

2016/17 CNISF Business Plan

Introduction

The Central North Island Sika Foundation (CNISF) was formed during 2015/16 by a collaborative group of recreational hunters, behavioural & ecology scientists and conservationists under the guidance of the NZ Game Animal Council.

The CNI Sika Foundation became an incorporated society in June 2016 and is seeking membership from the hunting community to actively participate and support it as a game animal organisation dedicated to the management of the Sika deer resource.

The CNI Sika Foundation is supported by “Hunters & Habitats” and the “New Zealand Deerstalkers Association”, with its current funding provided by Foundation membership and Sika Show Limited, a company duly incorporated in New Zealand which runs the “Sika Show”, New Zealand’s largest Hunting show.

Purpose

The sole purpose of the CNI Sika Foundation is to advocate for the designation of a “Herd of Special Interest” under the Game Animal Council Act (2014), so as to manage the Sika deer resource that resides on public conservation land for the betterment of recreational hunting.

Vision Statement & Objectives

**“A healthy Sika hunting resource,
thriving in resilient natural habitats, valued by stakeholders.”**

The CNI Sika Foundation aims to achieve this vision through the development of the following objectives;

1. To actively manage the central north island Sika herd in order to provide enhanced benefits to hunters and a higher level of protection for the forests and grasslands in which they live.
2. To advance a management regime that involves a collaborative partnership between Recreational Sika Hunters, the Game Animal Council, the Department of Conservation, the local Iwi and surrounding interested landowners.
3. To achieve and maintain consistent, appropriate harvest levels of healthy Sika by better coordination of recreational Sika hunting.
4. To increase the understanding by recreational Sika hunters of the Sika herd through better information and education.

Definition and Function of Business

The CNI Sika Foundation is a non-profit organisation which attracts membership from recreational hunters, businesses and other organisations that have a vested interest in Sika deer as a valued game animal resource.

The foundation will employ staff to administer the affairs of the organisation and utilise appropriate professional expertise to design and administer any projects, that will be supported by its network of volunteers for implementation. The governance of the Foundation is vested in its appointed executive and nominated/elected committee members. It is the function of the Foundations' executive committee to:

- Oversee the affairs of the Foundation.
- Act as an advocate on all issues that may have an impact on Sika deer as a resource for hunting or that might negatively impact the ability of hunters to access the Sika resource for the purpose of recreational hunting.
- Actively seek mutually beneficial alliances with other organisations and business entities to provide the support network and mechanisms to further the goals and objectives of the Foundation.
- Develop and implement game animal management plans that are specific to the objectives required *as appropriate for differing areas* of the Sika deer range on public conservation land.
- Develop and promote research projects to further the knowledge about Sika deer and their use of or impact on the natural environment.

Plan Review and Reporting

This plan will be constantly under review by the Foundations' executive committee. At each AGM of the Foundation the progress toward each goal and the effectiveness of the strategies to meet them will be reported through the annual report. From time to time the executive committee may add or alter strategies in order to reach the current goals of the Foundation. New goals and objectives for the foundation may be set at an AGM for strategy development and implementation by the executive committee.

The plan is arranged according to the following categories to enable effective topic management and reporting: -

- Administration**
- Membership & Promotions**
- Advocacy**
- Animal Research**
- Game Animal Management**

Business Plan 2016/17

Administration

Goal 1: Operational efficiency

Desired outcome: *An efficient use of the Foundations resources.*

Strategies:

- Develop standard operating procedures (SOP's) for general operations.
- Employ suitably qualified staff to undertake the administration work when required.
- Utilise the available technology to generate collective participation and foster ongoing improvements.

Goal 2: Establish financial reserves

Desired outcome: *To protect the Foundation from the impact of unbudgeted financial costs and enable the Foundation to undertake specific projects.*

Strategies:

- Seek donations from the "hunting sector" commercial operators and surrounding private land holders who benefit directly from the work of the foundation.
- Generate extra income from management of the sika resource on private land.
- Invest surplus funds as necessary to generate additional income.

Membership & Promotions

Goal 1: Increase membership

Desired outcome: *A significant increase of the foundations membership to establish it as a game animal management organisation for Sika deer.*

Strategies:

- Establish and promote the CNIFS brand.
- Use Sika Show as the main annual drive for recruitment.
- Maintain a significant public profile through traditional and social media to engage with prospective members.
- Regularly develop new promotions to foster new members.

Goal 2: Keep members informed about and involved in the animal management programs being implemented by the foundation.

Desired outcome: *Encourage active membership and participation.*

Strategies:

- Utilise current media avenues to increase awareness and exposure of the foundation and the initiatives being undertaken by the CNISF.
- Regularly develop new promotions to foster involvement.

Goal 3: Provide tangible benefits to the members who belong to the CNISF.

Desired outcome: *Added value to the foundation membership.*

Strategies:

- Seek exclusive offers for foundation members.
- Negotiate preferential access to areas requiring GAM to reduce numbers.
- Enable free entry into the Sika Show for members.

Advocacy

Goal 1: Promote the Sika deer located within the central north island public conservation land to recreational hunters and the wider public in general as a “Herd of Special Interest”.

Desired outcome: *Generate significant support for the proposal to designate a significant portion of the Sika range as a HOSI.*

Strategies:

- Reinforce to the hunting community the importance of the herd as a resource and that proactive management and involvement will help to maintain and secure the future of the CNI sika herd.

Goal 2: Develop and promote specific Foundation policies on issues that can impact on the Sika resource and /or the ability for hunters to utilise that resource.

Desired outcome: An increased profile and public awareness of the values that the Foundation seeks to protect and the mechanisms that might be considered to achieve this.

Strategies:

- To address the 1080 poison issue and any significant impact on hunting and the sika resource that such operations may cause.
- To manage opportunities for sustainable commercial enterprise/use
- To determine how and when aerial animal control (WARO or SAD) might be utilised to manage animal population

Goal 3: Liaise with kindred bodies on matters of common interest.

Desired outcome: *Achievement of common goals through working collectively with others.*

Strategies:

- Develop and maintain good working relationships with the GAC, other GAM organisations, government departments and NGO's.
- Build and foster long term relationships with Iwi and Tanga te Whenua.

Game Animal Research (GAR)

Goal 1: Increase our knowledge about Sika deer through scientific research.

Desired outcome: *The establishment of an intricate knowledge base and understanding of how Sika use the natural environment and disperse or migrate within their range in New Zealand.*

Strategies:

- Endeavour to collect and compile a bibliography of existing information central North Island sika, to create an understanding of the knowledge base that is currently available.
- Develop parameters of specific studies to fill gaps in the current knowledge.

Collect data on the ongoing recreational use, harvest and the impact of this harvest, on the Sika Herd through a coordinated data collection programme

Goal 2: Develop funding streams to enable expenditure on research projects.

Desired outcome: *Production of a sustainable income to fund ongoing research projects.*

Strategies:

- Find benefactors with an interest in Sika and Sika research.
- Seek business sponsorship from commercial operators who benefit from the Sika resource.
- Prioritise and pipe-line appropriate Sika studies for effective use of available research funding.

Game Animal Management (GAM)

Goal 1: Develop various animal management scenarios for specific areas of the Sika range on public land.

Desired outcome: *To provide options for GAM proposals that can be matched with achievable outcomes desired for both Sika herd and natural habitat outcomes as appropriate in differing areas.*

Strategies:

- Seek input from the wider Sika hunting community.
- Utilise the current knowledge base and scientific expertise to examine the viability of enhancing the animal resource and hunting opportunities in any particular area.
- Investigate the potential for various areas to: improve hunter access; specify desired sex or age harvest; encourage compliance; and assess monitoring requirements to ensure delivery of management objectives.
- Assess known vegetation cover within Sika habitat on Conservation Lands and propose management blocks that could accommodate a workable GAM model.
- etc.....

Goal 2: Implement various animal management regimes for specific areas of the Sika range on public land.

Desired outcome: *To deliver specified GAM outcomes for both Sika herd and natural habitat outcomes as appropriate for differing areas, depending on need.*

Strategies:

- improve hunter access where identified needs exist;
- specify desired sex or age harvest strategies at specific sites;
- Seek compliance with management prescriptions;
- Monitor and report outcomes;
- look at alternative strategies/regimes where outcomes are not achieved.