

# International Visitor Conservation and Tourism Levy (IVL) – Annual Performance Report 2023/24

JUNE 2025



## Ministry of Business, Innovation and Employment (MBIE)

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New Zealand Government Procurement Branch. Ministry of Business Innovation & Employment (MBIE)

P O Box 1473, Wellington New Zealand

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# Introduction

The International Visitor Conservation and Tourism Levy (IVL) is a \$35 levy charged to most international visitors to Aotearoa at the time they apply for their visas or New Zealand Electronic Travel Authority (NZeTA).

The IVL came into effect in 2019. It ensures that international visitors contribute to tourism and conservation projects that benefit communities, visitors and the environment.

Revenue generated from the IVL is split equally (50:50) between conservation projects (administered by the Department of Conservation) and tourism projects (administered by the Ministry of Business, Innovation and Employment).

## WHAT IS THE IVL?

The revenue collected via the IVL funds a series of targeted, prioritised investments that can span multiple financial years. Investment decisions are made jointly by the Minister for Tourism and Hospitality and Ministers of Conservation and Finance (the joint IVL Ministers). The IVL is not a contestable fund

The joint IVL Ministers set long-term objectives and funding priorities for the IVL. The Ministry of Business, Innovation and Employment (MBIE) and the Department of Conservation (DOC) provide advice to the joint IVL Ministers on the alignment of projects to these objectives and priorities. MBIE and DOC also provide project oversight, reporting, compliance and monitoring services.

The investment priorities target areas of cultural and historic significance, the restoration and protection of New Zealand's unique biodiversity, upgrades to existing tourism destinations and transformational technologies.

The investment priorities are guided by key frameworks reflecting government objectives for conservation and tourism. These include: the New Zealand-Aotearoa Government Tourism Strategy; Te Mana o te Taiao – the New Zealand Biodiversity Strategy 2020; and the DOC Heritage and Visitor Strategy.

## IVL PROJECTS

In 2019, an initial round of 10 multi-year projects were funded from the IVL. Due to the significant reduction in revenue caused by COVID, there were no additional projects funded until 2021/22. This report covers four of the original 2019 projects which are still running, plus seven new tourism projects approved in 2021/22 and 2022/23.



## **Section 1:**

# **FINANCIAL PERFORMANCE**



# Financial Performance

This section covers:

- revenue and expenditure for the IVL in 2023/24
- budgeted, actual and forecast expenditure for the IVL projects

## Revenue

Revenue collected in the fifth year of operation to 30 June 2024 was \$62.5m, down on the forecast of \$70m. This is a significant increase on 2022/23 from \$44.8m.

## Expenditure

This financial year, expenditure for tourism was \$1.9m across nine projects, expenditure for conservation was \$16.58m across 15 projects, including administrative expenditure of \$2m.

## Funding allocated to out-years

Many of the IVL projects have multi-year funding committed in principle. Administrative expenditure is also committed in advance. As at 30 June 2024, the IVL has funding allocated out to financial year 2028/29.

Total funding allocated to future years as at 30 June 2024 is \$160.223m across both tourism and conservation. Tourism projects have \$101.974m committed over the next four financial years, conservation projects have \$44.334m committed over the next 5 financial years. Administrative funding has been committed for the next 5 financial years, totalling \$13.915m out to 2028/29.

**Table 1: Summary of IVL commitments (\$m)**

	19/20 Y1	20/21 Y2	21/22 Y3	22/23 Y4	23/24 Y5	Future Commitments	Total
<b>Revenue</b>	57.163	2.692	3.314	44.871	62.509	385.000	555.549
Administration Cost (incl Fund Mgmt Y1-Y7 bank fees)	-2.266	-1.187	-1.017	-1.760	-2.071	-13.915	-22.216
Conservation	-3.481	-6.086	-6.396	-3.720	-16.585	-44.334	-80.602
Tourism	-3.170	-6.728	-2.091	-6.255	-1.998	-101.974	-122.216
Total expenditure	8.917	14.001	9.504	11.735	20.654	160.223	225.034
<b>Uncommitted total as at 30 June 2024</b>							<b>330.515</b>

## New projects approved in 2023/24

Listed below are the new projects that were approved during the 2023/2024 financial year from the conservation and tourism portfolio.

### Conservation portfolio

- Car Park Charging Pilot \$3.78m. To pilot paid parking at three South Island visitor hotspots to help manage visitor pressure and support conservation.
- Huts of Recreational Importance \$4.20m. To support the maintenance and management of Huts of Recreational Importance through partnerships over the next four years.
- Nationwide campaign to connect New Zealanders to nature \$5.00m. To get more action for nature by raising awareness and creating motivation for people to connect with nature.
- Redeveloping and maintaining the track at Cathedral Cove \$5.00m. To support continued recovery from Cyclone Gabrielle damage and create a visitor management plan.
- Continuing delivery of the Tongariro Alpine Crossing Sustainable Management Plan \$1.88m.
- Enhancing existing iconic short walks and day hikes \$6.00m. To enhance existing iconic tracks and expand existing iconic tracks network.
- Increasing efforts to keep Aotearoa free from sea spurge \$1.28m. To expand the programme to monitor and eradicate sea spurge along New Zealand's coastline.
- Foundational work for the eradication of pigs, cats and mice from Auckland Island / Maukahuka \$3.65m. To establish organisational readiness for the eradication of mammalian predators from Auckland Island in the Sub Antarctic.
- Lake Waikaremoana Great Walk reopening, reimagining and Te Urewera pest control plan \$1.73m. To enable the reopening of Lake Waikaremoana Great Walk, to reimagine the visitor experience and to aid with pest control planning on the Great Walk.<sup>1</sup>
- Tongariro Alpine Crossing sustainable management project \$1.83m. To work in partnership with Ngāti Hikairo of Ngāti Tūwharetoa to develop a sustainable management model for the Tongariro Alpine Crossing (TAC).
- National Wilding Conifer Control Programme \$8.05m. To provide additional maintenance control of wilding conifers in 2023/24 on public conservation land.
- Biodiversity Investment Approach project \$2.24m. To develop a multi-year biodiversity investment planning system that enables the Government, DOC and partners to make better informed and transparent decisions on biodiversity investment.
- Information Systems Services improvement package to update or replace key information technology and systems:
  - 5 Minute Bird Count data upgrade \$0.345m.

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<sup>1</sup> Funding provided as a grant with delivery by a third party.

- Connections for Conservation – Treaty Partner and stakeholders relationship management software improvements \$0.173m.
- Discover the Outdoors upgrade \$0.173m.
- Geographic Information Systems upgrade \$0.702m.
- New Zealand Threat Classification System upgrade \$0.345m.
- Department of Conservation Website upgrade \$0.575m.
- Marine Reserve Monitoring data improvements \$0.098m.
- Cyclone response – biodiversity priorities \$0.575m. To protect species under threat due to damage from Cyclone Gabrielle.
- Hauraki Gulf marine protection \$1.605m. To establish marine protection and develop a research and monitoring framework across the whole Revitalising the Gulf strategy.
- Te Manahuna Aoraki project \$0.575m. To protect and revitalise protecting a 310,000-hectare mainland island in the Upper Mackenzie Basin and Aoraki/Mount Cook National Park.<sup>2</sup>

#### Tourism Portfolio

- Electrifying the New Zealand Cycle Trail \$3m. To increase usage of the New Zealand Cycle Trail (NZCT) to derive more economic benefits for Great Rides communities.
- Regional Events Promotion Fund \$5m. To support the promotion of regional events to the domestic market.
- International Visitor Conservation and Tourism Levy investment in Nga Haerenga New Zealand Cycle Trails Great Rides \$40m. To continue to support trail enhancements, maintenance, extreme weather repairs and supporting the trail governing body NZCT Inc.
- Investment in NCEA programme of learning for tourism \$2m. To progress procurement for a secondary school programme of learning in tourism.
- Tourism New Zealand \$42m. To support marketing New Zealand as a Visitor Destination.

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<sup>2</sup> Funding provided as a grant with delivery by a third party.

The following tables provide an overview of the budgeted and actual funding of each current IVL project.

**Table 2: Conservation funding commitments by project as at 30 June 2024**

Project	\$000			Years	Actual Expenditure					Forecast				
	Budgeted Funding	Actual Funding	LTD FY24 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Car Park Charging Pilot	3,780	3,780	-	3	-	-	-	-	-	318	3,417	45	-	-
Huts of Recreational Importance	4,200	4,200	-	4	-	-	-	-	-	660	1,180	1,180	1,180	-
Nationwide campaign to connect New Zealanders to nature	5,000	5,000	-	3	-	-	-	-	-	2,119	2,089	792	-	-
Redeveloping and maintaining the track at Cathedral Cove	5,000	5,000	-	5	-	-	-	-	-	1,736	1,263	1,000	1,000	-
Continuing delivery of the Tongariro Alpine Crossing Sustainable Management Plan	1,880	1,880	-	3	-	-	-	-	-	954	811	115	-	-
Enhancing existing iconic short walks and day hikes	6,000	6,000	-	5	-	-	-	-	-	2,439	1,453	1,249	107	752
Increasing efforts to keep Aotearoa free from sea spurge	1,280	1,280	-	4	-	-	-	-	-	320	320	320	320	-
Foundational work for the eradication of pigs, cats and mice from Auckland Island / Maukahuka	3,650	3,650	-	2	-	-	-	-	-	1,986	1,664	-	-	-
Lake Waikaremoana Great Walk reopening, reimagining	1,730	1,730	1,730	1	-	-	-	-	1,730	-	-	-	-	-



Project	\$000			Years	Actual Expenditure					Forecast				
	Budgeted Funding	Actual Funding	LTD FY24 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
and Te Urewera pest control plan														
Tongariro Alpine Crossing sustainable management project	1,830	1,830	1,181	2	-	-	-	-	1,181	649	-	-	-	-
National Wilding Conifer Control Programme	8,050	8,050	8,050	1	-	-	-	-	7,051	-	999	-	-	-
Biodiversity Investment Approach project	2,240	2,240	-	2	-	-	-	-	-	1,120	1,120	-	-	-
Te Manahuna Aoraki project	575		-	1	-	-	-	-	-	575	-	-	-	-
5 Minute Bird Count data upgrade	345	218	218	1	-	-	-	-	218	70	-	-	-	-
Connections for Conservation – Treaty Partner and stakeholders relationship management software improvements	173	95	72	2	-	-	-	-	72	23	-	-	-	-
Discover the Outdoors upgrade	173	110	110	1	-	-	-	-	110	-	-	-	-	-
Geographic Information Systems upgrade	702	650	438	1	-	-	-	-	438	212	-	-	-	-
New Zealand Threat Classification System upgrade	345	345	175	1	-	-	-	-	170	175	-	-	-	-
Department of Conservation Website upgrade	575	575	575	1	-	-	-	-	575	-	-	-	-	-
Marine Reserve Monitoring data improvement	98	84	84	1	-	-	-	-	84	-	-	-	-	-

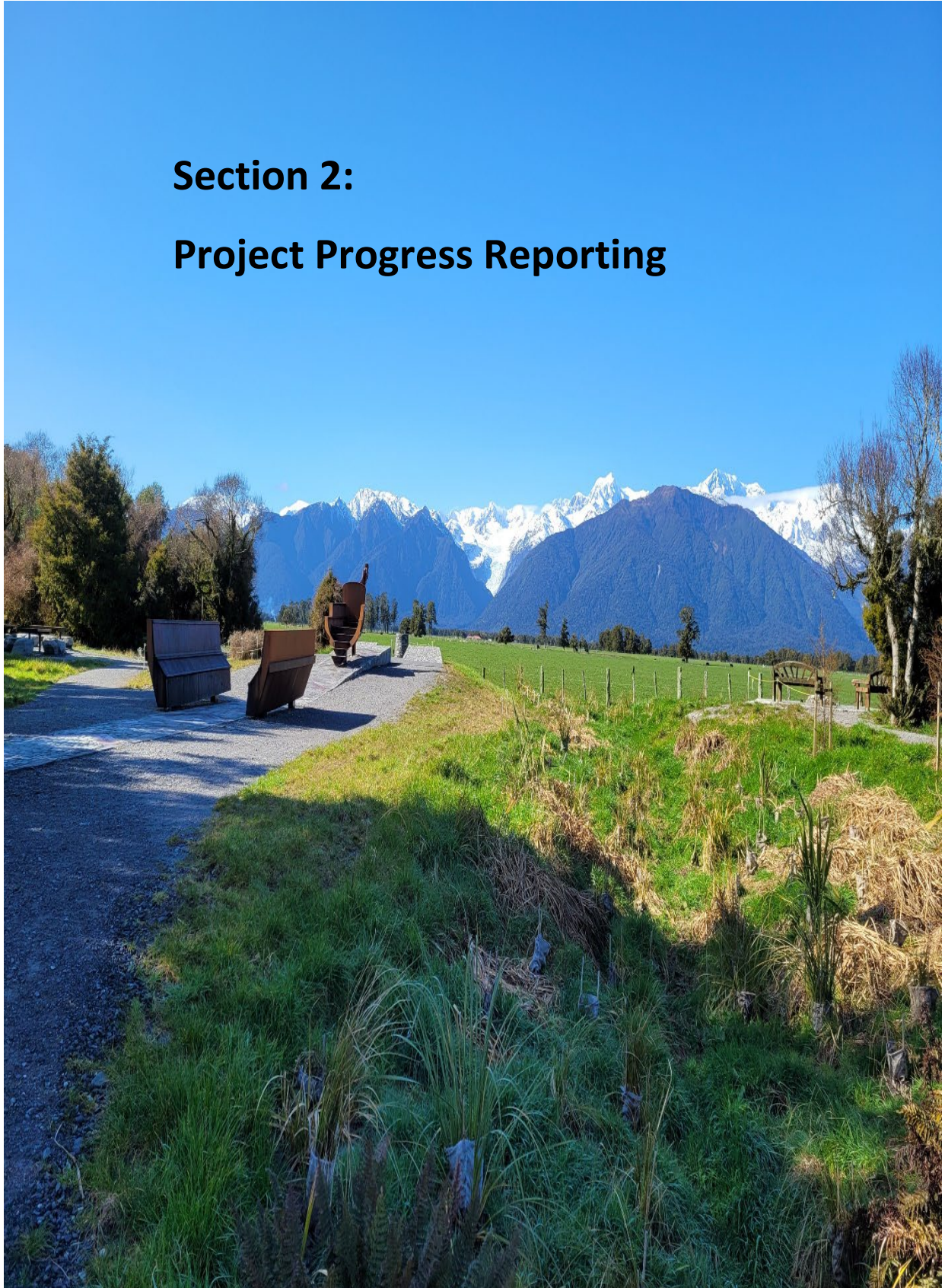
Project	\$000			Years	Actual Expenditure					Forecast				
	Budgeted Funding	Actual Funding	LTD FY24 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Cyclone response – biodiversity priorities	575	575	275	2	-	-	-	-	275	300	-	-	-	-
Hauraki Gulf marine protection (relates to B22 Revitalising the Hauraki Gulf)	1,605	1,605	859	3	-	-	-	-	859	677	169	-	-	-
Kākāpō Recovery Programme	8,030	7,792	5,985	7	484	1,155	2,480	792	1,074	791	959	31	13	13
Maukahuka Pest Free Auckland	1,500	1,499	1,499	3	147	776	576	-	-	-	-	-	-	-
Regulatory Compliance	13,680	13,678	11,017	7	1,010	2,271	2,860	2,528	2,348	1,535	1,126	-	-	-
Ruapekapeka Pā	1,200	1,200	978	3	521	377	80	-	-	222	-	-	-	-
Visitor Safety System Trial and Pilot	380	380	380	2	245	135	-	-	-	-	-	-	-	-
Te Manahuna Aoraki Landscape Scale Restoration	1,500	1,500	1,500	2	528	972	-	-	-	-	-	-	-	-
IVL fund management (advice, allocation and reporting)	5,011	5,011	2,146	10	546	400	400	400	400	573	573	573	573	573

**Table 3: Tourism funding commitments by project as at 30 June 2024**

Project	\$000			Years	Actual Expenditure					Forecast				
	Budgeted Funding	Actual Funding	LTD FY24 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Tourism Data Programme	5,080	5,080	-	2	-	-	-	60	130	2,851	1,949	90	-	-
Regional Tourism NZ (RTNZ) Destination Management Plans	600	600	-	2	-	-	-	300	270	30	-	-	-	-
i-SITE Network	2,975	2,975	-	3	-	-	-	175	800	800	1,200	-	-	-
Business Events Industry Aotearoa	400	400	-	1	-	-	-	400	-	-	-	-	-	-
Freedom Camping Vehicle Register	1,900	1,228						742	486					
Freedom Camping Implementation of Reforms	4,802	4,802	-	4	-	-	-	204	1,421	4,884	1,293	-	-	-

## **Section 2:**

### **Project Progress Reporting**



The following tables show the progression of current IVL projects against key milestones at 30 June 2024

Delivered	
Being delivered	
Paused	
Not delivered	

### Conservation Portfolio

Project	Description	Key milestones 2023/2024	Status	Project end date
Kākāpō Recovery Programme	Development of a long-term sustainable management approach for kākāpō and establishment of new habitat sites	Growth of operations team		2026
		Disease surveillance and response plan completed		
		Dusky database enhancements (priority A list) completed		
		Chalky Bivvy and island infrastructure upgrades completed		
		Kākāpō translocated to Chalky Island		
		Kākāpō translocation to Maungatautari		
		Kākāpō translocation to Coal Island and Five Fingers		
		10-year sustainable strategic plan adopted by the team		
		New transmitter technology scoped		
Ruapeka Pā	Development of Ruapeka Pā as an attraction for visitors; support of Te Ruapeka Pā Trust to commemorate the 175th anniversary of the Battle of Ruapeka Pā	Install new historic armaments for display		2026
Regulatory Compliance – Building Capacity and Capability for Conservation Law Enforcement	Increase capability and capacity to enable investigations into illegal activity on conservation lands and waters, wildlife crime and crime related to international trade in endangered species	Intercept smuggling of geckos, tuatara and protected native species		2025
		Outreach campaigns increase awareness of CITES requirements		
		Concessions investigations are conducted in a timely and effective manner		
		Warranted Officers are confident, supported and active in compliance activity		

Project	Description	Key milestones 2023/2024	Status	Project end date
		Improvements to “Peak View’ lookout area on Cook Flats		
		Re-opening the coastal walkway to Galway Beach		
		Re-configuring Lake Matheson Carpark		
		Southside Toilets		
Hauraki Gulf marine protection	Establish marine protection and develop a research and monitoring framework across the whole Revitalising the Gulf strategy	Development of Survey Office Plans, signage and communication tools/materials.		2025
		Baseline surveys carried out		
		Biodiversity objectives developed with mana whenua		
		Research and monitoring advisory group established		
		Marine Protection Act enacted		
		Detailed Business Case to provide allocation for outyears		
Tongariro Alpine Crossing sustainable management project	To develop a sustainable management model for the Tongariro Alpine Crossing (TAC), which could inform management of visitor pressures at day visitor sites throughout the country	Concession applications close		2025
		Cultural wānanga for concessionaires completed		
		Booking form go-live		
		Manaaki Rangers commence mahi		
		Detailed business case approved (Tranche 2 IVL)		
		Installation of cultural components		
		Season 1 monitoring complete		
		Identification of potential visitor cap (from year 2)		
		Delivery Phase Complete - Baseline		
		Implementation of a sustainable visitor management booking system		
Biodiversity Investment Approach project	Development of a multi-year biodiversity investment planning system that enables the Government, DOC, and partners to make better informed and transparent	Design and build prototype register to contain all biodiversity activity and costs		2026
		Design and build prototype app to enable transparent and informed decision making		
		Build 5% of DOC biodiversity costs in register by June 2024		



Project	Description	Key milestones 2023/2024	Status	Project end date
	decisions on biodiversity investment	Develop programme narratives for 29 programmes, including ranking		
		Build a network of programme coordinators to lead development of outcome plans		
		Development of scenarios approach to enable informed decision making		
Lake Waikaremoana Great Walk reopening, visitor experience reimagining and pest control planning	To get Great Walk assets up to standard to reopen the Great Walk after severe weather events	Replacement of the Waipāoa Bridge		2026
		Installation of five new boardwalk stream crossings		
		Track reinstatement		
		Vegetation maintenance		
	Concept planning for reimagining supporting infrastructure for the Te Urewera visitor experience	Scoping initial concepts for Āniwaniwa operations yard, building, staff accommodation and offices		
		Detailed plans prepared for renovations work		
		Contractors engaged for renovations work		
		Renovation works completed		
	Drafting and implementation of a pest control strategy	Draft the pest control strategy		
		Implementation planning		
National Wilding Conifer Control Programme	Provide maintenance control of wilding conifers in 2023/24 on public conservation land	Delivering an additional 143,000ha of direct wilding conifer control		2023
Information system services improvement package	Information Systems Services improvement package to update or replace key information technology and systems	5 Minute Bird Count data upgrade		2025
		Connections for Conservation – Treaty Partner and stakeholders relationship management software improvements		
		Discover the Outdoors upgrade		
		Geographic Information Systems upgrade		
		New Zealand Threat Classification System upgrade		
		Department of Conservation Website upgrade (Phase 1)		
		Marine Reserve Monitoring data improvements		

Project	Description	Key milestones 2023/2024	Status	Project end date
Cyclone response – biodiversity priorities	Protect species under threat due to damage from Cyclone Gabrielle	Waipapa Ecological Area – Bait line track clearance.		2025
		Northern Ruahine Forest park – reinstatement of access road		
		Species on the brink - Shore plover translocation to a new site <sup>3</sup>		
		Species on the brink - Shore plover support for 23/24 breeding season		
Te Manahuna Aoraki project	Protecting and revitalising a 310,000-hectare mainland island in the Upper Mackenzie Basin and Aoraki/Mount Cook National Park	Maintain pest elimination in the Malte Brun Range		2025
		Expand pest elimination in the Liebig Range		

## Tourism Portfolio

Project	Description	Key milestones 2023/2024	Status	Project end date
Tourism Data Programme	Development of a tourism data co-governance model and tourism data programme	Tourism Data Leadership Group's Strategic Business Plan 2024-25 published in March 2024		2027
		A 2-year Strategic Business Plan provides a roadmap to improving the tourism data system.		2025
Regional Tourism NZ (RTNZ) Destination Management Plans	To facilitate the delivery of a Destination Management Professional Development Programme in 2023-2024	Benchmark RTO Capability		2025
		Build capability of RTO network		
		Connecting key stakeholders to Destination Management Plans and RTOs		
		Destination Management plan review and extensions		
i-SITE Network	Develop the brand of the i-SITE network, upgrade the physical interior of 14 i-SITEs, create an online booking capability within the i-SITE website	Brand Development		2026
		Physical updates of 14 destination i-SITEs		
		Development of i-SITE digital assets		

<sup>3</sup> This Cyclone Recovery project was not delivered as at 30 June due to a need for further engagement with iwi to undertake a shore plover translocation to a new island site. The 23/24 IVL funding was held over to enable breeding and recovery efforts for fairy tern and shore plover to be delivered in the 24/25 season. As of publication date this project was delivered.

Project	Description	Key milestones 2023/2024	Status	Project end date
Business Events Industry Aotearoa	National Annual Trade Show 2 years	Support attendance of domestic and international buyers to the event		2023
		Provide working capital for deposits and other associated costs		
		Assist Local Councils in covering the full range of costs for events in their regions		
		Produce a more successful event in terms of future business secured		
		Support a greater impact of host cities and their economies		
Freedom Camping Vehicle Register	Design and build an electronic register of self-contained vehicles and to set up the register's associated systems	Design, build, test and implement the register with support documentation		2024
Freedom Camping Implementation of Reforms	Funding the establishment costs of the regulator and system	Prepare Plumbers, Gasfitters, and Drainlayers Board (PGDB) to be the self-contained vehicle regulator		2024
	PGDB Regulatory Oversight Payment	Operational costs		2026
	Freedom Camping Marketing	Marketing campaign to inform freedom campers about the law changes		2025
	Freedom Camping bylaw template	Develop a Freedom Camping bylaw template		2024

### Additional commentary on projects

#### Freedom Camping Vehicle Register

On conclusion of the project, the remaining funding was reallocated to the Freedom Camping Implementation of Reforms project.

#### Kākāpō Recovery Programme

All milestones with the exception of expansion to Five Fingers are expected to be delivered by the project end date. The population at Maungatautari has been reduced to three birds due to vegetation near the perimeter fence creating a high risk of escapes.

This project is tracking well against three key objectives, with the following highlights:

- Remote monitoring transmitter technology developed which will enable more efficient management (total 244 birds, population has doubled in last eight years).
- A new breeding site established at Te Kāhahu-o-Tamatea/Chalky Island. Two additional sites are in early stages of suitability testing for kākāpō: Maungatautari and Pukahereka/Coal Island.

- Research continues on diseases of concern: Aspergillosis (following significant outbreak in 2019), and Highly Pathogenic Avian Influenza (vaccination trial underway).
- The next kākāpō breeding season is expected in 2026. New infrastructure is in place to support this. New breeding season management strategies have been developed to reduce management intensity while maintaining population growth.

### Ruaapekapeka Pā

The last remaining part of this project is the installation of historic armaments for display. A new authority from Heritage New Zealand is required to construct a concrete plinth. Work on the cannon to be displayed has been completed, it will be stored until the display plinth is ready.

### Regulatory Compliance – Building Capacity and Capability for Conservation Law Enforcement

Three out of four benefits have been realised, with the fourth one partially realised (and to be continued through change request funding and BAU work programmes). The project is now in the closure phase, with a transition to BAU plan underway.

### Westland Destination Management Stage 1 - Fox Glacier

Increasing visitor numbers means the two projects that were paused are now needed and scheduled to be delivered in 2024/25. No extra funding will be required.

### Hauraki Gulf

Project stable, on track to realise benefits once legislation is enacted.

### Tongariro Alpine Crossing Sustainable Management Project

We have successfully completed the first year of implementation with most planned work delivered on time:

- A final booking solution is paused until year two to ensure we have a fit-for-purpose solution.
- Some cultural installations are still being delivered due to weather, production delays and prioritising the track start area.

### Information System Services Improvement Package

Geographic Information Systems upgrade could not be completed within the time period and is now being completed under a different funding stream.

### Biodiversity Investment Approach project

Tracking well, tools and process have been developed that are starting to support more informed investment decisions on DOC's biodiversity work.

### Lake Waikaremoana Great Walk Reopening, Visitor Experience Reimagining and Pest Control planning

The project is being delivered by Te Uru Taumatua (TUT):

- Lake Waikaremoana Great Walk was reopened 10 January 2024 following the Cyclone Gabrielle closures.
- Initial concepts for the reimagining of the visitor experience have been prepared and socialised with TUT and DOC staff and leadership.
- Pest control strategy has been approved and now moving into implementation planning.

### National Wilding Conifer Control Programme

With the IVL funding from DOC, the Ministry of Primary Industry's National Wilding Conifer Control Programme successfully coordinated delivery of an additional 143,900 hectares of wilding conifer control work on and around vulnerable areas of Public Conservation Land nationwide.

The injection of IVL funding reduced the areas due for maintenance by almost half, protecting conservation values and unique landscapes in those places and avoided the increased reinvasion and higher costs of delayed control.

### Cyclone Response – Biodiversity Priorities

Shore plover: Captive breeding and top up translocations to two islands and ongoing post-cyclone management completed. Further engagement required with iwi to progress translocation to a new island site.

Funding being held in reserve to accelerate breeding efforts to aid recovery of the fairy tern and shore plover in the 24/25 season.

### Te Manahuna Aoraki Project

This project is being delivered through partnership with the Te Manahuna Aoraki:

- The project continues to manage the elimination of possums, stoats and hares within the core area of the 18,200 hectares in the Malte Brun Range. Re-invasions are being managed in the buffer zone, particularly along the Murchison River flats. Spot treatment targeted areas where re-invading possums had been detected.
- Planning is underway to expand pest elimination in the Liebig Range.