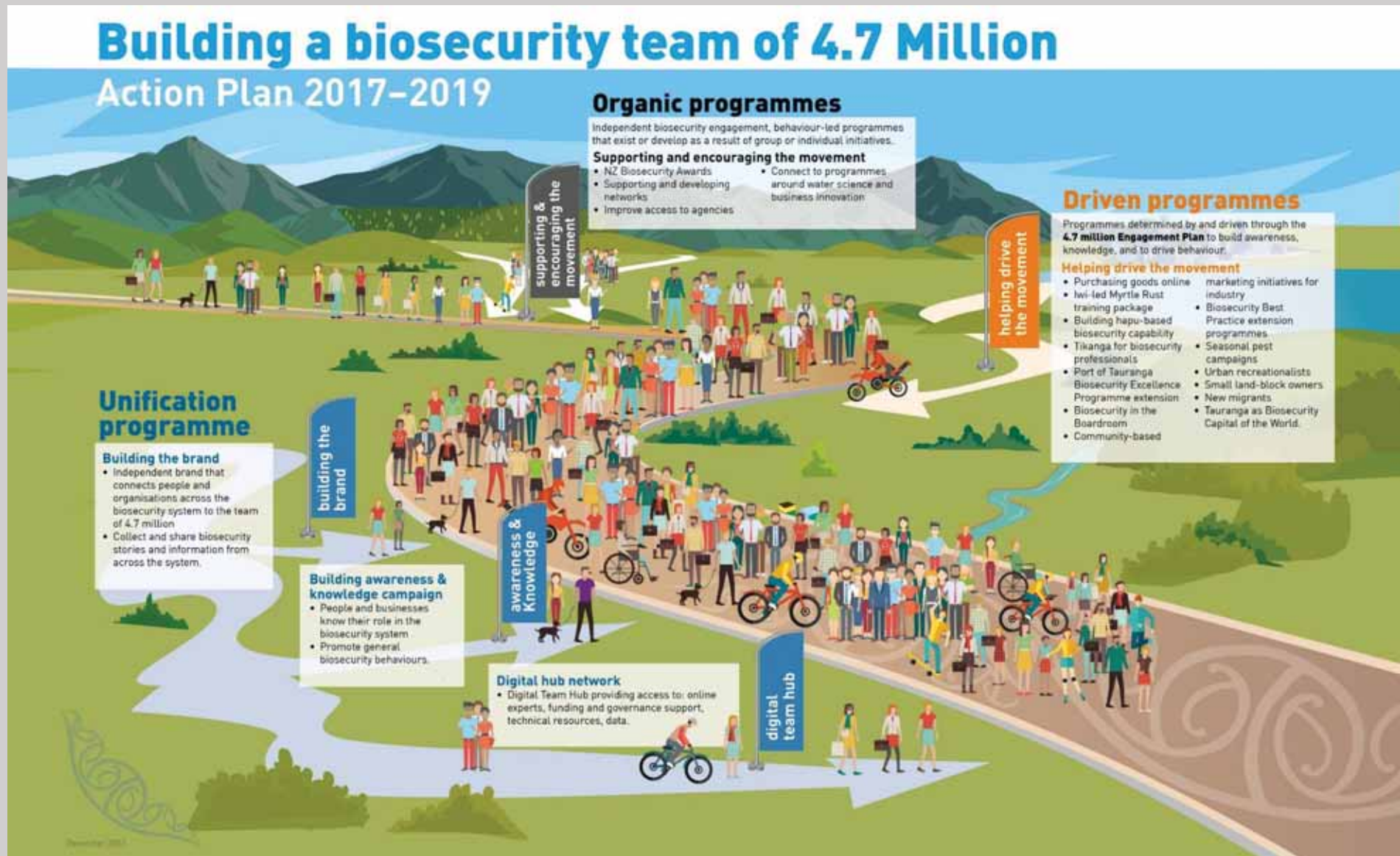
- Independent brand that connects people and organisations across the biosecurity system to the team of 4.7 million
- Collect and share biosecurity stories and information from across the system.

Building awareness & knowledge campaign

- People and businesses know their role in the biosecurity system
- Promote general biosecurity behaviours.

Digital hub network

- Digital Team Hub providing access to: online experts, funding and governance support, technical resources, data.



MINISTRY FOR PRIMARY INDUSTRIES

CLEMENGER **BDO**

**Starting a
movement.**

FEBRUARY 2017

Where are we?

—
96%

agree it's very important to protect NZ from unwanted pests, weeds and diseases

61%

say they have a good understanding of what biosecurity is and think that it's important

67-32%

support listed measures to control unwanted pest, weed, or disease

24%

have actively sought information about pests, weeds and disease

18%

regularly took action to control unwanted pests or weeds beyond their own properties

Where are we?

Biosecurity is important in principle...

We all (96%) know and understand managing pests and diseases is important.

For our environment (71%)

To be clean and tidy (62%)

For our clean, green reputation (62%)

But it's not personal...

Only half (55%) think it's the right thing to do as a NZer

And less (49%) think it's important for the wellbeing and health of themselves, family, and whanau

There's nothing they need to do...

Not our job

Only 12% think they have a 'big role to play' in protecting NZ from pests, threats and diseases.

Many have a narrow understanding of where biosecurity plays out - farming, border control - there's not much we can do, it's the government, organisations, and farmers responsibility.

It all seems fine

70% of the public felt the state of native plants, animals and fish was adequate or doing well (The Public Perceptions of New Zealand's Environment survey).

25% of Kiwis believe there is no threat to marine environment, up from 22% in previous findings (Colmar Brunton report for WWF)

In top issues facing NZ, only 8% list 'Environmental issues'

Starting a movement

We want a New Zealand where everyone works together to protect what is precious to us all.

How we will do this:

A unifying idea

Independent biosecurity brand that connects actions, organisations and programmes already participating in biosecurity
Introduced in a way that motivates individuals to participate in biosecurity





**Our country is
getting ripped
off.**

We must stop losing money
overseas.

TRUMP
MAKE AMERICA GREAT AGAIN!

Support Now



**Immigration
Reform**

We don't have a country
without borders. We
need to BUILD A WALL.

TRUMP
MAKE AMERICA GREAT AGAIN!

Support Now



I am Pro Israel

I will make sure a smart
deal is made.

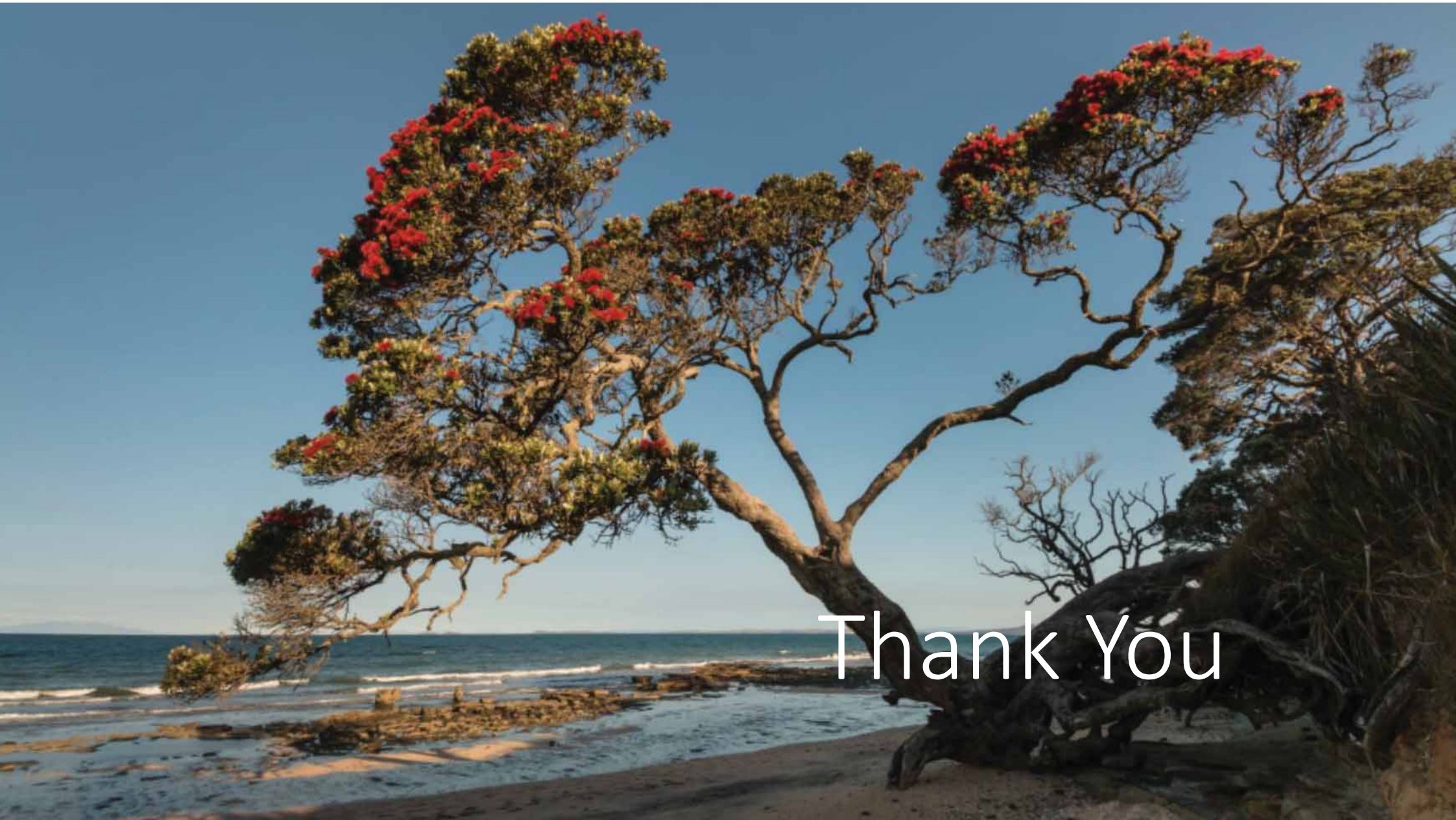
TRUMP
MAKE AMERICA GREAT AGAIN!

Support Trump

What is a unifying idea?

—

A universal cause made personally relevant



Thank You