Strategic Plan – 2010-11

Monarch Butterfly New Zealand Trust

PO Box 44100, Pt Chevalier, Auckland 1246

Telephone 09 551 3383

www.monarch.org.nz

trust@monarch.org.nz

Registered charitable trust, CC11297, donee status

Mission Statement:

To increase biodiversity within New Zealand so that our butterflies and moths, and their habitat, is enhanced and protected where possible to benefit present and future New Zealanders.

HISTORY OF OUR ORGANISATION

1. The Monarch Butterfly New Zealand Trust (MBNZT) was established to protect and enhance the overwintering site and habitat of the Monarch butterfly (*Danaus plexippus*) (kahuku) at Butterfly Bay in the Far North of New Zealand, and in so doing raise public awareness of New Zealand's endemic butterflies and of the need to increase biodiversity.
2. It was initially intended that the MBNZT would be a local action group, but so great was the interest from people all over New Zealand about the reduction in numbers of New Zealand's butterflies that the members elected to change the objects in the deed of trust. This change came into effect in the middle of 2007. Our objectives now address the needs of all endemic and native butterflies, moths and habitat.
3. Throughout New Zealand, people love Monarch butterflies, and they are used in schools to create environmental awareness and teach about Nature, insect life and metamorphosis. Monarchs are familiar, well-loved insects that provide students and teachers with a comfortable, non-threatening experience with living organisms. Their easily-observed life cycle brings diverse and exciting science concepts to life, and their large size makes it easy for students to handle all life stages.
4. Working with living organisms in the classroom engages students and allows them to practise observation, measuring, hypothesis-making and evaluation skills. Using Monarchs is especially appealing because it captures the interest and attention of all students, not just those with an 'aptitude for science'.

OUR OBJECTIVES

5. The objects of the Trust are:
    a. to raise public awareness and increase biodiversity within New Zealand for the benefit of present and future New Zealanders;
    b. to maintain, protect and increase biodiversity within New Zealand, so that the natural habitat of the Monarch Butterfly and other Lepidoptera species are protected and enhanced;
    c. to increase opportunities for members of communities and visitors to New Zealand to enjoy and experience the Monarch Butterfly and other Lepidoptera species as part of the natural environment;
    d. to encourage members of the public within New Zealand to protect and enhance other habitats of the Monarch Butterfly;

e. to enable research groups and individuals to carry out research and education projects relevant to the Trust's objects;

f. to liaise with groups with similar objectives;

g. to seek funding support for any of the objectives of the Trust.

6. Membership numbers have grown since the group's inception so that there are now some 600+ members all over the country, as well as several overseas members.
7. We publish four newsletters each year to help members and others with an interest in Lepidoptera. Our newsletters are mailed out (or a link to the on-line version is emailed to those who choose the non-paper option) to financial members. If people cannot afford to pay their subscription, we will consider enrolling a member free of charge for a maximum of one year.
8. We have developed excellent relations with government departments and scientific and educational organisations, keeping in constant contact with entomologists and organisations such as DOC, Forest & Bird, and regional councils, to ensure we have the latest information available on the natural world both here in New Zealand and overseas.
9. We encourage environmental education by publishing resources for schools/teachers and fulfilling public speaking requests. We also encourage teachers to see the Monarch butterfly as a resource which crosses more than one area of the curriculum.
10. Our website has grown hugely and is recognised as an excellent resource in this regard.

TRUSTEES AND OFFICERS

11. We have five trustees, situated in various parts of New Zealand.
12. **Norm Twigge** of Whakatane is our chairman. Over the years he has bred many Monarchs, Red and Yellow Admirals, and has a desire to breed other native species. He was appointed on 12 April 2009 and became our chairman in 2010.
13. **Charlotte Beesley** lives in Massey, Waitakere City, and is involved in the health industry. She is passionate about the butterflies in her garden. She was appointed on 12 April 2009.
14. **Jacqui Knight** is the founding trustee and has been involved since the trust began, 7 June 2005. Earlier this year she shifted from Russell, Bay of Islands to Blockhouse Bay, Auckland, and believes this is an exciting step in the direction of the trust. She is a freelance writer, desktop publisher, and the persona of 'Madam Butterfly' when she visits schools to talk about butterflies. She also works for Duffy Books in Homes as regional representative.

15. A retired florist, **Mary Parkinson** developed the butterfly garden at Te Puna Quarry Park. Mary has always been involved in horticulture and grew orchids and bromeliads as well as having a beautiful garden. She was appointed as a trustee on 28 January 2008.
16. **Lyn Ridge** was appointed trustee on 17 October 2010. Lyn lives in Ashburton and has a background in real estate administration. She is also passionate about organics and a very keen Latin dancer.
17. Our treasurer, appointed in October 2010, is **Carol Stensness** who is an experienced office administrator/manager. Carol has been raising Monarch butterflies for many years and is keen to further develop this passion. She lives in South Auckland.
18. The trustees and officers meet up for a conference via Skype each month, and as well from time to time will debate and vote on resolutions using a web-based resource.
19. Our auditors are Bray Cormack Dow, Kaitaia (Carlita Grond).
20. Our solicitor is John Gallie of Gallie Miles, Te Awamutu, appointed 7 June 2005.
21. The MBNZT is incorporated under the Charitable Trusts Act 1957 as a registered charitable trust, No. 1679763, with donee status.
22. Our bankers are Kiwibank, account number is 38 9009 0654693 00 and the WestpacTrust Paihia, account number 03 0394 0129340 00.

CURRENT POSITION

23. Our organisation is financially secure. It is fulfilling its aims and objectives and is growing steadily.
24. Our membership has increased each financial year since we were formed in 2005. In the financial year 2006-7 we had 454 financial members, 2007-8 584, and in 2008-9 well over 600.
25. In 2006 we began **tagging Monarch butterflies** to find out more about their overwintering habits and habitat (see Appendix). The tags need to be manufactured overseas to meet specific criteria, i.e. that the printing on the tag is such that adhesive will last up to twelve months in outdoor conditions etc. The information is collected in a database specially developed for the purpose, and the records are then analysed by scientists
26. As well as several local displays, we have staged four exhibits of national importance – two in Auckland and two in Christchurch. All have been well received.
27. In 2008 we took on three Royal Society fellows and helped them with their research on Lepidoptera projects. Last year we worked with one Royal Society fellow who reported directly to Landcare Research.

28. In 2009 we launched a campaign on Saturday, 10 October, subtitled: **Have a BAD Day : ("Butterfly Awareness Day : make BAD Day a really great day for butterflies").** (Although the title does not include the moths of NZ, we find that just as we use the Monarch as a pilot to introduce people to butterflies, butterflies can be used to encourage people to be aware, learn about and gain a respect for moths.
29. In 2009 we introduced an initiative of **Certified Butterfly Gardens/Habitats** whereby those people and/or organisations who are developing natural areas where our Lepidoptera species can be seen, will be rewarded with recognition. A plaque will be presented to them with maximum media exposure, creating more awareness of what they have achieved and are achieving. The facility should also be an ongoing inspiration to other New Zealanders, who we hope will then design their own gardens to be more insect-friendly.
30. We encourage our members and non-members (e.g. school groups, gardening clubs) to understand and appreciate the value of more habitat for Lepidoptera species.
31. Through our newsletter, public speaking, press releases, magazine articles etc we encourage others to understand the need for biodiversity and appreciate the balance of all flora and fauna.
32. We would like to be working through more schools and educating children of the need to protect Lepidoptera and habitat.
33. It would be invaluable to provide more permanent exhibits and displays for the public, and to reach them in various ways, e.g. through pet shops, garden centres etc.

ESTABLISHING THE NEED

34. People who find our website usually do so because they are looking for information to help Monarch butterflies. They want to plant a wider variety of host plants and/or nectar or to offer the butterflies more habitat. The information on our website is easy to read and understand, and introduces a newcomer to biodiversity in their garden; that the biodiversity surrounding them should be respected, not just the species that they desire.
35. This involves all sorts of people from all parts of New Zealand and overseas as well; school-children, teachers, gardeners, senior citizens leaders and medical support staff, Scout leaders, environmental group administrators etc. All ethnic groups are represented

OUTPUT AND OUTCOMES

36. In the financial year starting 1 July 2010, we have three main thrusts to achieve our aims,

a. We are working towards establishing an office in Auckland from which we can base our educational programmes and sell our products.

b. We are continuing with the **tagging of Monarch butterflies**.

c. We are encouraging our many members to arrange displays and initiatives in their own **communities**. This not only helps to create awareness of our Lepidoptera species, but also gives our members, who work as volunteers on the stands and display, an opportunity to develop new skills, network with other members, and share information. For instance Nelson members are arranging a display at their local Ecofest (August) and in both Waitakere and Wellington, members are pooling ideas to have displays and plant sales at local markets.

37. Gardeners and school teachers are the most likely people to respond to our displays, and will often become financial members of our organisation – thereby benefitting from participation in our website and learning from our newsletters.

38. To achieve these goals we need more resource and display materials which can be used in various parts of the country.

MEASURING OUR SUCCESS

39. There are several ways in which we are measuring our success:

a. Hits on our website indicate a growth in the popularity of this resource. Our web-pages are increased as more information comes to hand, or as volunteers are able to commit time to summarise resources and add photographs. As well, the website is interactive so that people who come to the site and cannot find advice or information, can leave messages in the forum and get advice from other members – whether they are financial members or not.

b. We have held two very successful conferences. The first, in January 2008, was held in Russell, and our members benefited from the attendance of Professor Myron Zalucki, Queensland who spoke on Monarch butterflies and milkweed habitat; Dr Robert Hoare (NZ moths), Dr Mark Hauber (migration/tagging) and Dr Colin Muerk (creating habitat for natives and endemic species). Three primary school teachers who were on scholarships with the Royal Society of NZ, attended to help them with their projects in schools.

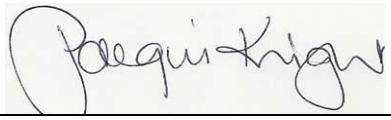
c. At Easter 2009 our second conference was held, in Tauranga. At this event we were fortunate to be addressed by Dr George Gibbs, who is one of NZ's leading lepidopterists and among others Dr Mark Hauber (University of Auckland / Hunter College, New York) and Professor Barrie Frost (Queen's University, Kingston, Ontario). Educators, gardeners and parents all spoke highly of the value of the event to them.

d. Everyone who reports the sighting of a tagged Monarch or the appearance of a butterfly (whatever species) receive a personal email response encouraging them to explore our website and/or join the Trust.

e. We have built an interactive site on TradeMe, selling our seeds and mementoes etc, and everyone who purchases receives a brochure about the Trust and encouragement to join.

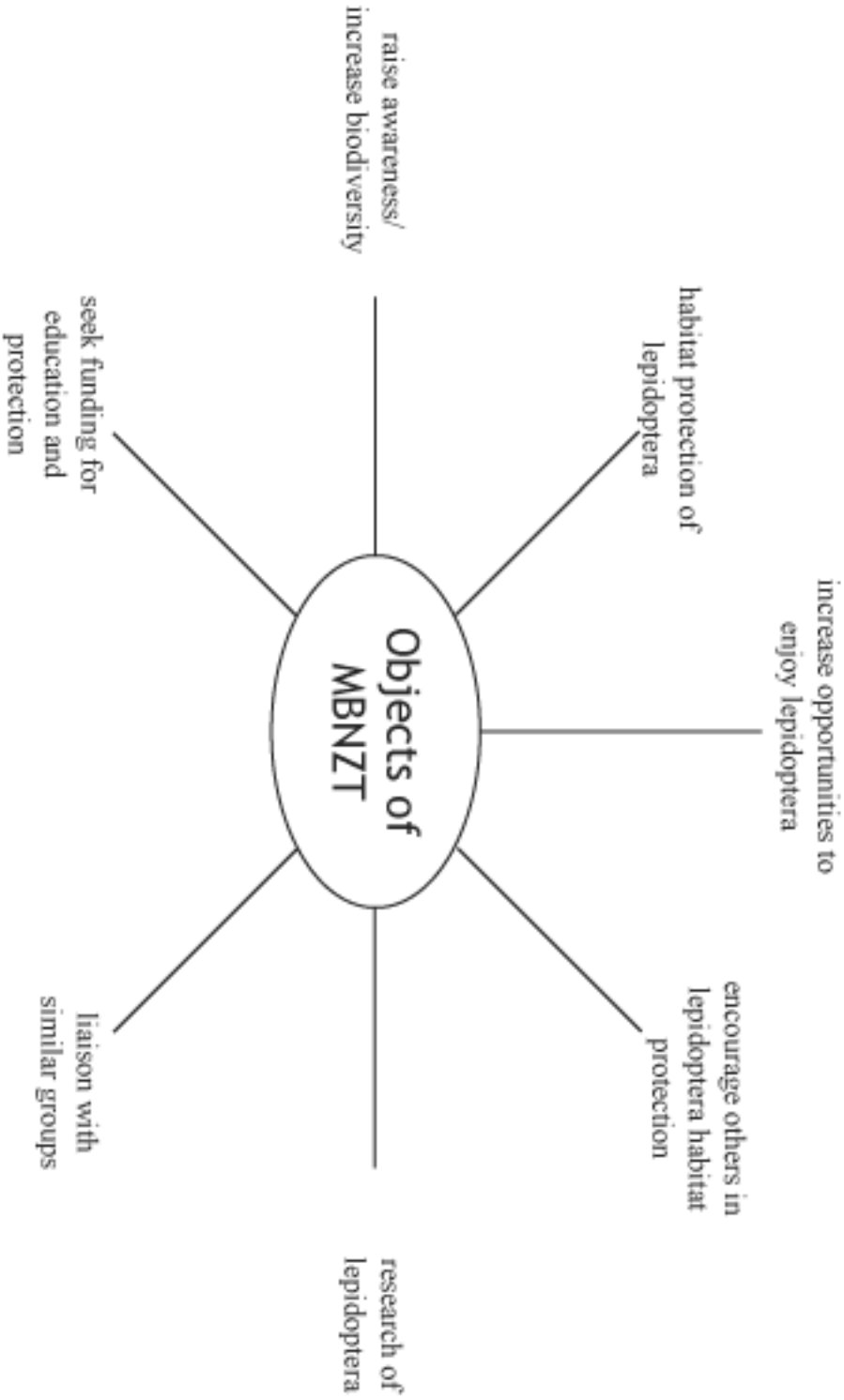
f. Each year we see more people interested in the development of butterfly gardens/habitat, and our Certified Butterfly Gardens/Habitat will also help to build up awareness and will give us another tool to measure our success.

g. We encourage our members to recycle their newsletters, to pass them on to others who may be interested in the subject.

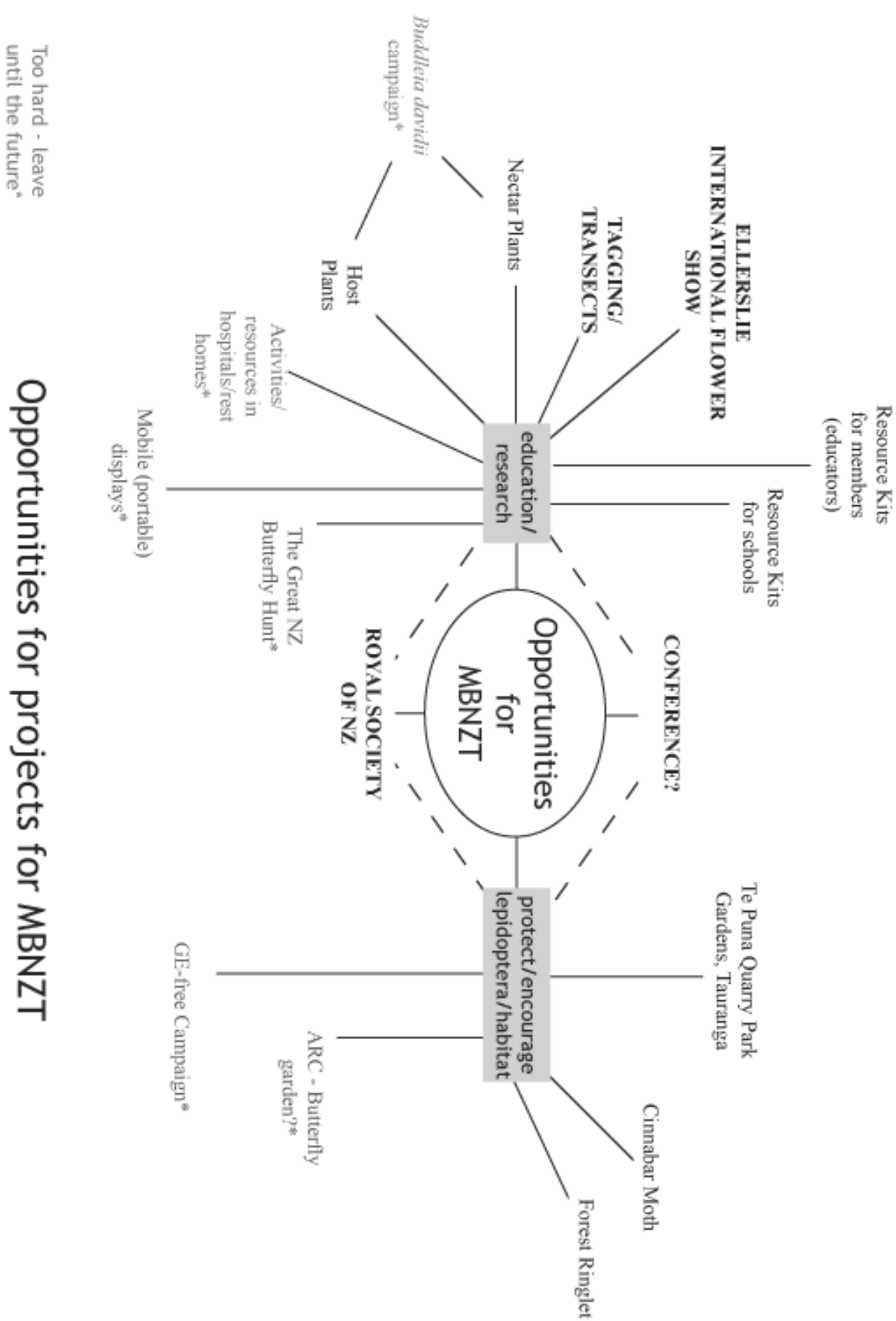


Jacqui Knight, Secretary

September 2010



Direction of MBNZT


Opportunities for MBNZT
Opportunities for MBNZT
education/ research
protect/encourage lepidoptera/habitat
Resource Kits for members (educators)
Resource Kits for schools
CONFERENCE?
Te Puna Quarry Park Gardens, Tauranga
Cinnabar Moth
Forest Ringlet
ARC - Butterfly garden?*
GE-free Campaign*
ROYAL SOCIETY OF NZ
The Great NZ Butterfly Hunt*
Mobile (portable) displays*
Activities/ resources in hospitals/rest homes*
Host Plants
Nectar Plants
Buddleia davidii campaign*
TAGGING/ TRANSECTS
ELLERSLIE INTERNATIONAL FLOWER SHOW
Too hard - leave until the future*

TAGGING

Butterflies, as pollinators, are key indicators of the health of the environment.

New Zealand's indigenous butterflies appear to be disappearing:

- The Red Admiral (*Bassaris gonerilla*) (Kahukura), only found in NZ, is losing ground as development encroaches on wild spaces;
- The Forest Ringlet (*Dodonidia helmsii*) has been placed on the 'Species At Risk' list;
- Whereas twenty years ago people may have recognised three or four different butterflies seen in our wilderness areas, today it is a rare occasion when people will be able to count more than two species (Monarch and Cabbage White).

Following models of international projects, and with the assistance from the scientific community we embarked on research three years ago, and have involved members and non-members, to establish some base figures for our Lepidoptera– and create awareness of the different species.

Entomologist Brian Patrick says that NZ's invertebrate fauna is more special than we think.

"If you look at the insect fauna of the UK, it is shared with the rest of Europe. In contrast, our insect fauna is largely peculiar to NZ. We have a responsibility to look after an invertebrate fauna that occurs nowhere else," he said. "Introduced invertebrates 'pollute and dilute' the native fauna much like weeds do in a forest."

He warned: "Every time we modify an ecosystem, the new animals we have introduced are sitting there waiting - cockroaches, slaters, spiders and earwigs - and they take the opportunity to quickly invade the modified ecosystem we have created."

If we are to conserve species effectively, it is vital we monitor how they are faring. The status of our wildlife is affected by climate change, pollution, alien species and land management. Reliable data on trends in the abundance and distribution of our flora and fauna is vital for predicting the impacts of such change, and for developing an appropriate response.

Butterflies are uniquely placed to act as indicators of the state of the environment. Life as we know it wouldn't exist if we didn't have pollination – and butterflies are key pollinators.. They are also highly admired and valued by people – and yet until now there has been little research undertaken into if (and why) their numbers are diminishing in NZ. Overseas countries have learned the hard way – it is not too late for NZ to learn more about this beautiful species of insect life.

In the late 1960s Auckland Museum entomologist Keith Wise undertook tagging and his findings were reported in 1980 (Rec Auckland Inst Mus 17: 157-173, 17 December 1980), to learn about their longevity and dispersal in NZ, overwintering habits etc.

At that time, he stated "…the project did not produce the information sought on dispersal of Monarch butterflies…" and that "...no large scale migrations or movements were detected by tagging."

"The project, had established that large numbers of Monarch butterflies in the North Island stayed in their home areas both in summer and winter periods, although a small number did make long flights. At the same time the presence of known overwintering colonies was confirmed, particularly one at Tauranga Bay in the Far North, but no movements into or out of these were recorded."

While thousands of Monarchs were found to be overwintering at Tauranga Bay in the 1980s, by winter 2005 when entomologist Peter Maddison surveyed the area, a maximum of twenty were there. What had happened to them?

The Monarch Butterfly NZ Trust is repeating the 1960-70 tagging exercise, using more sophisticated methods than were available then. Members have been trialling the system for the past three years and schools have become more aware of the project and its aims. As releases and sightings are recorded, a map is generated showing the progress of that particular Monarch butterfly, see:

http://tinyurl.com/o5daas

To date, the most significant result has been of a Monarch which flew from near Turangi to a suburb of Whangarei –a distance of some 500 kilometres over a period of three weeks.

Over the three years since the computer program was originally conceived and built, it has been modified and improved so that it is virtually foolproof, easy to use and the data recorded is easily useable by the scientific community. Further adaptations are required and funding is needed for this purpose before the beginning of 2011, to ensure the program has been road-tested, runs efficiently and is easily managed.

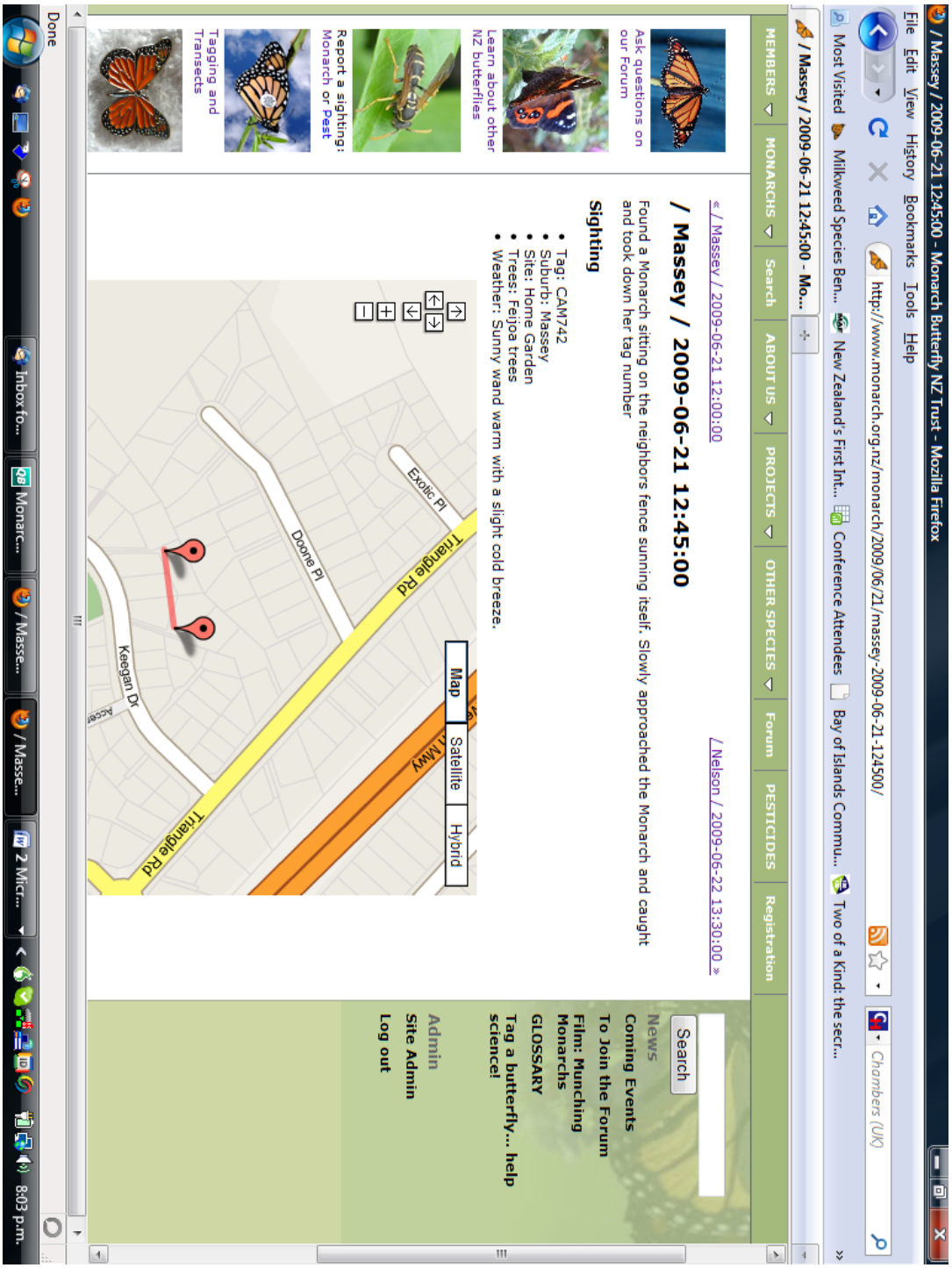
Anticipated outcome of project:

- Increased awareness of the different species of Lepidoptera in NZ, size and dispersal of populations;
- Knowledge of how Lepidoptera species are being affected by environmental factors such as climate change, pollution, alien species and land management;
- Awareness of new populations and new species nationwide;

- Data as to seasonality, population decline or increases;
- New information about butterfly ecology, ecosystem modification and habitat management;
- Awareness of longevity and dispersal of the Monarch butterfly.

Plans to measure and communicate project results.

- Regular releases to general media, environmental groups, magazines with an environmental/conservation flavour
- Professor Barrie Frost (Canada) and Dr Mark Hauber (New York/Auckland) are keen to publish findings in scientific journals worldwide


/ Massey / 2009-06-21 12:45:00 - Monarch Butterfly NZ Trust - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.monarch.org.nz/monarch/2009/06/21/massey-2009-06-21-124500/
Most Visited Milkweed Species Ben... New Zealand's First Int... Conference Attendees Bay of Islands Commu... Two of a Kind: the sect...
/ Massey / 2009-06-21 12:45:00 - Mo...
MEMBERS MONARCHS Search ABOUT US PROJECTS OTHER SPECIES Forum PESTICIDES Registration
Ask questions on our Forum
Learn about other NZ butterflies
Report a sighting: Monarch or Pest
Tagging and Transects
« / Massey / 2009-06-21 12:00:00
/ Nelson / 2009-06-22 13:30:00 »
/ Massey / 2009-06-21 12:45:00
Found a Monarch sitting on the neighbors fence sunning itself. Slowly approached the Monarch and caught and took down her tag number
Sighting
Tag: CAM742
Suburb: Massey
Site: Home Garden
Trees: Feijoa trees
Weather: Sunny wand warm with a slight cold breeze.
Exotic Pl
Triangle Rd
Doone Pl
Keegan Dr
Triangle Rd
Map Satellite Hybrid
Search
News
Coming Events
To Join the Forum
Film: Munching Monarchs
GLOSSARY
Tag a butterfly... help science!
Admin
Site Admin
Log out
Done
Inbox fo... Monarc... / Masse... / Masse... 2 Micr... 8:03 p.m.