



# THE 2050 CHALLENGE

April 2025



# **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 ?



Lead government agency

Focused on Public  
Conservation Land

Strategic direction

Facilitates collaboration  
across system

Crown company

Funds large landscape  
scale projects (18)

Breakthrough Science

Independent Trust

Inspiring New Zealanders to  
get involved

Supporting individuals and  
community groups with  
information



# Collaboration

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

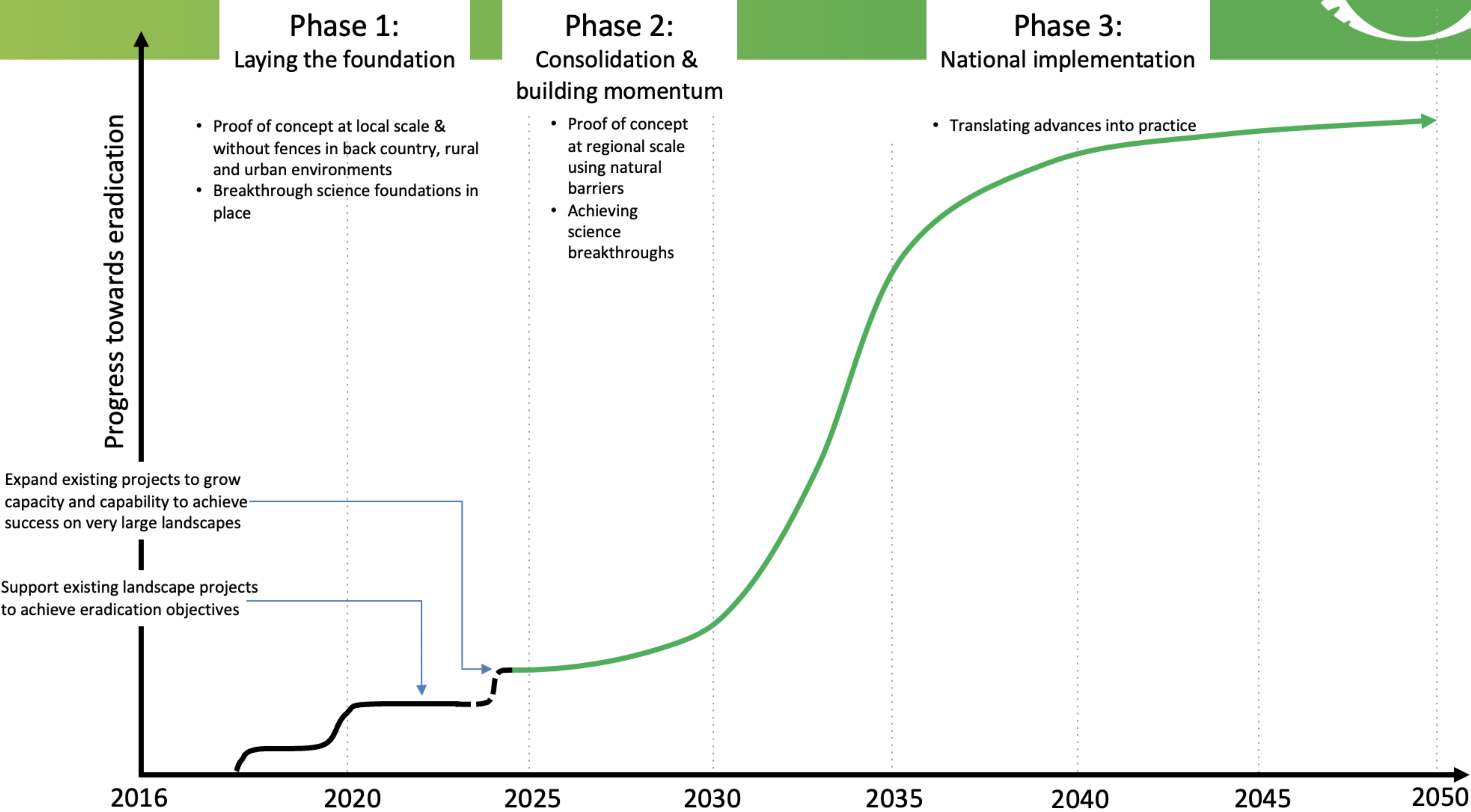




**Mobilise**  
**Innovate**  
**Accelerate**



# Looking ahead – Company strategy to 2050





# Challenges

- Funding scarcity
- Jobs for Nature ending
- 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 roll out
- DOC strategy for next 5 years
- Consultation
- Cats?





# 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





# PFNZ Trust

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





“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





**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





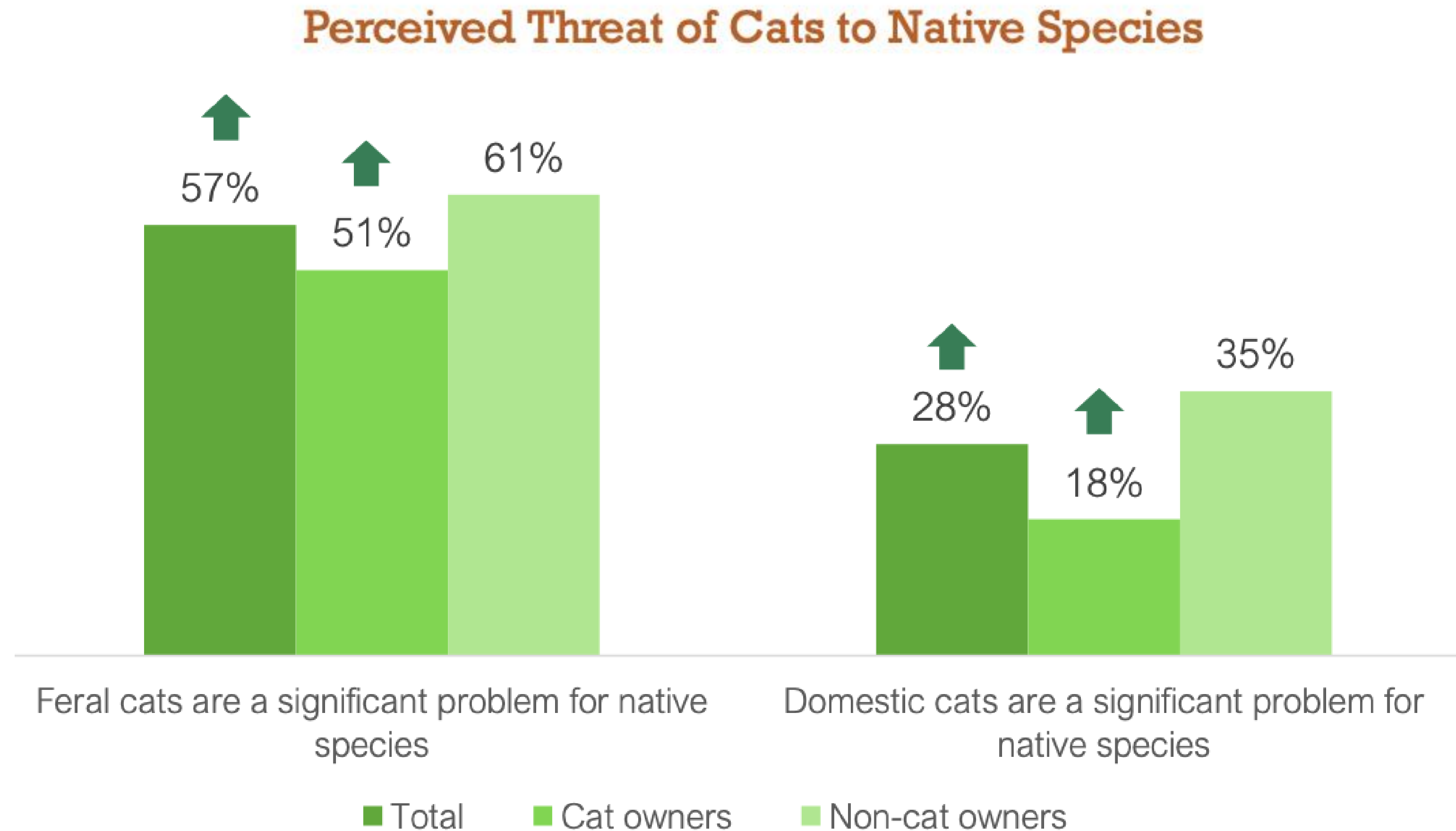
**Remember:**

**Hearts and  
minds**





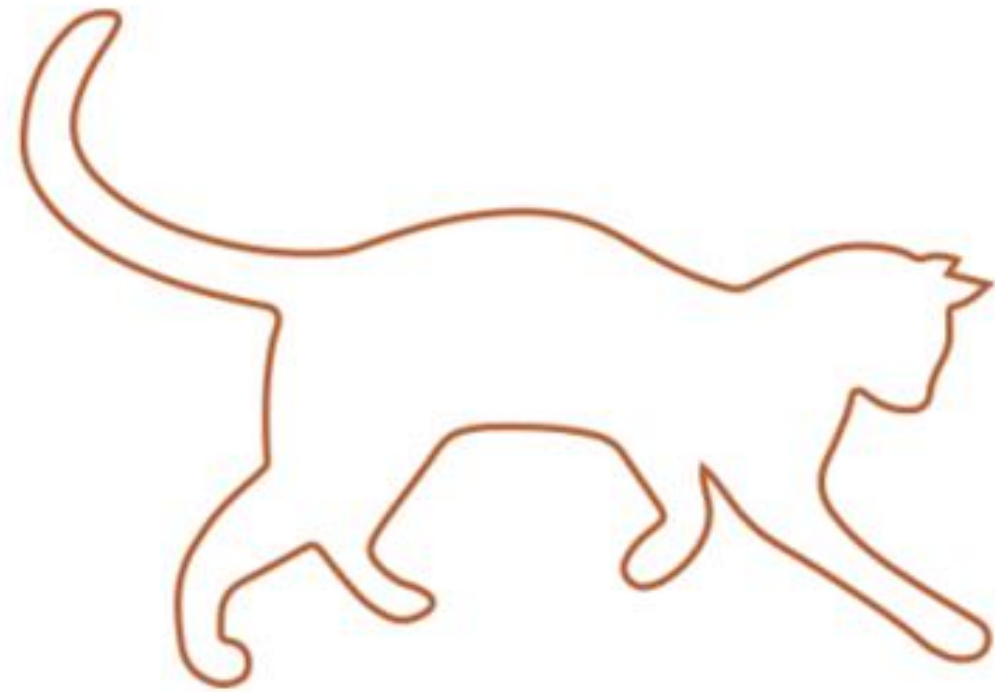
# Perceptions are changing



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%

Source: PFNZ Trust Fresh Perspective Insights research 2022



# 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
- Microchipping Bill
- Make sure MPs and councilors are aware of the issues you face
- Ask for better policy and support





# IT'S A LONG ROAD

