

STRATEGIC PLAN

LOVE BITTERN
PROJECT



OUR VALUES

- We are ready and able to support all wetland communities.
- We are committed to creating urgent coordinated action.
- We use science based research and methodology to inform practice.
- We uphold the values of Te Tiriti o Waitangi.

OUR VISION

We see increasing numbers of Matuku-hūrepo | Bittern across Aotearoa by 2035.

OUR INSPIRATION

"No one will protect what they don't care about, and no one will care about what they have never experienced"

-Sir David Attenborough

OUR GOALS

NATIONWIDE COORDINATED ACTION

People, communities, agencies and organisations are galvanised to share their knowledge, raise awareness, advocate and take urgent coordinated action to help save Bittern in the wild.

SUCCESSFUL RECRUITMENT

Key risks and threats are identified and reduced around potential breeding habitat to support females and chicks to reach adulthood.

THRIVING FRESHWATER WETLAND HABITATS

Habitat for Hūrepo is protected, enhanced and increased to provide sustainable food and security for Bittern.

SUSTAINABLE GUARDIANSHIP

We have fostered intergenerational guardianship, have helped to inform resource planning and are financially sustainable.

OUR STRATEGIC INITIATIVES

Building capacity and capability nationwide in our wetland communities through key programs-

CONNECT TO PROTECT

Traveling to meet with people and communities across the nation, providing resources and ongoing remote support to help them raise awareness, educate and advocate for Bittern.

HABITAT FOR HUREPO

Assessing, protecting and increasing healthy wetland habitat for Bittern to thrive.

THE GREAT MATUKU-HÜREPO MUSTER

Nationwide synchronised counts of male Bittern booming to establish population estimates which help inform management at a local, regional and national scale.

WHERE THE FUTURE SITS

Identifying breeding sites, assessing and managing risks to help positively influence nest success and chicks to reach adulthood

NATIONWIDE PROGRAM RESULTS

For the first year - 2024 - of our nationwide campaign

CONNECT TO PROTECT

- Travelled into 12 regions around New Zealand
- Delivered 105 community events, workshops, hui, school visits and wetland walk-&-talks
- Influenced 705 people face to face and 1000's more on social media

HABITAT FOR HUREPO

Program socialised for feedback ready for launch Sept 25

THE GREAT MATUKU-HÜREPO MUSTER

Ran a successful campaign to introduce the program, resulting in-

- 512 people participating
- 462 sites listened from
- 223 individual male bittern heard booming.

WHERE THE FUTURE SITS

Set to pilot in Spring 2025 at strategic locations around the country.