

BIOSECURITY AWARENESS PROGRAMME

Submission by New Zealand

1. A national programme aimed at encouraging people to be more vigilant about biosecurity was launched in Auckland, Christchurch and Wellington on 27 September 2001 by the Minister for Biosecurity, Jim Sutton supported by Deputy Prime Minister, Jim Anderton and Marian Hobbs, Associate Minister for Biosecurity and Minister for the Environment.
 2. The programme, entitled *Protect New Zealand*, has been designed to build public awareness of the importance of protecting New Zealand against economic and social consequences arising from an increasing range of biosecurity threats. The programme includes a number of key elements – a new logo, spokesperson, a website and a television campaign.
 3. The programme is a cross agency initiative lead by the Ministry of Agriculture and Forestry. The Ministry for the Environment, the Department of Conservation, the Environmental Risk Management Authority New Zealand, the Ministry of Fisheries, the Ministry of Health, and regional councils are also involved.
 4. Following its launch, the Biosecurity Awareness Programme will focus on a number of significant upcoming events, such as the planned "Protect New Zealand" week, and an international biosecurity conference, both in May 2002. Ongoing awareness campaigns targeting specific groups such as foreign travellers, gardeners, yacht owners and importers are also planned.
 5. The "Protect New Zealand" website provides general biosecurity information to the public. An explanation of biosecurity, details of exotic pests and diseases, and information about what cannot be brought into New Zealand can be found on the site. It also includes links to more detailed biosecurity information on other sites.
 6. For further information, visit the website www.protectnz.org.nz.
-