



Kia ora and Haere mai.

Fish & Game New Zealand is on a new journey and it's one we want you to make with us.

As Kiwis, we know getting out in nature restores our wairua or spiritual connection to the whenua or land. When we visit these places, it revitalises and grounds us. We feel the mauri or life force that binds us together. As anglers or hunters, you know when you feel it. You're part of it – not just sourcing sustainable wild food, but finding your place in the cycle of nature.

So we must ensure our wild places stay wild. And more than that, we must ensure that the life that survives there, thrives there. Our journey has always been about protecting, restoring and rewilding Aotearoa New Zealand's natural freshwater habitats and species and ensuring our fishing and hunting traditions continue. And now it means safeguarding indigenous species and managing valued introduced ones, for the benefit of the people and the whenua.

It's a journey we cannot make alone.

All of us should take pride and participate in kaitiaki or guardianship, of the place we call home. To truly achieve change, we are encouraging the public to join our mahi and rewild themselves or 'whakatipu anō i a koe'.

By building our affinity for the wild, we can all participate in the tikanga or practice of protecting the incredible things that make our country so

special. From our landscapes and fish and game species, to our waterways, and vulnerable species. Come aboard our freshwater waka for a trip with an impact that will span generations. If you love the wild, then give it some aroha.

Rewild yourself. Rewild Aotearoa New Zealand.

The vision

A New Zealand where freshwater habitats and species flourish, where hunting and fishing traditions thrive and all Kiwis enjoy access to sustainable wild fish and game.

The numbers

Less than half **42%** of New Zealanders are aware of Fish & Game New Zealand



The aim

Telling all New Zealanders about the work we do:

- Managing, maintaining and enhancing sports fish and game birds and their habitats in the best long-term interests of present and future generations of anglers and hunters
- Protecting and improving rivers, lakes and wetlands
- Monitoring and researching the natural environment to help improve the health of our freshwater and species.

The concept

We're launching a public endorsement campaign to rebuild trust in the organisation and the great work we do, and to ensure our hunting and angling traditions and culture are retained in who we are as a nation. We are tapping into shared 'Kiwi values' and their love for:

- Getting out in nature and wild spaces
- Protecting and enhancing our natural environment
- Preserving our hunting and fishing heritage and culture for future generations
- Demonstrating how Fish & Game contributes to these values and important activities.

The objectives

- Raise awareness of the vital role wetlands and waterways play in sustaining New Zealand's diverse wildlife
- Raise public awareness of the great work we do and encourage the public to support us
- Highlight the benefits of fishing and hunting
- Ask Kiwis to take part in our conservation and restoration initiatives and provide them opportunities to show some love for our wild waterways and wetlands.

#ReWild
rewild.fishandgame.org.nz

