

ALWAYS BE →NATURING

Kete for tourism sector



OUR MISSION



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Photo: Michael Hayward

The Department of Conservation's (DOC's) vision is to see nature thriving in New Zealand. It's a bold goal, but one that is worth chasing. And we know it's going to take the efforts and expertise of all New Zealanders working together to get there.

Our *Always Be Naturing* campaign offers a positive rallying cry for New Zealand to come together for nature. It provides a platform to spark a nationwide movement where action for nature is a shared responsibility embraced by all of us.

We want to increase the status of nature, show people the value that it gives us every day, and connect people to the incredible and unique environment we have in this country. And have a little fun along the way.

We would love you to join us. This kete provides details on how.



CAMPAIGN OBJECTIVES

- Change perceptions about the state, role, and value of nature.
- Get people connecting with nature emotionally and physically.
- Give people ways to give back and show the impact.
- Activate businesses and private investment – companies of any size can have an impact that lasts a long time.

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From kākāpō to the giant bully fish and rimu forests, 28,000 of New Zealand's known species are found nowhere else on Earth.

It's the backbone of our economy, bringing in \$57 billion through industry, tourism and exports every year.

Despite our reliance on nature, many of us have no idea that it's under threat.

Right now, we have more than 4,000 native species threatened or at risk of extinction. Once they're gone, they're gone for good.

If we want to keep what makes us different, we have to look after it differently too.

It's a big task, but within reach. We'll need to see conservation as something that's not just for the experts. It's something that every person, business and community can do every day.

New Zealand is already full of people and groups doing incredible work for nature – but it's not yet adding up to the scale of change we need. There's a powerful opportunity to bring these efforts together and show what a thriving environment could look like – while making it easier for everyone to play their part.

If nature is the thing we love, then naturing is how we protect it.

It's time to return the favour. Not once, but always.





HOW YOU CAN HELP

Photo: Belle Gwilliam

The tourism sector is already leading the way in restoring habitats, trapping pests and sharing conservation stories. And visitors are keen to give back. Now is the time to unite and go further together.

AMPLIFY

Help DOC spread the message to your customers, both international and domestic, that looking after nature is just part of the journey here. Use your incredible experiences to deepen people's connections.

CONTRIBUTE

Look for ways to give back to nature you depend on through investments, effort and partnerships.

INTEGRATE

Think about the impact your business is having on our natural environment and commit to making change where needed. [Tiaki – Care for New Zealand](#) is a great place to start.

CONNECTING VISITORS TO THE STORY OF OUR NATURE

The experiences offered through tourism are powerful moments of connection. You know that when visitors are immersed in the beauty of our landscapes, they are more open to hearing the deeper story – that the truly unique nature found in New Zealand is under threat. But there is hope, and every visitor can be part of the solution.

Many of you are already sharing incredible stories that inspire care and connection among tourists. To help you in your role, DOC has put together some talking points you can use when connecting with visitors, helping them understand the state of nature, why it matters and how they can help it thrive.

Find them [here](#).

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Photo: Belle Gwilliam

AMPLIFYING ALWAYS BE NATURING

Always Be Naturing is a platform that all New Zealanders can get behind, be part of and share.

The campaign is positive, hopeful and lively. It's about driving and celebrating action and achievement.

DOC has created a range of assets you can use in your own channels to make it easy for you to support the campaign and help build a unifying movement.

Find the below range of assets at
doc.govt.nz/always-be-naturing/resource-kete

- Visual ID + Visual Guidelines
- Social tiles
- Teams/Zoom backgrounds
- Posters





DID YOU KNOW?

A huge proportion of the native species here are threatened or at risk of extinction, including:

- 82% of birds
- 94% of reptiles
- 76% of freshwater fishes
- 68% of mosses
- 78% amphibians
- nearly 30% of marine mammals

More than 63% of ecosystems are also threatened with collapse.

THE PUBLIC VIEW

Nature is seen as a fundamental part of our lives and who we are:

- 97% see that we have an innate connection to nature.
- 92% see nature as an important part of national identity.

People care about protecting nature – 98% think it's important to protect nature in general.

But we have an awareness issue – 89% believe the state of nature is adequate or good. People don't understand the challenges or see the urgency.

When people do want to get involved, they don't know what to do or believe their action will make a difference.

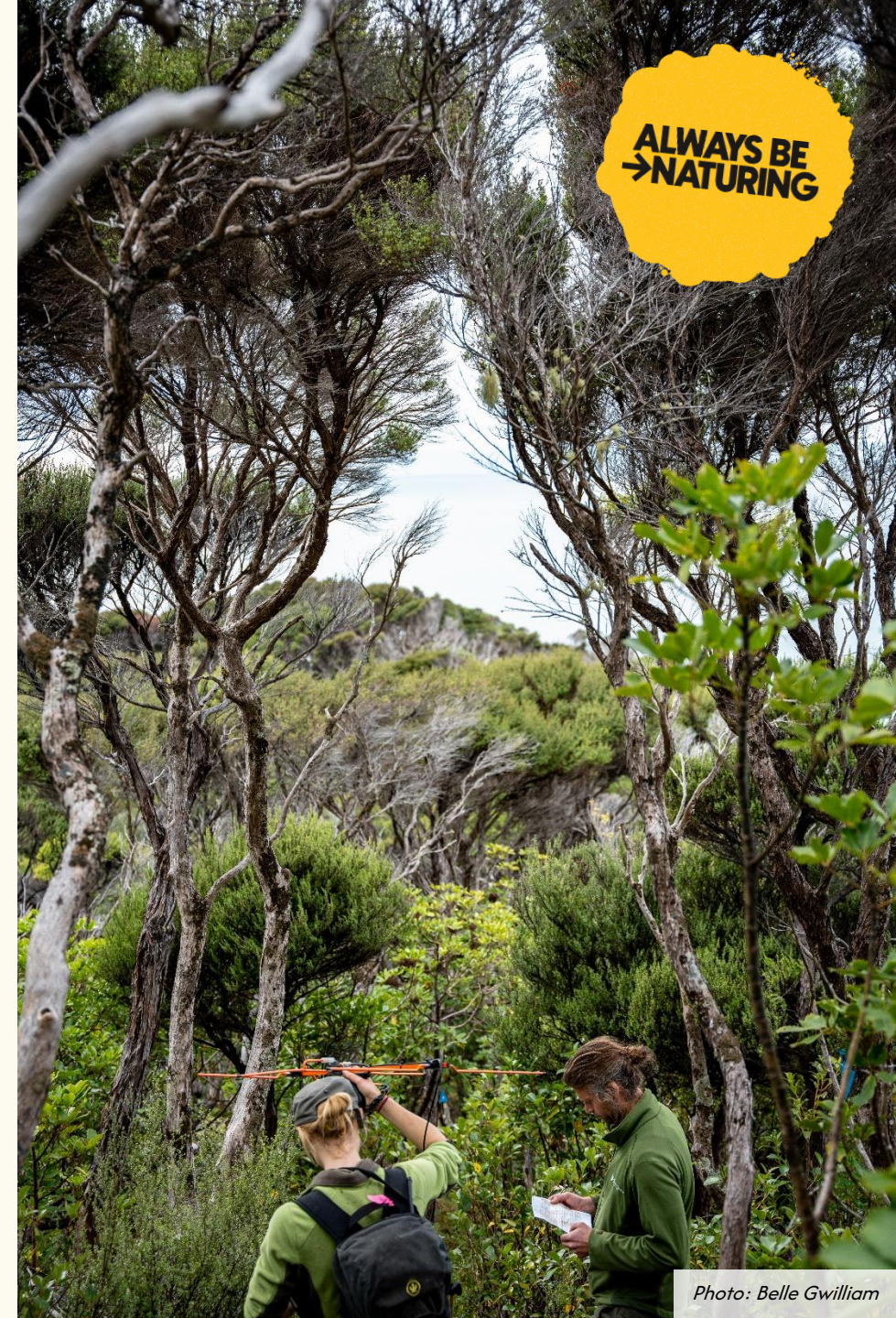
The main barriers to taking action are: finding time, access and travel, physical ability, knowledge.

The main motivations for taking action are: protecting nature in one's local area, pride in calling New Zealand home, having fun, improving mental and physical health.

People are more likely to get involved if their friends, family and others were doing it too, if it's good for their health and they can see the difference it makes.

The majority of businesses are on board, but want more information and to know what they can do.

Source: TRA / DOC Understanding and actions report, 2025.



NGĀ MIHI NUI

DOC appreciates your support
and is excited about building the
movement with you.

If you'd like to get in touch, email
naturing@doc.govt.nz.



Department of
Conservation
Te Papa Atawhai

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Photo: Lucy Holyoake