



# ECONET

STRATEGIC PLAN 2021

**ECONET**

Providing technology,  
to empower people, and  
maximise conservation impact



# What is CAMS

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EcoNet is building a national Conservation Activity Management System - CAMS.

## **CAMS'S PURPOSE**

CAMS exists to support conservation activities with scalable systems for accountability, participant engagement, and collaboration across New Zealand.

## **CAMS'S VISION**

CAMS will empower all of New Zealand's conservation groups to work together, provide better environmental outcomes, and unlock additional funding and participation to further support conservation activities.

## **CAMS'S STRATEGY**

CAMS will launch as a Software as a Service product to provide world-class integrated CRM and GIS capabilities for New Zealand's conservation groups and support a reduction in administrative overhead.

## **CAMS'S FEATURES AND BENEFITS**

CAMS will provide CRM capabilities to better engage our communities and integrate with GIS capabilities to better support their environmental impact while leveraging data standards to enable collaboration with stakeholders.

Read more about the CAMS strategy on the following pages.

# What are people telling us

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**Chair of a restoration network:**

Volunteers and contractors need easy to use, powerful tools that give access to an integrated view of existing information and enable them to maintain the body of knowledge to a high and consistent standard with flexibility for growth. I need the tools to manage and monitor this work.

**Coordinator of a pest eradication group:**

I'm struggling with many spreadsheets and disconnected systems, which prevent me communicating easily with our volunteers and funders how we are doing and what needs to be done. I want to be able to budget, schedule, monitor and reward group and individual activities and share progress and volunteer hours with funders and stakeholders..

**Contractor or company manager:**

Good quality technology that allows me to schedule and manage my staff activities and observations will allow us to be more efficient. It will also allow us to enjoy two-way sharing of information about pest locations and work undertaken with Council and voluntary groups - but without reducing my competitive advantage or compromising my proprietary or commercially-sensitive information.

**Council conservation manager:**

Council and department managers have no mechanism to get a landscape scale overview of what is happening across organisational silos, contractors and volunteer groups - this creates gaps and overlaps, wasting time and money.

**Employee of a conservation organisation:**

A smart IT tool that can be used in the field would enable me to record my work in a more consistent way to benefit my employer and others working to eradicate pests.

**Volunteer:**

As someone who wants to help with the eradication of pests in New Zealand, I want to be able to understand what I can do to help, even if it is as simple as reporting a pest sighting. I would like to have a checklist of things to do and things done. I would like to see how my work contributes to PF2050 and I would like to see how my work fits with what everyone else is doing – ideally in a map or graphical format.

## What are people telling us (cont.)

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### **Property manager:**

I am responsible for maintaining my properties, to minimise plant and animals pests. Good IT will help me. I need help to define protection zones around threats or protected species.

### **Bush block owner (private):**

We want to see on a map what devices/methods our animal and plant pest control contractors have deployed on our block and the species they have controlled. I want seasonal reminders to repeat weed control work with a record of activities so I can track their cost effectiveness. I want to plot the location of kauri on my block as a reminder to contractors to observe phytosanitary precautions.

### **Politician:**

I support the Government policy to eradicate pest species from New Zealand by 2050. I am also aware of a rising public interest in activities that will help preserve the native flora and fauna of Aotearoa. With constraints on budgets, we need to ensure that we maximise collaboration on activities and information management across agencies, businesses and volunteer groups. Good tools will help to optimise and demonstrate achievements. I would like to see a broad spectrum of the population engaged at home, at work and in their community.

### **Researcher or teacher:**

I am aware of many organisations that collect pest information and my research and teaching would benefit from being able to search, filter, download, compare, collate and analyse pest data. Having all the information from across the country collected and presented in a consistent, structured and time & geo-referenced manner would assist. I am happy to share my data provided I know it will be properly managed according to best practice.

### **Software vendor/developer:**

I need well defined, non-proprietary, data standards and business rules that allow my team to develop optimal systems that are easy to use, fit for purpose, secure and support data sharing and interoperability. I need a reputable community of professionals which set and maintain these standards and databases, so I have the confidence to plan my product around third-party data sources.



# What is EcoNet

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## **ECONET'S PURPOSE**

EcoNet is a Charitable Trust which exists to empower Aotearoa-New Zealand's conservation groups and people with collaborative and integrated technology to maximise their environmental impact and minimise their administrative overhead.

## **ECONET'S VISION**

EcoNet believes that New Zealand's kaitiaki and conservation groups can leverage world-class processes and systems to unlock their potential to make Aotearoa-New Zealand a better place for everyone.

## **ECONET'S STRATEGY**

EcoNet will create and deliver a business plan with a sustainable funding model in order to build and sustain technological solutions for Aotearoa-New Zealand's kaitiaki and conservation groups.

## **ECONET'S FEATURES AND BENEFITS**

EcoNet will share conservation IT best practices and will provide world-class integrated CRM and GIS systems to Aotearoa-New Zealand's kaitiaki and conservation groups.

## Who we are working with

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EcoNet trustees and Advisory Board members have spoken to many stakeholder representatives working in a wide range of conservation and ecological improvement projects across New Zealand/Aotearoa. EcoNet believes the engagement of conservation sector stakeholders is core to achieving our vision, mission and goals.

We are committed to working with a wider group of partners including:

- Mana whenua, iwi, and hapū
- Funders (donors, central and local government)
- Data standards agencies
- Software and technology vendors
- Local government and national elected representatives
- Educators, researchers and students
- Not for profit conservation and community groups.

# Who we are

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## OUR TRUSTEES

### **Annalily van den Broeke**

Annalily is chair of Forest and Bird Waitakere. She brings strong volunteer, ground-up, advocacy to the EcoNet board with her background in not-for-profit conservation project management with Bethells Bufferzone and Matuku Link. She has a background in public arts and museum project management in the Netherlands and Auckland. Annalily advocates strongly for volunteer community groups. In her work she has discovered that tools which connect volunteer conservation project management with people, place and outcomes are not available, making volunteer management and contribution difficult to measure and reward.

### **Dr Keith Salmon**

Keith has been involved in Le Roys Bush, on Auckland's North Shore since 2006. A keen member of the Kaipatiki Restoration Network from 2009 and Pest Free Kaipatiki from 2016. Now full-time in a voluntary role in conservation projects, Keith worked for 40 years in information technology in a range of jobs including PeopleSoft implementations. From 2006 to 2016, he implemented and supported a large customer relationship management system.

### **Richard Hursthouse, Chair**

Richard has worked as a volunteer leader on various conservation projects on the North Shore for 30 years, including the Centennial Park and Tuff Crater environmental restoration projects. He currently chairs Centennial Park Bush Society, Restore Hibiscus & Bays, and EcoNet. He is on the board of Forest & Bird and has been chair of Forest & Bird North Shore Branch.

# Who we are

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## OUR ADVISORY BOARD

### **Andrew Rossaak**

Andrew is the Science Team Leader at Morphum Environmental, with over 20 years of ecological experience gained in southern Africa, Antarctica and New Zealand. He has a deep understanding of the design and implementation of environmental, ecological and protected area projects at scales from a few hectares to many thousand. Andrew is particularly interested in rural landscapes, watercourses, wetlands, biodiversity management and systematic 'big picture' understandings and decision support systems.

### **Cary Walkin**

Cary Walkin is a technical expert and business leader in the Software as a Service industry, who holds an MBA from York University. He brings a breadth of experience being a Chartered Accountant, an entrepreneur, a board member and treasurer, and has 7 years of CRM technical experience. His area of expertise is scaling rapid growth software companies by designing efficient business processes accelerated by systems automation. He is a recent immigrant to New Zealand from Canada and is eager to use his skills to support environmental and technological initiatives throughout Aotearoa.

### **Charmaine Bailie**

Charmaine Bailie has worked holistically for the last 20 years in collaboration with mana whenua, iwi, local government and community, developing local and regional programmes for environmental education, and restoration ecology planning and implementation. Charmaine is facilitating iwi and community lead nursery development and support programmes for native nursery networks as well as designing for eco-scapes, natural heritage provision and para kore (waste minimisation). Charmaine is the director of Uru Whakaaro Ltd, but also volunteers with multiple community projects and serves on governance boards.

### **Craig Steed**

Craig has been involved in the health IT sector for over 30 years, in a number of roles including solution architect, development manager and technical services manager. He specialises in databases, data analysis and technical integration, and brings knowledge of data sharing and integration in the health sector based on the Health Level 7 standard, which enabled broad and deep integration between health IT systems.

### **Grant Morris**

Grant Morris has 20 years' experience in the Software Development industry in both the Financial and Legal Technology sectors here in New Zealand, US and United Kingdom. Grant is the Engineering Director at Aderant, where he works with multiple technical teams focused on building enterprise scale systems for Legal Practices. He has experience in multiple technologies and languages, including Microsoft CRM. After hours, Grant and his family are active conservation volunteers looking after suburban pest control lines and other activities in their local community.



# EcoNet Strategy Detail

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## WHY WE EXIST (OUR PURPOSE)

- Lack of wall-to-wall collaboration across conservation sector.
- Lack of a voice for volunteers and communities and a local perspective.
- Need for an integrated view across predators, weeds, water quality, pathogens.
- Lack of an understanding of the dynamics of voluntary groups.
- Ability to raise charitable funds.
- Independence from political cycles.
- New Zealand wide scale as opposed to regional/municipal.
- Lack of quality integrated systems and processes and relevant skill building.

## WHERE ARE WE HEADING (OUR VISION)

- Not For Profit led IT vision, excellence and governance - open to broad representation.
- There are road maps to scale conservation effectively .
- All groups have access to scalable quality systems advice.
- Promoting and delivering accountability of conservation effort.
- Conservation groups have access to world class systems and processes.
- Data value is realised for reinvestment in conservation.
- Shared data using excellent, evolving data standards to stimulate healthy collaboration.

## HOW WE WILL WORK (OUR STRATEGY)

- Sustainable funding model to implement innovation and continuity – funding options – grants, donors, impact inv, realising data value.
- Robust business plan supported by stakeholders.
- Conduit for conservation IT funding.
- Sharing and linking organisations and role key players, engaging multiple stakeholders.
- building user base and stakeholder network.
- driving investigating continuous software innovation options.
- Making best practice accessible to conservation organisations.
- An independent representative group open to new stakeholders and technology.
- Joint marketing activities with our customers and partners.

# EcoNet Strategy Detail (cont.)

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## WHAT WE WILL OFFER (FEATURES AND BENEFITS)

EcoNet will provide the following benefits to participants, the community and the environment:

- **Build and roll out CAMS with:**
  - strong data standards and
  - leading edge functionality
  - shared development costs
  - charitable level pricing.
- **Provide user groups with:**
  - simple accountability
  - reduced investment in IT resources and expertise
  - shared services for core functions
  - team training.
- **Streamline:**
  - admin in conservation
  - ongoing monitoring of work
  - accountability
  - reporting on success.
- **Provide a forum for:**
  - ongoing improvements and adaptation to innovation
  - ongoing funding and support
  - sharing of data with researchers
  - monetising the value of biodiversity outcomes (e.g. no-net loss of biodiversity through biobanking offsets).

# CAMS Strategy Detail

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## WHY CAMS (CAMS PURPOSE)

- **Reduce:**
  - incompatible and mis-aligned systems
  - duplication of effort and information
  - waste of money and effort
  - lost opportunities and enthusiasm
  - lack of accountability.
- **Improve:**
  - community engagement
  - connectedness and accessibility
  - efficiency and effectiveness
  - participation and scalability
  - landscape scale context
  - resilience to turnover and burnout.

## WHERE ARE WE ARE HEADING WITH CAMS (CAMS VISION)

- Highly effective conservation.
- Highly motivated workforce.
- High accountability linked to funding goals.
- Strategic funding (through data value).
- Strongly engaged communities.
- Focused collaboration and networking.
- Fit- for-purpose processes to maximise operating efficiency.

## HOW CAMS WILL BE DEVELOPED (CAMS STRATEGY)

- Software-As-A-Service to address conservation software needs.
- Collaborative design process involving conservation experts and volunteers.
- Staying close to our user base.
- Provide responsive professional support.
- Develop clear diversified funding model.
- Share costs of quality software and support (shared service model).
- Adaptable to technical change.
- Data standards and sharing of data.
- Awards and gamification.

# CAMS Strategy Detail (cont.)

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## WHAT WILL CAMS OFFER (CAMS FEATURES & BENEFITS)

- **Features**
  - Best practice relationship management (CRM) and geospatial information systems (GIS) software.
  - High integration capability.
  - High quality vendors and implementers.
  - COTS (Commercial Off The Shelf software minimises customisation costs).
  - Scalable to all groups and landscapes.
  - Field data collection on or off-line.
  - Integrated H&S compliance.
- **Benefits**
  - Tools that listen and respond effectively.
  - Responsive to public and partners and community.
  - Easy to use and understand.
  - Integrated safety and skills modules.
  - Manage teams in the field.
  - Dynamic timely maps and reports that communicate and motivate.
  - Simplify reporting on activities and targets.
  - Relieves groups from technical IT issues.

### **CAMS will allow conservation groups to:**

- collaborate more effectively with councils, contractors and other agencies
- integrate with iNaturalist
- route tracking and optimisation.

### **CAMS will allow government and council agencies to:**

- see what volunteers and contractors are achieving
- identify the gaps in work propose and completed
- integrate volunteer work into their GIS systems.

### **CAMS will allow contractors to:**

- share their work and success with community groups and stakeholders.

### **CAMS will allow landowners and farmers to:**

- integrate their conservation work with their farm management maps and data.

Ngā mihi.

