

## Project Assistance Fund: ZEALANDIA trading card game

The Project Assistance Fund was used to purchase sets of trading cards to be sent to schools all around New Zealand. The project was hugely successful with the goal being 100 sets to schools before the end of June.



- 164 card sets sent out by the 1st of June. Only 32 of these sets were sent to Wellington schools reflecting a national interest.
- A total of 24,600 cards were given out to students all around Aotearoa. These reflected 142 different birds, plants and places.
- In the month of May alone 228 unique visitors interacted with the ZEALANDIA trading card game webpage.
- The game was targeted primarily at primary school. However we had other important aspects of the education community take up the game.  
Home schooled: 1, ECE: 12, Primary: 105 , Secondary: 22, Full composite: 8 , Other educators: 16.

The project was made possible by Project Assistance Fund and the funds available. Amazing photographers like Glenda Rees made it possible along with the artwork from Emma Rowell.

Teachers used the game in a variety of ways looking at adaptations. Younger students used the cards for recognition and habitats. ZEALANDIA was able to learn a lot about sending the game nationally.

Moving forward ZEALANDIA are going to make an app and incorporate feedback from teachers and schools to improve the game and make it more accessible to more young New Zealanders.

The game was advertised through the education gazette and the hope was that 100 sets could be sent to schools before the 1st of July. We had great interest through this one marketing point and schools that contacted ZEALANDIA were sent a set. 164 sets were sent out before June the 1st.

The biggest benefits of this project

- Great engagement with gameplay across a number of ages and locations. All educators who responded to the feedback survey said they would recommend the game to another educator.
- Feedback and learnings from the game are being used to improve future use of the game.
- Increase identification of birds, plants and places and increased interest from students.
- Students actively researched the birds afterwards and also designed cards. Some like the Chatham Island Taiko were then printed and accredited to that student.

Once again ZEALANDIA thanks OSNZ, Young Birders New Zealand and Forest and Bird.

