

**Voices of Aotearoa**

# **Help us save...**



**Wilding Pine  
Network**

**2025/26 Partner Campaign Pack**

# Voices of Aotearoa: Help us save...

## 2025/26 nationwide wilding pine campaign

Wilding Pine Network (WPN) is leading a national public awareness campaign featuring well-known and everyday Kiwis telling the community what they/their region stands to lose with uncontrolled wilding pine spread.

We're inviting you to participate. We need your voices, your photos, your people and your local actions.

### Background

There is low public awareness about what's at stake with wilding pine spread – outside of people directly impacted and those involved in control.

What's at stake is the loss of places important to all New Zealanders - it's happening now and it's happening quickly. Once wildings are established, we won't be able to easily get these places back.

**This problem needs more funding - now.**

We need more people behind this funding push. The more awareness we raise now, the stronger our voice will be when funding decisions are made.

**“To establish an effective and credible campaign we must all have ‘the chainsaws in harmony’ – united in consistent and factual messaging.”**

**Jo Ritchie - Wilding Pine Network**

We're partnering with Federated Farmers (Feds) on this campaign, and we back their call for steady funding of \$50M a year to get the national programme back on track. Our main job, though, is to lift public awareness - helping people understand the scale of the problem, the real impacts, and how they can get involved in their own region. If we do this well, it becomes something voters care about and something politicians can't ignore. See Appendix for more on the work Feds are doing.

# Voices of Aotearoa: Help us save...

## 2025/26 nationwide wilding pine campaign

**This campaign looks at removing ‘biosecurity speak’ and focusing on what people stand to lose, and how they can help save our special places from wilding pine spread.**

We’re really good at talking wilding pines to central government, other agencies, landholders and people affected by wilding pine spread. We have more work to do to capture people unaware of the **scale and speed** of the problem. And communicate that it is everyone’s problem.

### **Campaign objective:**

Raise public awareness by putting a human face on the issue and let Kiwis know that without more funding now, we all stand to lose a lot.

We also need to give hope by presenting tangible actions or ways they can ‘save’ these places.

Actions might mean joining a local wilding pine control project, sponsoring regional work, backing a national or community-led crowdfunding effort, or adding their name to a petition calling for increased and sustained funding.

We want to make lots of noise. We’ll work with industry groups and agencies to amplify our message, and we want you to leverage your networks too.

### **What makes this campaign different?**

It’s not leading with science but with what people love and stand to lose.

It’s showing the human face of the issue: landowners/farmers, iwi, kids, hunters, trampers, celebrities, well-known kiwis and people in each region.

# Two-phase national campaign

We're taking a stepped approach so we can move fast now alongside the work Federated Farmers are doing - then get content created and regional actions mapped out to keep it going.

**1. Billboards up quickly:** We're starting with high-impact billboards in high-traffic areas where people can see wilding pine spread for themselves. This gives us an immediate, visible win while other parts of the campaign are being developed. Can you help?

**2a. 'We cannot lose' digital and print campaign: faces of people and places** - Over summer, with your help, we'll gather local images and video from your region - well-known Kiwis and everyday people standing in front of places we cannot lose. Once we've built this library of real faces and real landscapes, we'll launch a coordinated nationwide print and digital campaign.

**2b. 'Help us save' call-to-actions:** We'll work with you to map out practical actions: regional projects people can help with, volunteering opportunities, sponsorship options, crowdfunding drives, petitions, and other ways to support on-the-ground mahi. The goal is to give New Zealanders meaningful ways to contribute, no matter where they live.



Te Manahuna Aoraki/Mackenzie Basin, July 2023

Example billboard

# Digital and print

**We need scroll-stopping local photos that show people standing in front of the places we could lose to wilding pines.**

Think about who would make an impactful shot in your area. This could be:

- recognisable locals and everyday people who reflect your community
- well-known Kiwis you can bring on board.

Each image should carry one simple line: - We cannot lose [insert place] - with a call-to-action of Help us save.

Your place could be a favourite swimming hole, fishing spot, tramping track, or a view your region is known for. It might be about not wanting to lose homes to wildfires, or protecting special landscapes like the Mackenzie Basin.

We're aiming for faces and places – images that stop people scrolling and take them straight to the Wilding Pine Network campaign page, where they can learn more, take action, and see what's happening in their own backyard.

## **ACTION POINT: How you can help**

- Local faces and well-known Kiwis willing to be photographed in front of something we stand to lose.
- People who can help coordinate local shoots
- A list of regional actions your community can take
- Help us amplify the campaign, leverage your networks.



All examples - campaign to use real kiwis.

# Regional call-to-action

**We want to give people real, tangible ways to help – and remind them that there is hope. In most places, if we act now, we can get ahead of the spread and protect the landscapes we love.**

## **ACTION POINT: How you can help**

Every region is different, so we're asking our partners to think about what would make the biggest difference locally – volunteer days, sponsorship opportunities, community projects, petitions, or other ideas. We'll gather these and build a clear call-to-action on the campaign landing page so anyone, anywhere in Aotearoa can join in. Below is a list of general actions to start our campaign:

### **We need your help – anyone can join us in the fight against wilding pines**

#### **Raise your voice**

Talk to your local MP

Write a letter to your local paper

Start conversations in your community

#### **Support local projects**

Businesses and individuals can sponsor community work

Join a volunteer day through your local community trust or restoration group

Help spread the word by sharing trusted information

#### **Take action outdoors**

- When hunting, hiking or enjoying the outdoors, pull out small wilding pine seedlings by hand, or cut small trees close to the ground.
- Go as low as possible – any green material left behind and the tree will grow back.
- Seedlings and trees can be left on site to break down naturally.

#### **Make good choices at home**

- Replace wilding pines with native plants or less spread-prone species.
- Check with your regional council before planting – the wrong species in the wrong place can cause long-term problems.
- Team up with neighbours to control wilding pines that have spread across property boundaries.

# Key message examples

## Show people what's in it for them

Explain how the main impacts of wilding pine spread (loss of native biodiversity, productive land, water assets and increased fire risk) could impact our lives. Explain what we will lose if wilding pines aren't controlled.

**Loss of water resources means you could lose your favourite fishing spot, swimming hole and stream.**

“

With wilding pines using up to 40% of water that would normally flow into rivers **our favourite fishing spots, swimming holes and streams could dry out.**

Haeleigh Turner - Wilding Free Mackenzie Trust

**Use 'imagine never being able to' or 'imagine not having' to explain loss of native**

“

**Imagine never being able to see** the light fall on the tussock-covered slopes of Cecil Peak. That could be the case within the next 30 years.

Dick Hubbard

# Key message examples

## Focus on what we could lose without adequate funding:

“What’s at stake is the loss of the legendary Mackenzie as we know it - and many other important places threatened by wilding pines across Aotearoa New Zealand.

We will lose more than just the views - we’ll lose native species, precious water resources and land for food production, tourism and recreation. Wildfires will become more common and intense, putting lives and properties at risk.

Ross Ivey, Wilding Free Mackenzie Trust

“People won’t realise what they have to lose until it’s gone.”

Pete Oswald - Central Otago Wilding Conifer Group

## Support with facts from the most recent, or your own local, cost benefit analysis:

Benefits and Costs of Additional Investment in Wilding Conifer Control - prepared for MPI on behalf of the NWCCP.

# Key message examples

- I'm standing here because we cannot lose [insert place]. Wilding pines are spreading faster than most people realise. If we act now we can save [insert place].  
Learn more here:
- We cannot lose places like this. Wilding pines are spreading fast, and the work needed to control them can't happen without increased and sustained funding. If we act now, we can protect this landscape for the next generation. Find out how you can help:
- I grew up coming here, and I want the next generation to have the same experience - a land that isn't swallowed by wilding pines. The spread is accelerating, and many people have no idea. Find out more
- For us, this isn't just a photo backdrop. It's home. Wilding pines threaten our landscape, our wildlife, and even increase the risk of wildfires. We cannot lose this place, and we won't if we work together.
- Wilding pines don't stay in one place. They blow across boundaries and can take over whole valleys in just a few years. This spot is already feeling the pressure. I'm adding my voice because we need more people to understand what's at stake.
- Wilding pines are spreading - fast. This is one of the places we could lose if wilding pines keep spreading. It only takes a few years for the view to change completely, and once it's gone, it's gone. We're supporting the nationwide call to protect the landscapes we love before they disappear under a blanket of pines.
- Wilding pines are spreading faster than we can keep up with. We're quickly losing places we love. We're part of a national campaign to raise awareness - find out how you can help save our special places.
- Our communities shouldn't have to watch the places we love vanish under wilding pines. The solution is within reach, but only if the government commits to increased and sustained funding for this work. Acting now will cost far less than trying to fix it later. We can save these places if we move quickly.

# Appendix.

## Federated Farmers campaign

The Wilding Pine Network campaign is structured to support and work alongside this work - reaching the public unaware of the scale of the problem. Please use your channels to amplify both.

Federated Farmers has responded to the Meat and Wool Council's call to action with a focused campaign urging central government to lift wilding control funding to fifty million dollars a year for the short to medium term. Without this step, the gains made over the past decade will continue to slip, and the cost of recovery will rise sharply.

Alongside this, the campaign highlights the need for long-term stewardship of the high country. Federated Farmers is calling for 1.1 million hectares of retired land to return to managed grazing so farmers can bring these landscapes back under control. Much of this country has deteriorated since tenure review, with weeds and pests now widespread. The decline is visible and evidenced by local experience across multiple regions.

The campaign message is simple. Wildings and other invasive species will not be contained unless the government restores adequate funding and enables farmers to actively manage the land again. A combined approach is the only credible path to protect these iconic landscapes and prevent further ecological and economic damage.

