



# THE 2050 CHALLENGE

August 2024



**PF 2050**

**&**

**Cat management**

# **Predator Free 2050**



# Why predator free?

- NZ has the highest rate of threatened species in the world
- Our species are found nowhere else on earth
- Very susceptible to predation



# Community engagement

- Community groups, big and small
- Landowners
- Urban and rural



# How ?

# Collaboration

- No organisation can do this alone
- Lots of organisations involved
- Working together to ensure coordination, sharing knowledge, minimise duplication





Funding and oversight



Landscape sized projects and innovations



Backyard communities and inspiration







Department of  
Conservation  
*Te Papa Atawhai*



Lead government agency

Focused on Public  
Conservation Land

Strategic direction

Facilitates collaborative  
groups

Crown company

Funds large landscape  
scale projects

Breakthrough Science

Strategic direction

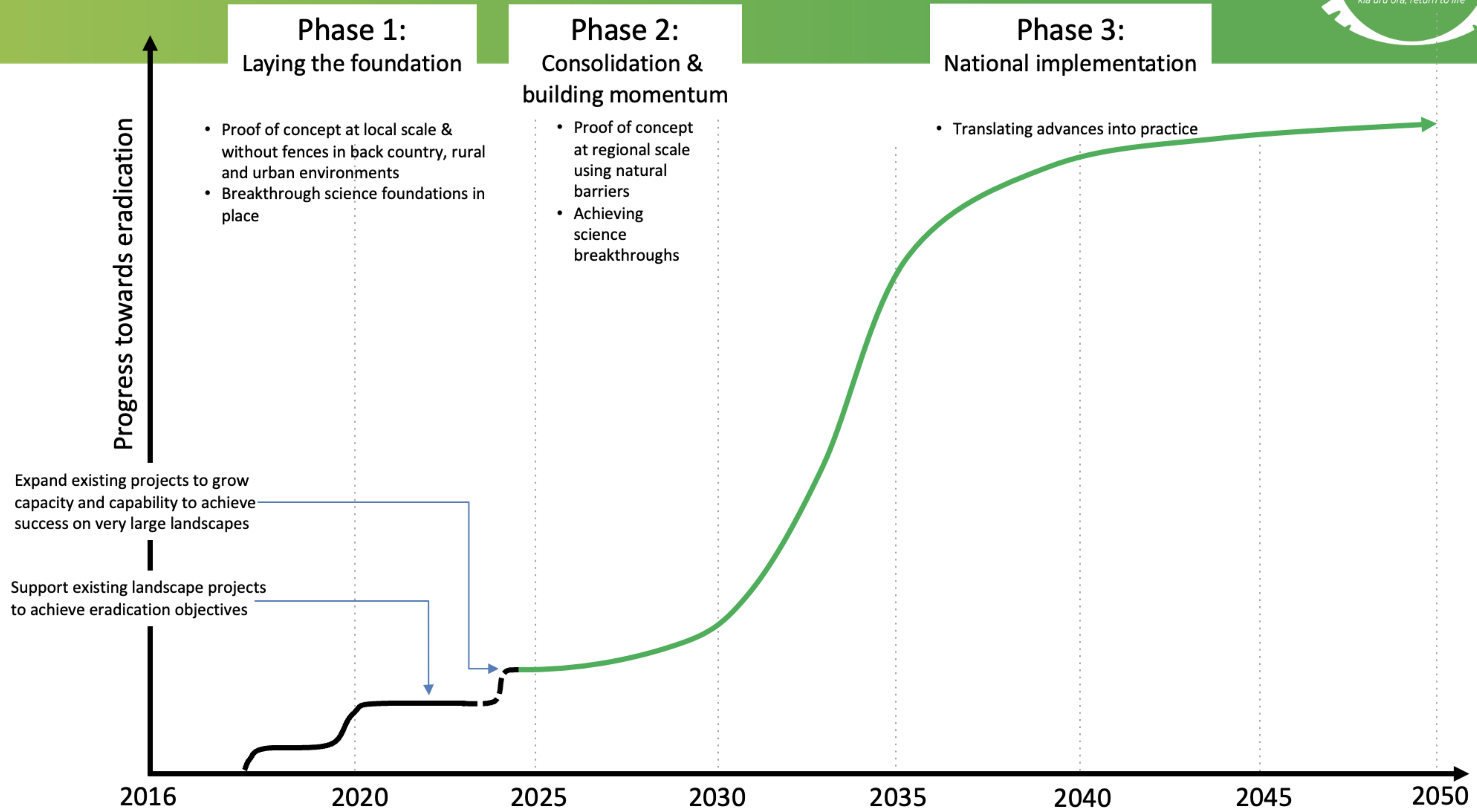
Independent Trust

Inspiring New Zealanders to  
get involved

Supporting individuals and  
community groups with  
information

**Mobilise**  
**Innovate**  
**Accelerate**

# Looking ahead – Company strategy to 2050



# Challenges

- Jobs for Nature ending
- Funding scarcity
- Political environment
- DOC capability



# Tools and Tech

- Lots of new stuff on the horizon
- AI traps
- Thermal cameras
- Species specific toxins
- Communication
- Detection



# National strategy

- No clear plan yet for strategic roll out
- Working on it
- Review this year
- Cats?



# PFNZ Trust

- Inspiring people to get involved
- Supporting and enabling community conservation
- Advocating for communities, individuals and landowners



# Hearts and minds

- Hugely important to the success of the goal
- Biggest challenge (and risk) for projects
- Think about messaging and bringing people on journey
- Leads to political support





“For predator control to be successful, it must be sustained; **we need to build a culture around it**, so it is something that we all do, **like our recycling...**”

# How can we help?

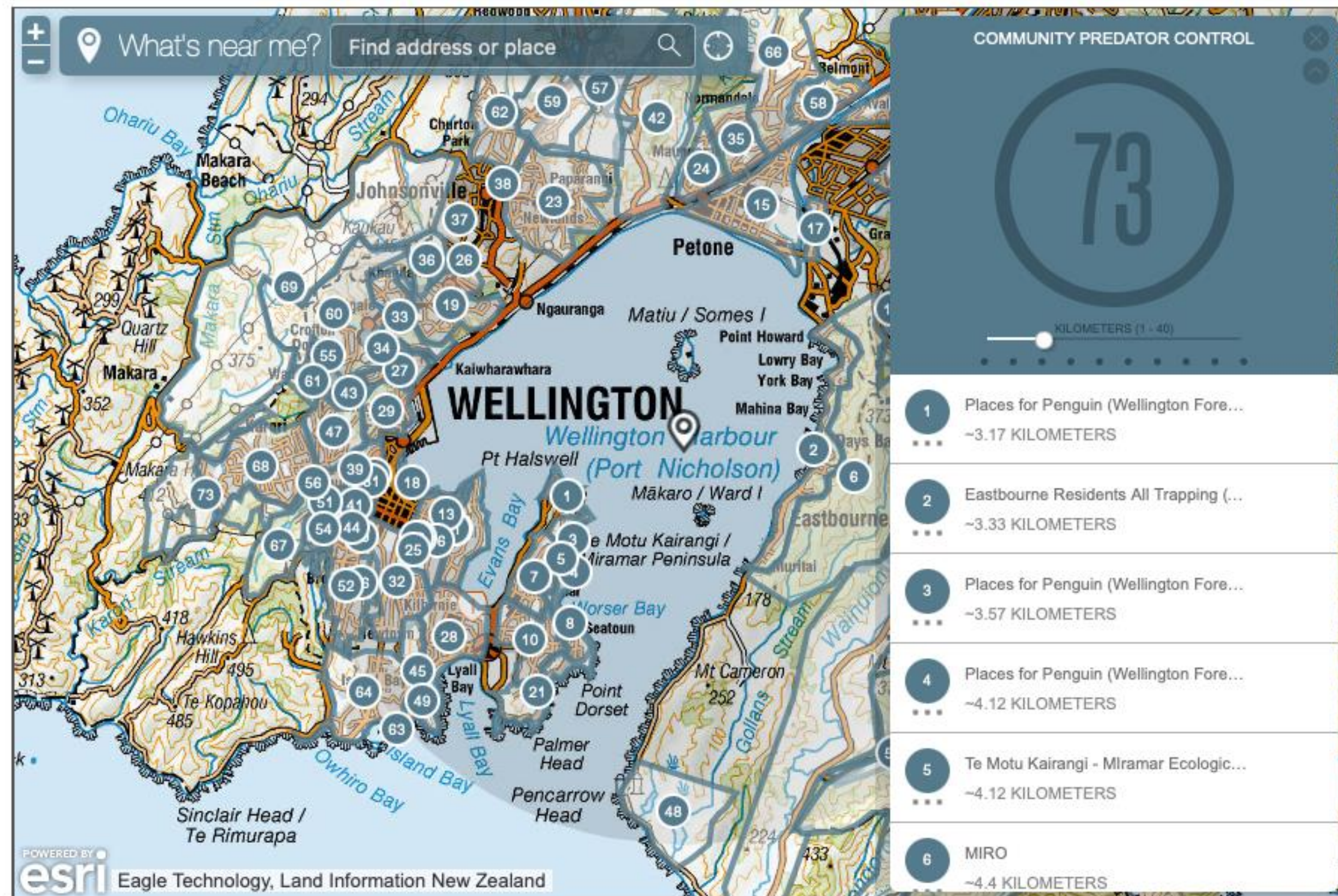
- What you do is important
- Understand some of the challenges, but keep sharing
- Work together, sharing is important



# Find a group

[Home](#) / [Get involved](#) / Find a group

Want to know what predator control projects are happening near you? Our interactive map will do the searching. Just type in your location below.




COMMUNITY PREDATOR CONTROL

73

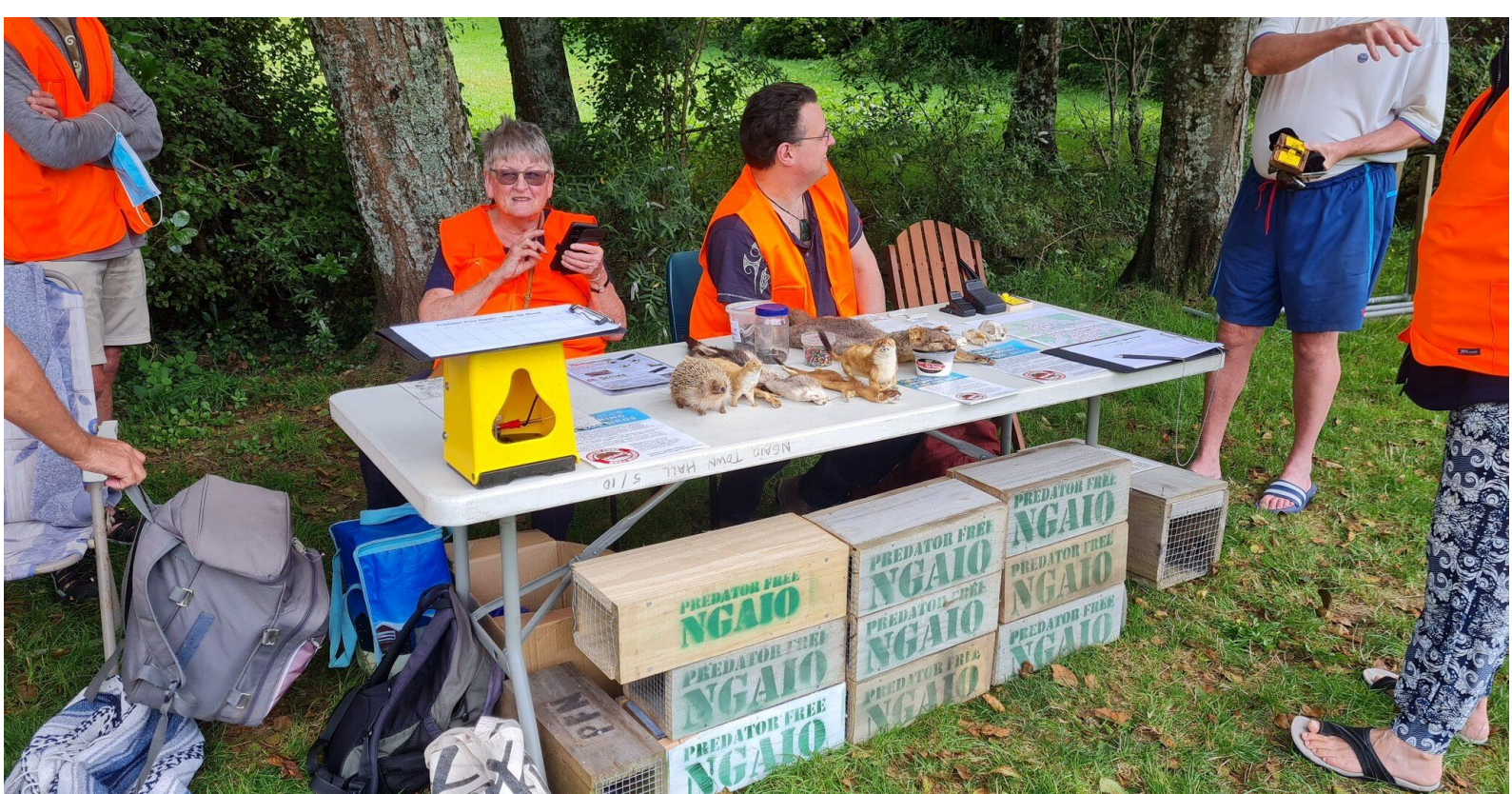
KILOMETERS (1 - 40)

- 1 Places for Penguin (Wellington Fore...  
~3.17 KILOMETERS
- 2 Eastbourne Residents All Trapping (...  
~3.33 KILOMETERS
- 3 Places for Penguin (Wellington Fore...  
~3.57 KILOMETERS
- 4 Places for Penguin (Wellington Fore...  
~4.12 KILOMETERS
- 5 Te Motu Kairangi - Miramar Ecologic...  
~4.12 KILOMETERS
- 6 MIRO  
~4.4 KILOMETERS

POWERED BY  Eagle Technology, Land Information New Zealand

# IT'S A LONG ROAD





**Let's talk  
about cats.**

# We love cats

- Important companions
- Highest cat ownership in the world (41% of households)
- 1.2 million domestic
- 1.8 cats per household
- 2 – 14 million ferals



# What's the issue?

- Cats are highly skilled hunters
- Kill regardless of hunger
- Native species evolved without predators
- Cats are responsible for extinctions





# Impacts

- Primary host for toxoplasmosis - primary production impacts, humans, maui dolphins, kākā, kiwi, kererū and more.
- Cats can be found from sea to alpine zone (>2500m)
- Prolific and densities as high as 6 cats per km<sup>2</sup> (urban is much higher).

# Owned cats

- Culture of letting cats roam
- >1.2 km urban, 6.8k feral
- Roaming is bad for cats and for wildlife
- Cats only bring home <25% of catches



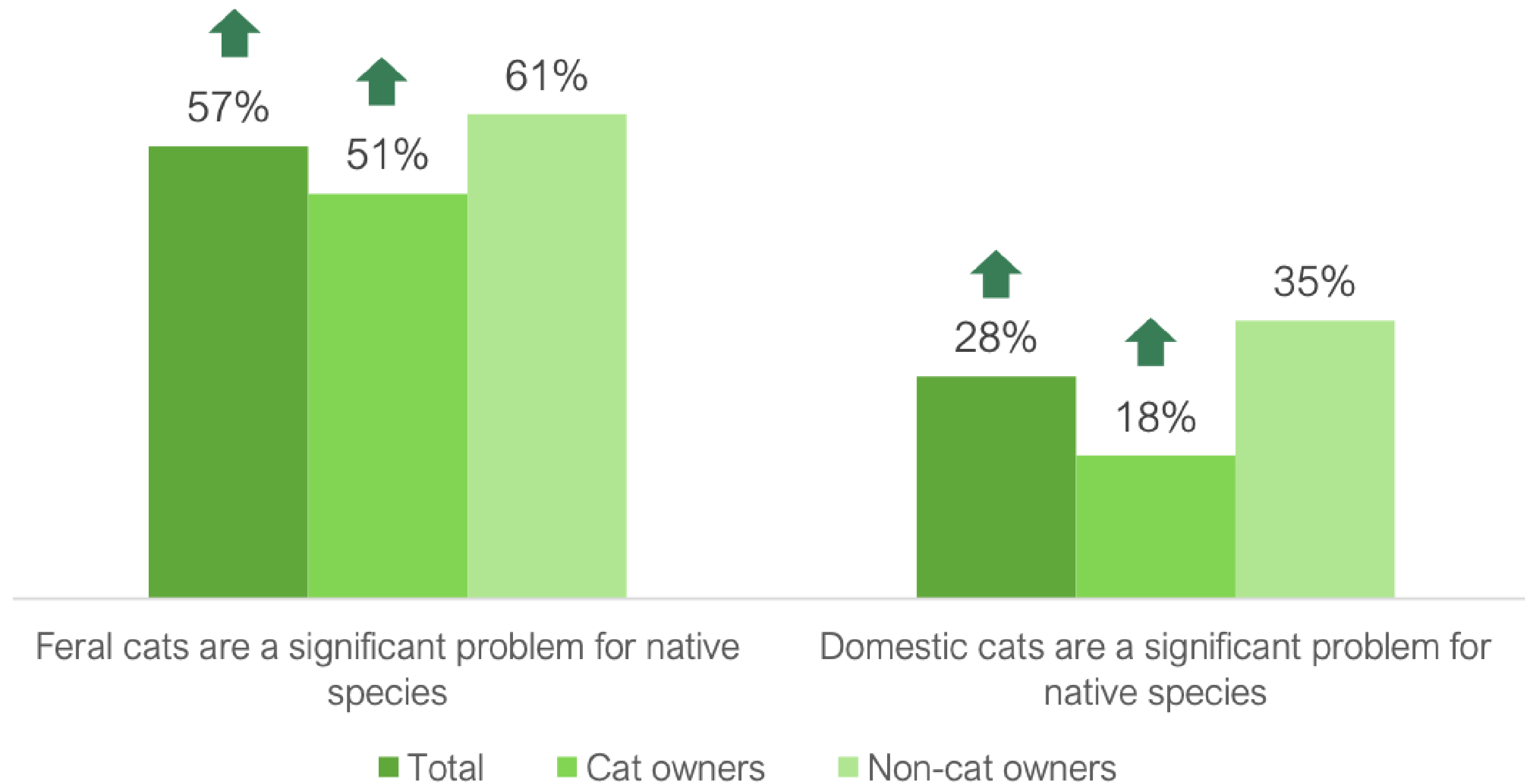
**Remember:**

**Hearts and  
minds**



# Perceptions are changing

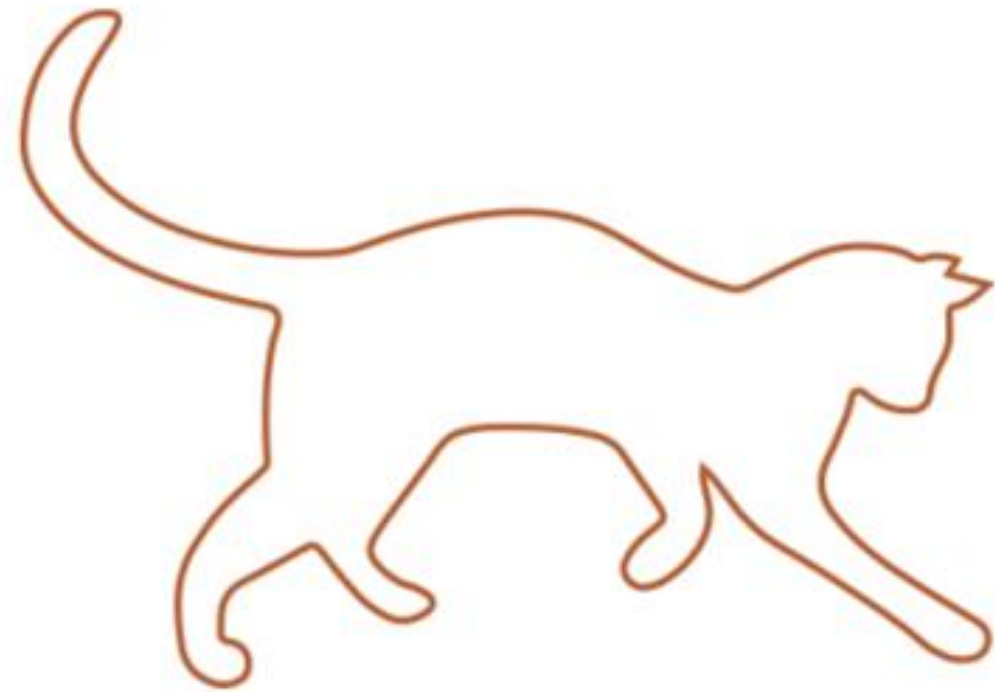
## Perceived Threat of Cats to Native Species



Source: PFNZ Trust Fresh Perspective Insights research 2024



# Support is growing



**40% of New Zealanders own at least one cat**

*(and they are just as concerned about the survival of NZ native species as non-cat owners)*

% Agree	Total sample (n=1,005)	Own at least one cat (n=395)	Don't own a cat (n=605)
Responsible cat owners should...			
Microchip all of their cats	66%	66%	66%
De-sex all of their cats	75%	82%	71%
Limit the number of cats they own (except for breeders)	61%	59%	63%
Keep their cats indoors or on their own property	43%	33%	49%

# Responsible cat ownership

- Promote responsible pet ownership
- Microchipping and desexing
- Cats are happy and safe at home
- Vets Assn, SPCA, Companion Animals NZ agree



**We need to bring the  
community on the  
journey**



# Messaging matters

- Not us and them – “we”
- Can be an emotional topic
- Facts are not going to save us
- Normalise what you want
- Applies to all cats not just a few
- Messaging guide





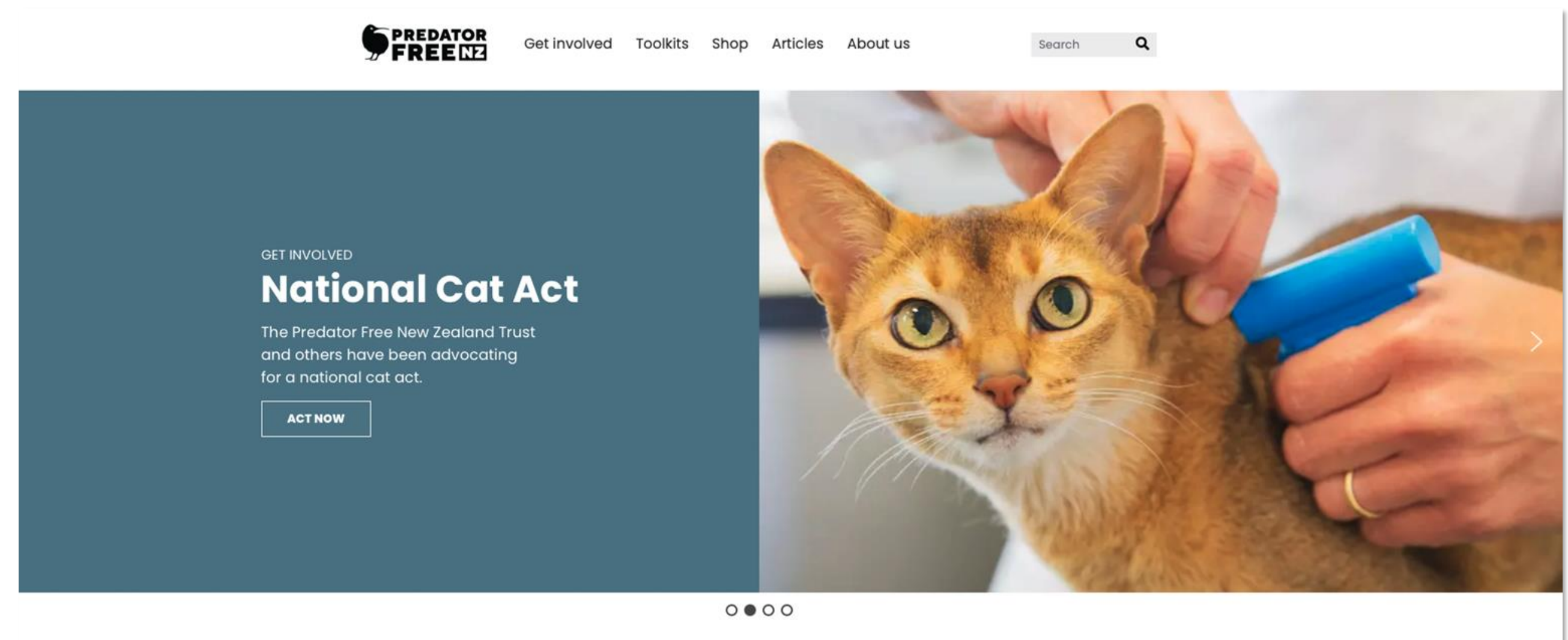
# Cat legislation

- Legislation is complex and grey
- RPMP (Regional Councils), Bylaws (Local councils)
- Need a national cat act
- Desexing, microchipping, keeping cats at home
- Similar to the dog act



# Good news

- Environment select committee report supported National Cat Act
- Make sure MPs and councilors are aware of the issues you face
- Ask for better policy and support



# IT'S A LONG ROAD



