



# Department of Conservation

## Developing Commercial Partnerships



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Department of  
Conservation  
*Te Papa Atawhai*



# Introduction

- Operating context
- Shift in thinking about conservation & business
- How DOC approaches commercial partnerships
- What we are seeing
- What that might mean for you

# It's hard to be green in tough times



- DOC can't do enough alone
- Global concern is seeing business engage more
- The Government is demanding change
- Reduce outputs or find alternative funding



A different perspective



CHANGE THE  
WAY WE  
SEE  
THINGS

# Thinking is shifting



“We believe that the current economic model, which originated in the industrial revolution some 175 years ago, is no longer viable and must give way to a new business paradigm, one that works with nature rather than against it.”

Jochen Zeitz  
CEO, PUMA Ltd



# DOC principles for engaging in commercial partnerships



## Principles – ‘Who’

- Risk Management: Reputational Risk
- Shared values: Being a good corporate citizen
- Shared objectives: conservation gain working in partnership
- Outcomes are additional to business as usual programmes
- Transformational value

## Principles – ‘How’

- Separation of regulatory function and partnership activities
- Transparency and freedom of expression are important
- Commercial use of the DOC brand depend on fit and value

# Why does business care?



## **Conservation is good for business**

- Improved quality/value of product provided
- Enhanced brand & reputation
- Increased staff engagement & pride
- Improved recognition, publicity, marketing
- Cost savings - increased net income
- Contribute towards business & sector sustainability

## **Business is good for conservation**

- Commercial activity delivers practical conservation
- Responsible tourism businesses encourage more people to experience our unique public spaces
- Increased visibility of conservation builds value & support
- Revenue provides more resources for biodiversity work

# Doing good is good for business



WORKING TOGETHER TO  
CARE FOR NEW ZEALAND'S  
WATERWAYS



# Doing good is good for business



**“We understand that the presence of whio in a stream is a great indication of the health of that river, and if we can demonstrate that the whio are thriving downstream from our operations it says we’re doing a great job of looking after the environment.”**

Albert Brantley  
CEO, Genesis Energy

**Whio Forever**



# Doing good is good for business



**PROTECTING**  
**our place**



# Doing good is good for business



**“The National Parks and marine reserves that DOC works hard to preserve and protect throughout New Zealand form part of the environmental and cultural fabric of our country. As New Zealand’s national carrier, we have a responsibility to support the great work undertaken to further align conservation with recreation and tourism.”**

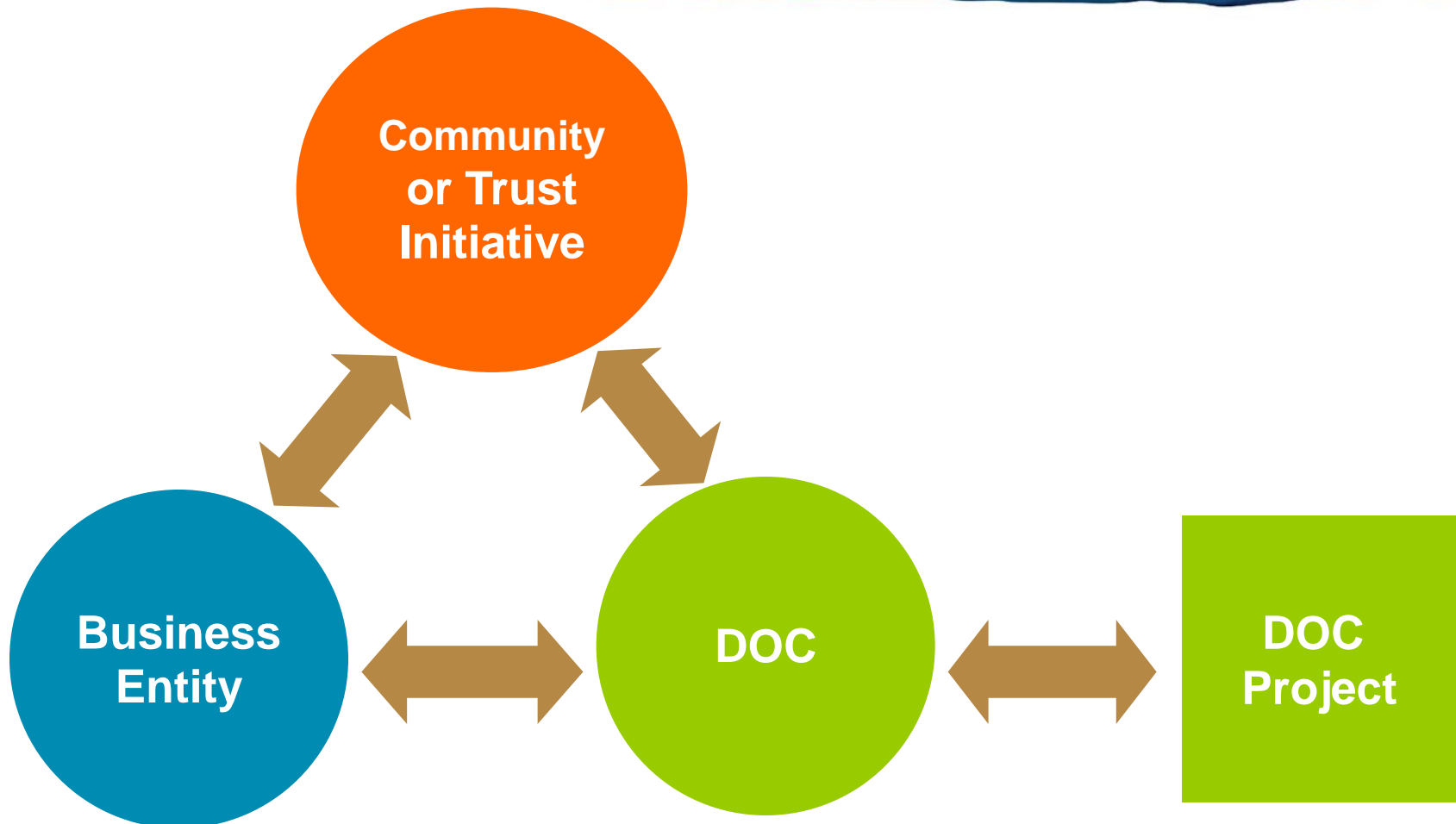
Christopher Luxon  
CEO, Air New Zealand



AIR NEW ZEALAND



# Good for Conservation – Better for Communities?



# Good for Conservation – Better for Communities?



**PROTECTING  
our place**



WORKING TOGETHER TO  
CARE FOR NEW ZEALAND'S  
WATERWAYS



# Food for thought...



What we're seeing:

- Business drivers
- Strategic approaches
- What businesses seeking
- Some thought starters



# What are some of the business drivers we see?




- Connection to the essence of NZ psyche
  - How does your cause relate to this?
- A clear connection to communities
  - How can you help connect them?
- Being recognised & valued for their efforts
  - How can you help promote your partners?
- Just doing good
  - How can you illustrate the difference they're making

# What are some of the shifts in strategic approach we see?



- Donations, sponsorships and partnerships
  - Think about your current relationships
- Beyond brochures to multiple layers of value
  - What else can you / your partner bring to the table?
- Co-creators of something new
  - How can you add value together to earn attention and respect (not just buy it)
- Thematic platforms
  - What's the bigger picture / emotional theme your cause could tie into?





# What we're seeing businesses look for in a community partner

- Good governance practices
- Accountability for achieving outcomes
- Connect with and deliver on engagement opportunities for business partner
- Tangible results achieved through partnership with community or Trust
- Help with measurement for both partners

# Thought starters



- What is the business's mission & challenges – can you help them?
- What is your inventory? Be creative
- Can your partner create something new with you that revolutionises your cause or public experience?
- Think about platforms that tell a story
- How can you promote their products and services?
- How can you help enhance their customer's experience
- Can you offer employee engagement opportunities?
- Become a content provider
- Become a venue
- Leverage relationships – Connect sponsors, use co-sponsor assets
- Can you create a new event for your partners?
- Can you offer exclusive content / hosting opportunities?
- Align on a local / national level - can you partner with other Trusts to create more opportunities / reach?
- Learn what their success metrics are and help measure



# “Us and Us”

“Business and conservation are not two different stories in competition. **They are one and the same story.**

They merge at the interface of biodiversity and the economy. **They live together in the same community.”**

Al Morrison

Director General, Department of Conservation

