



**The Flock Project**  
**Pukorokoro Miranda Naturalists' Trust, New Zealand**

Prepared by  
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Type of Case Study	This project was based on engaging with the community and in particular school children to raise awareness of migratory shorebirds.
Introduction to the Case Study	There are two main shorebird species that undertake trans equatorial migrations to New Zealand, the bar tailed godwit and the red knot. Recent population counts have indicated that both populations are declining and this project was aimed at raising community awareness of the threats facing these species.
What was done and when and where did you do it?	This project was developed around a similar example undertaken in the United Kingdom where cut out shapes of birds were painted then displayed. The current project was based on a coordinator visiting schools or having groups visit the Centre when the shorebird migration story could be told and public awareness raised. Each participant was then given the opportunity to paint a bird to then have a physical stake in the project. The main activity was based around the Miranda Shorebird Centre, although project coordinators also undertook external visits to areas that would not otherwise be involved. The project was largely managed by 4 people with a core group of 8 people behind the project. It ran for 3 years but continues to be used by others.
If relevant, identify your main target group for your activity	The initial target group was school children, although it quickly became apparent that other community groups were also prepared to be involved.



**Part of the crowd at the launch of the display of 2500 birds at Devonport Domain, many painted by the children from local schools**

*Photo: Miranda Shorebird Centre*

What was the result of the action?	Once project champions were able to undertake visits the project quickly gained momentum. This was also enhanced when the Prime Minister of New Zealand was persuaded to be involved and also a visiting delegation of senior officials from China
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who visited the Shorebird Centre. Several smaller project groups were also created in other parts of New Zealand and in several other countries in the flyway.



**The delegation from China with the head of the NZ Government Conservation agency after signing a migratory bird cooperation agreement at the Miranda Shorebird centre**

*Photo: Miranda Shorebird Centre*

<p>What was the key to success?</p>	<p>Having project champions to drive the momentum and a great story of migration to portray. A lot of this was achieved utilising social media.</p>
<p>What was your biggest challenge in achieving success?</p>	<p>The project was originally designed around a part time employed educator based at the Miranda Centre but she left not long after the project commenced. The project then lost momentum until voluntary champions took over the running of the project.</p>
<p>If the result was not completely successful, what went wrong? What resolved/will resolve the problem?</p>	<p>It became apparent that for the project to gain momentum it was necessary to have champions to promote and drive the project, and it is considered that this is an essential component.</p>
<p>If relevant, identify your key sponsors/partners for your activity</p>	<p>Originally it was hoped that the project initiators would be able to complete the preparation of the bird profiles. However, the increasing popularity of the project meant that bulk production was necessary and this was achieved with community organisations undertaking that work. A major paint retailer also provided much of the paint that was used in the painting.</p>
<p>How is the Case Study useful for other Partners?</p>	<p>We believe that this project is easily transferred to other countries and cultures and can be used as a tool to raise awareness of the threats towards migratory shorebirds or even water birds. Each country can adopt bird profiles to suit their own circumstances and can undertake exchanges with other countries that share the same birds.</p>
<p>Useful links</p>	<p>The Flock NZ  <a href="https://www.miranda-shorebird.org.nz/theflock/about-the-flock">https://www.miranda-shorebird.org.nz/theflock/about-the-flock</a></p>
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