

STRATEGIC PLAN 2018-2021

OUR PURPOSE

"We want to restart people caring for the environment
...through adventure, through participation, through education and through enjoyment."

Sir Peter Blake, final log entry, 4 DECEMBER 2001

OUR ROLE

To inspire and prepare people to lead a sustainable future for Aotearoa.

PROGRAMME EXCELLENCE

Strategic Intent

- Align our programmes to our purpose and role
- Focus on experiential learning as our core competency
- Increase the number of people in our programmes
- Inspire and equip teachers to deliver environmental education
- Enhance integration of Te Ao Māori and kaitiakitanga
- Constant emphasis on programme quality and relevance

Proposed Actions

1. BLAKE Inspire operations standardised and delivered at least twice a year
2. BLAKE Inspire adapted for at least one new target group
3. Introduce new experiential learning programme for teachers
4. BLAKE Expeditions delivered annually, using a range of formats
5. Expand BLAKE Ambassador programme outreach and improve quality of opportunities

INSPIRE AND INFLUENCE

Strategic Intent

- Ensure environmental credibility in all our messaging
- Effective story-telling used to educate and inspire action
- Amplify our messages through technology and partnerships
- Leverage sustainability expertise and content across a range of audiences
- Celebrate examples of leadership in sustainability and kaitiakitanga

Proposed Actions

1. Establish clear organisational position on environmental priorities and align with UNSDG's and long-term NZ targets
2. Delivery of BLAKE NZ-VR project reaching at least 40,000 people
3. Technology and partnerships used to amplify all major programmes
4. Investigate (and if feasible) deliver sustainability activity using America's Cup as a platform

LEVERAGING RELATIONSHIPS

Strategic Intent

- Increase focus on facilitating "the magic" (purposeful and meaningful connections between people)
- Award winners are connected to our purpose and contribute to our success
- Establish deeper relationships with our critical partners
- Build relationships with new partners including iwi who can help deliver our purpose
- Build enduring relationships with our people

Proposed Actions

1. BLAKE Awards programme evolved to align with our purpose and brand
2. Establish approach to engaging alumni
3. Sustain or grow all existing critical partnerships
4. Establish at least three new partnerships

GUIDING PRINCIPLES



SUCCESS MEASURES

- 01 Inspire at least 40,000 people to care for the environment.
- 02 Prepare at least 400 people to lead a sustainable future for New Zealand.

ORGANISATIONAL PRIORITIES

- 01 ENHANCED BRAND CLARITY
- 02 FINANCIAL STABILITY
- 03 DEVELOP OUR PEOPLE
- 04 ENVIRONMENTAL SUSTAINABILITY
- 05 RELIABLE TECHNOLOGY INFRASTRUCTURE
- 06 INTEGRATION OF TE AO MĀORI



STRATEGIC PLAN 2018-2021

OUR STORY

Sir Peter Blake was New Zealand's most celebrated yachtsman who led his team and New Zealand to victory in both the Whitbread Round The World Yacht Race and the America's Cup. He was also a passionate and relentless champion for the environment, having spent his life on the ocean. Following his sailing career he turned his focus to helping protect the environment and raising awareness of the issues it faces, by voyaging to "environmental pulse points of the planet" and sharing what he discovered. He visited Antarctica to understand the impacts of climate change firsthand, and then to the Amazon to assess the effects of deforestation.

Tragically, Sir Peter was killed while carrying out this work. His death cut short his vision to allow millions of people around the world to care more about the environment and take action to protect it. The Sir Peter Blake Trust (BLAKE) was established in 2004 and is dedicated to continuing his environmental leadership legacy. We do this by inspiring environmental passion in people through life-changing adventures and programmes that follow in the footsteps of Sir Peter himself.



"We want to restart people caring for the environment. And at the same time we want to do this through adventure, through participation, through education and through enjoyment... To win, you have to believe you can do it. You have to be passionate about it. You have to really "want" the result - even if this means years of work. The hardest part of any big project is to begin. We have begun - we are underway - we have a passion. We want to make a difference. We hope that you and as many of your friends as possible will join us."

Sir Peter Blake's last log entry on board the 'Seamaster', 4 DECEMBER 2001

OUR PROGRAMMES

BLAKE Inspire

This programme, run in partnership with the Ministry for the Environment, is a week-long adventure for environmentally passionate secondary school students. Delegates take part in a combination of outdoor adventures and environmental activities with a range of experts. Delegates come away with new leadership capabilities and are inspired to make a real difference in their own communities, and are eligible to take part in BLAKE Expeditions.

BLAKE Expeditions

Our Ocean Voyages are once in a lifetime opportunities for students to be part of a team who visit remote and environmentally significant areas such as the Kermadecs or the Sub-Antarctic Islands. Students learn from world class scientists and environmental leaders while undertaking real-life science research and exploration.

BLAKE Ambassadors

Environmentally passionate 18-25year olds are selected for our amazing ambassadorships in Antarctica, the Southern Ocean and throughout New Zealand. BLAKE Ambassadors are offered environmental leadership opportunities to work on projects alongside teams of scientists, conservationists, engineers and conservators on research, conservation and heritage restoration projects. Partners include NIWA, DOC, Antarctica New Zealand, and Tara Expeditions.

BLAKE NZ-VR

In partnership with New Zealand Geographic and Pew Charitable Trust, we have produced an underwater virtual reality experience which showcases the rich biodiversity that exists below the surface of the Hauraki Gulf and connected ocean spaces, as well as the damage that has occurred. It will promote understanding, engagement and a greater sense of kaitiakitanga for our oceans, and students will be encouraged to take action to protect our oceans and waterways.

BLAKE Awards

These are the premier leadership awards in New Zealand, celebrating and recognising outstanding leadership in sustainability and kaitiakitanga for all ages.