

STRATEGIC PLAN

TĀ TĀTOU WHĀINGA/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*

MOEMOEĀ/VISION 2050 - All generations are inspired and empowered to be kaitiaki o te taiao

FOCUS AREAS & ACTIONS – 2021-2024

DISCOVERY

Ngā whāinga 2024

- Every child in every school

- NZ VR delivered nationwide**
 - Establish operational and commercial model for nationwide reach
 - Continued evolution of content and technology
- BLAKE Explorers expanded to 500 annually**
 - New locations developed, reflecting NZ-VR expansion
- Inspire change through enhanced public communication**
 - Developing new content to increase subject range
 - Activation at public events
 - Enhanced use of digital channels
 - New campaign options explored
 - Telling the Sir Peter Blake Story

DEPTH

Ngā whāinga 2024

- A new generation of environmental leaders

- BLAKE Inspire expanded to meet demand**
 - 350 students annually (10 programmes)
 - Consider new commercial model
 - New Inspire groups explored
- BLAKE Inspire for Teachers expanded**
 - 300 teachers annually
 - Delivered in term time
 - Local and non-residential models considered
- BLAKE Expeditions**
 - Aim for annual delivery
- BLAKE Ambassadors expanded and long term impacts increased**

ENABLERS

- Establish a stable, physical delivery platform**
 - Undertake feasibility study
 - Consider long term contracts, merger/ acquisitions and creating a new discovery/education centre
- Develop and execute an evaluation framework**
- Foster beneficial relationships**
 - Improved long term connection with alumni
 - New partnerships established to expand our impact
- Rethink and align our awards programme**
- Long term science plan created and knowledge communicated**
 - Science connected to Expeditions
 - Citizen science opportunities through BLAKE Inspire
- Enhance our value proposition as a long term employer**
- Continued focus on long-term financial sustainability.**

KEY SUCCESS INDICATORS

60,000 students reached through NZ-VR each year

1,000 people empowered through BLAKE residential programmes each year

TĀMATAU TIKANGA OUR GUIDING PRINCIPLES



TE TIRITI COMMITMENT

- Te Tiriti is embedded into the fabric of BLAKE
- Te ao Māori capability and capacity
- Building partnerships with tangata whenua
- Complimentary to kaupapa Māori leaders
- Integration of te ao Māori into programmes
- Equity for rangatahi to access opportunities

STRATEGIC PLAN

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 NZ-VR

In partnership with New Zealand Geographic, 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. With this content we deliver a school programme that promotes understanding, engagement and a greater sense of kaitiakitanga for our oceans.

BLAKE Explorers

Our newest programme provides a three-day experience for year 7-8 students who have participated in NZ-VR. Students are given an exciting and inspirational introduction to the ocean, taking part in activities such as snorkelling, surfing, rock pooling and kiwi spotting. Tikanga and mātauranga are integrated into the programme, and students learn from the knowledge and passion of the BLAKE team.

BLAKE Inspire

A week-long adventure for environmentally passionate secondary school students and primary school teachers. Participants take part in a combination of outdoor adventures and environmental activities with a range of experts. Participants come away with new leadership capabilities and are inspired to make a real difference in their own communities.

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 and engineers on research and conservation projects. Partners include NIWA, DOC, Antarctica New Zealand and GNS Science

BLAKE Awards

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

CONTEXT OF THIS STRATEGIC PLAN

In our previous strategic period (2018-2021) our focus was on establishing clarity around our purpose and role, developing a suite of programmes that aligned with that purpose, and creating a solid base for the organisation across the areas of finance, people, brand, IT systems and through our commitments to sustainability and te ao Māori. Having successfully delivered on that plan, this next phase provides the opportunity to capitalise on that platform, through expanding our programmes to reach more people and increase the impact we have. We have bold ambitions to substantially expand our current activity, reaching 60,000 students a year through NZ-VR, and having over 1,000 people annually participate in our residential programmes - BLAKE Explorers, BLAKE Inspire, BLAKE Expeditions and BLAKE Ambassadors. At the same time we will entrench our commitment to Te Tiriti o Waitangi, further integrating tikanga and mātauranga Māori into our programmes and ensuring more Māori benefit from access to the activities we provide. It is an exciting time at BLAKE, and we look forward to continuing to deliver on the legacy of Sir Peter Blake.