# Biosecurity 2025: This Is Us

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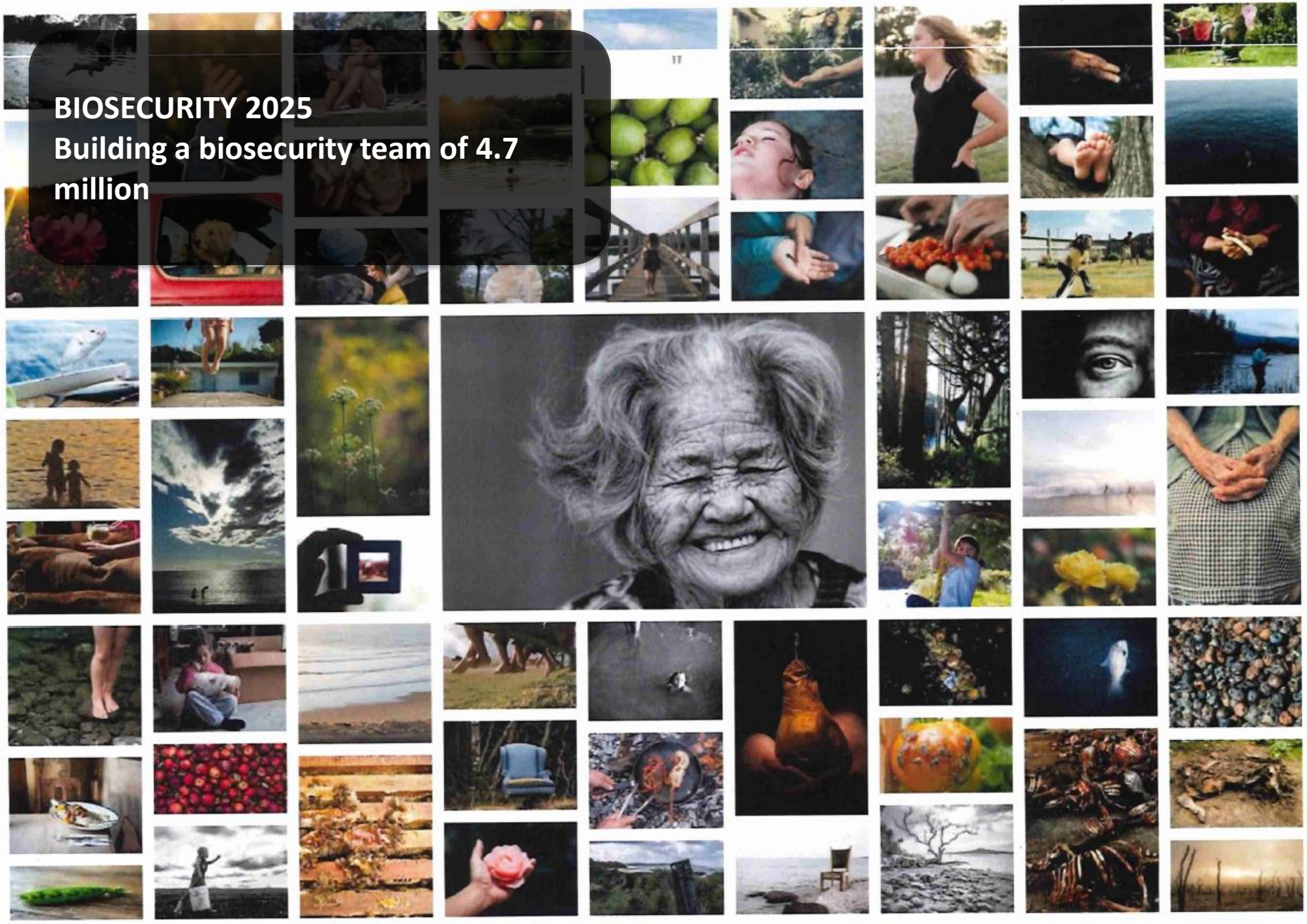
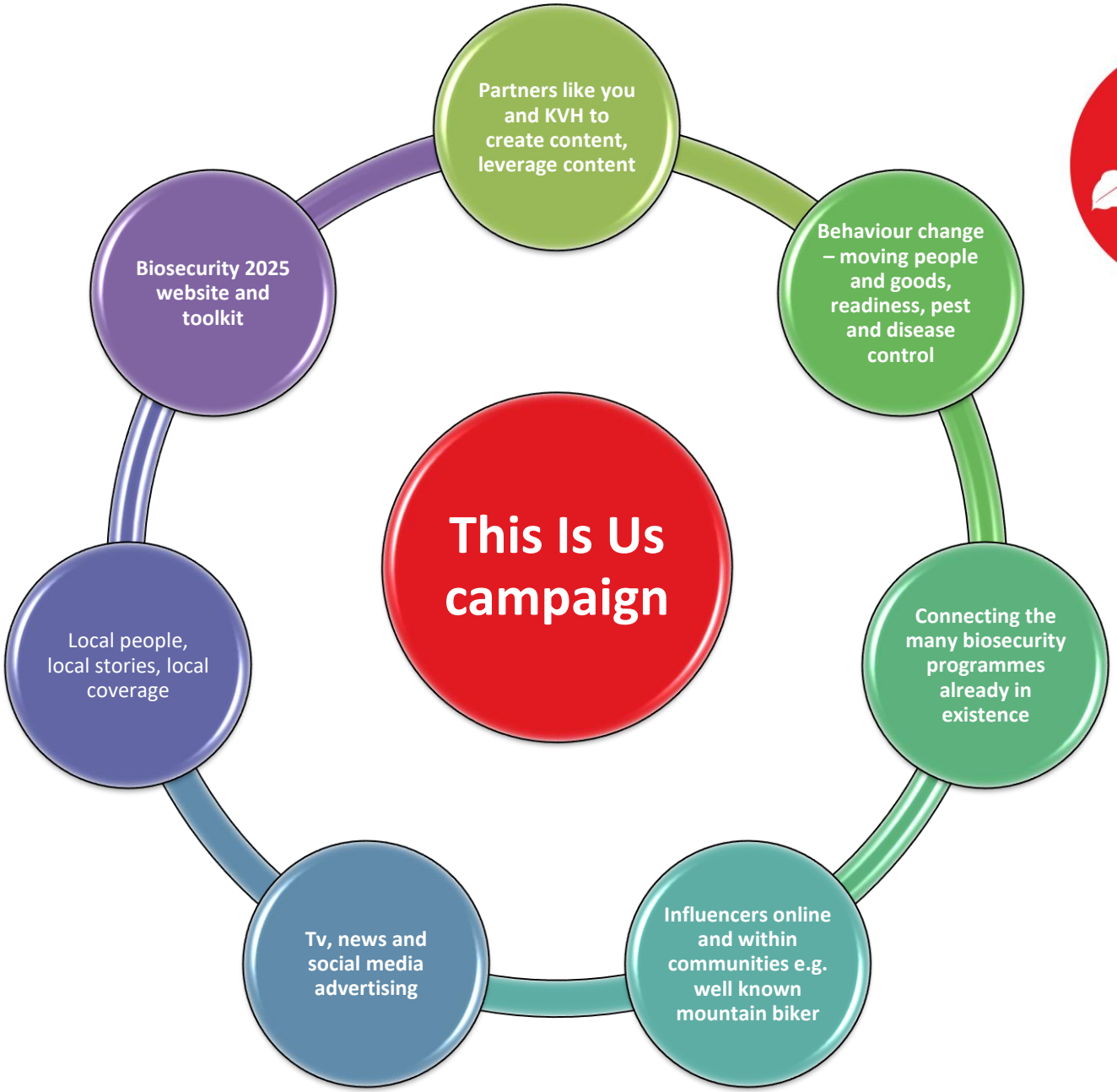
# BIOSECURITY 2025
# Building a biosecurity team of 4.7 million



# What we know:

| | |
|---|---|
| **96%** | Think it is important to protect New Zealand from unwanted pests, weeds and diseases. |
| **59%** | Know what to do if they find an unwanted pest, weed, or disease in New Zealand. |
| **38%** | Think they and their family play a substantive role in helping to protect New Zealand from the entry or spread of pests, weeds, and diseases. |
| **18%** | Regularly took action to control unwanted pests or weeds beyond their own properties during the past year. |
| **2%** | See biosecurity as being personally relevant. |


This Is Us campaign
Partners like you and KVH to create content, leverage content
Behaviour change – moving people and goods, readiness, pest and disease control
Connecting the many biosecurity programmes already in existence
Influencers online and within communities e.g. well known mountain biker
Tv, news and social media advertising
Local people, local stories, local coverage
Biosecurity 2025 website and toolkit

KVH

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