

## Memorandum of Understanding

Between

Marlborough Wine Limited ("MWL")

and

The Ornithological Society of New Zealand Inc. ("OSNZ")

Background:

OSNZ has detailed ornithological knowledge and the capacity to promote the study of birds and habitats within New Zealand and to support the wider knowledge and enjoyment of birds. OSNZ is a voluntary organization and relies on member subscriptions and project specific funding to meet its constitutional objectives and to undertake or support high priority research activities, such as the New Zealand Bird Atlas scheme.

The New Zealand Bird Atlas 2019-2024 is a citizen science project aimed at mapping the distribution and abundance of all bird species present in New Zealand. The project builds on the legacy of the previous two OSNZ Atlas projects (1969-79 and 1999-2004) and will provide an up-to-date assessment on the current status of our nation's birds, informing conservation management, policy, and public understanding.

MWL have resolved that they wish to provide financial support to OSNZ, specifically to support six Atlas trips to survey remote areas of the country. MWL supplies wines under the "Toi Toi" brand to local retailers. MWL wishes to use the "Toi Toi" brand and other marketing support to promote the aims and objectives of OSNZ and the New Zealand Bird Atlas project.

This Memorandum of Understanding is the basis for the ongoing relationship between the two parties.

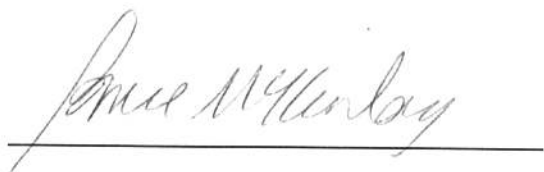
1. MWL and OSNZ both acknowledge that their joint objective is to promote the New Zealand Bird Atlas scheme undertaken by OSNZ, providing such promotion is consistent with the overall aims and objectives of OSNZ.
2. For the purposes of the NZ Bird Atlas, OSNZ will be using the trading name "Birds New Zealand".
3. From 1 April 2022, MWL will pay a yearly installment payment of \$15,000 (plus GST if any) to an OSNZ nominated bank account. The funding will be used solely for the development and implementation of New Zealand Bird Atlas field trips to survey remote regions.
4. OSNZ has engaged Wildlife Management International Limited (WMIL) to deliver the NZ Bird Atlas and both parties agree that WMIL will be engaged by OSNZ to deliver the six Atlas trips.
5. By way of support, MWL has rights to use the "Birds New Zealand" and "New Zealand Bird Atlas" logos on their "Toi Toi" brand packaging, website and via marketing materials. MWL acknowledges that any marketing and promotion of Birds New Zealand and the New Zealand Bird Atlas must be consistent with the aims and objectives of OSNZ and the New Zealand Bird Atlas (Appendices 1 & 2 attached).
6. From time to time, MWL may make changes to their packaging and launch new products. MWL agrees to gain approval of the "Birds New Zealand" and/or "New Zealand Bird Atlas"



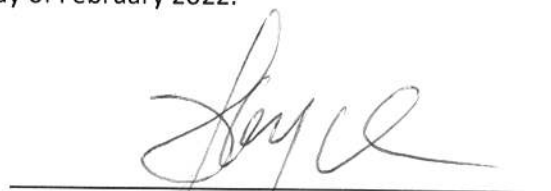
logo placement from OSNZ on any new product platforms. MWL will bear all costs associated with any marketing, packaging, and point of sales changes.

7. The New Zealand Bird Atlas team through WMIL will support MWL promotion of the Atlas scheme through provision of images and videos generated for advocacy, along with updates pertaining to the funded field trips. Frequency and specific content are to be agreed between MWL marketing and the New Zealand Bird Atlas team directly.
8. By way of sponsorship, OSNZ agrees to actively promote the "Toi Toi" brand through their members and their communications platforms relating to the New Zealand Bird Atlas scheme. OSNZ agrees to the following forms of marketing communication on the "Toi Toi" brand.
  - a. The Toi Toi logo will be used on all presentations and workshops undertaken by the New Zealand Bird Atlas team.
  - b. Logo placement on the New Zealand Bird Atlas web portal and the New Zealand Bird Atlas Facebook page with links through to the Toi Toi Wines website.
  - c. Inclusion of "Toi Toi" logo and acknowledgement on all correspondence and publications regarding the New Zealand Bird Atlas scheme.
  - d. "Toi Toi" brand and packaging will be displayed at the New Zealand Bird Atlas team's stall at future Birds New Zealand annual conferences.
  - e. "Toi Toi" logo will be used on future postcard-style information cards produced for advocacy and promotion of the New Zealand Bird Atlas scheme.
  - f. Include "Toi Toi" as a named sponsor of the New Zealand Bird Atlas scheme.
9. This MOU will operate for two years from 1 April 2022, unless both parties agree to extending it.
10. OSNZ will provide update reports on the New Zealand Bird Atlas scheme to MWL annually by the anniversary of this MOU.
11. Kevin Joyce, Principal at MWL, will be the primary point of contact for all marketing and PR matters. Ingrid Hutzler, in her capacity as Executive Officer of OSNZ, will be the primary point of contact between OSNZ and MWL. Dan Burgin (Ecologist, Wildlife Management International Ltd.) will be the contact for specific New Zealand Bird Atlas matters.
12. MWL undertakes to OSNZ that it will communicate directly and promptly with OSNZ and work with OSNZ to mitigate any issues arising through MWL activities that might have a negative impact on the "Birds New Zealand" and "New Zealand Bird Atlas" scheme brands
13. OSNZ undertakes to MWL that it will communicate directly and promptly with MWL and work with MWL to mitigate any issues arising through OSNZ activities that might have a negative impact on the "Toi Toi" brand and MWL as a company.

This Memorandum of Understanding is signed on 9 day of February 2022.



Bruce McKinlay, President  
The Ornithological Society of New Zealand Inc.



Kevin Joyce, Principal  
Marlborough Wine Limited

## Appendix 1: OSNZ Aim and Objectives

### Aim:

To create a nation-wide study group comprising individual members or groups cooperating on different aspects of ornithology as suits their interests or circumstances and all contributing to greater ornithological knowledge and to the enjoyment of birds.

### Objectives:

1. *Encourage, organise and promote* the study of birds and their habitat use particularly within the New Zealand region.
2. Foster and *support the wider knowledge and enjoyment* of birds generally.
3. *Promote the recording and wide circulation* of the results of bird studies and observations.
4. *Produce a journal* and any other publication containing matters of ornithological interest.
5. Effect *co-operation and exchange of information* with other organisations having similar aims and objects.
6. Assist the *conservation and management of birds* by providing information from which sound management decisions can be derived.
7. Maintain a *library of ornithological literature* and other media for the use of members and to promote a wider knowledge of birds.
8. Promote the *archiving* of observations, studies and records of birds particularly in the New Zealand region.
9. *Carry out any other activity* which is capable of being conveniently carried out in connection with the above objects, or which directly or indirectly advances those objectives.



## Appendix 2: New Zealand Bird Atlas 2019-2024 Aim and Objectives

### Aim:

To map the distribution and relative abundance of all New Zealand's bird species, from 1<sup>st</sup> June 2019 to 31<sup>st</sup> May 2024. This will build on the legacy of the OSNZ's two previous bird mapping projects, and provide data to inform conservation research, management, policy, and public understanding.

### Objectives:

1. *Establish* methods underlying the collection of data for the New Zealand Bird Atlas (e.g., time period, grid squares, data recording).
2. *Encourage and promote* public participation in data collection for the New Zealand Bird Atlas.
3. *Educate and upskill* members of the public and other interested parties in data collection methods through the use of eBird and its associated smartphone app, by providing workshops, seminars, or through other means.
3. *Organise and implement* field trips to collect data in remote regions of the country.
4. *Report on annual progress* towards achieving the necessary data collection effort nationwide to OSNZ.
5. On completion of the period of data collection, *conduct preliminary data analysis* to determine broad-scale patterns of bird distribution and relative abundance, including those for some key species.
6. *Carry out any other activity* which directly or indirectly advances the above objectives.

