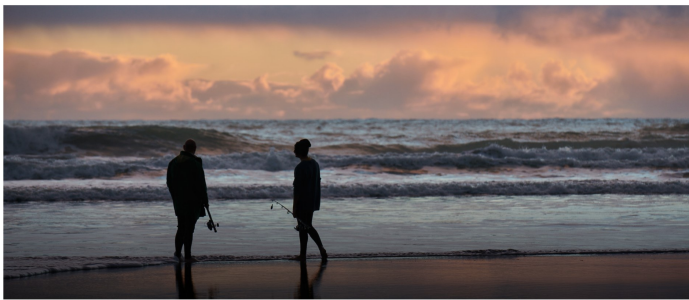




## Building a biosecurity team of 4.7 million



The goal of having every New Zealander looking out for pests and diseases is now a reality with the launch of a new movement ‘Ko T?tou – This is us’.



**KO TĀTOU THIS IS US**

BIOSECURITY 2025

A new direction statement for biosecurity titled Biosecurity 2025 has recently been launched and will drive the future development of New Zealand’s biosecurity system for the next ten years. All activities under this plan are guided by five strategic directions, of which ‘a biosecurity team of 4.7 million’ is one.

The goal of ‘a biosecurity team of 4.7 million’ is to make all New Zealanders aware of the importance of biosecurity and to get them involved in pest and disease management. This will be achieved by increasing awareness, participation and collaboration across biosecurity activities. To reach this goal, a unifying independent biosecurity brand has been created ‘Ko T?tou – This is us’, to empower and connect individuals, iwi, community groups and businesses to act in a way that protects our environment and activities we value.

To increase awareness of biosecurity activities occurring in the aquatic environment a number have been profiled and can be viewed [here](#).

