

TMBC Incorporated Society

Executive Committee Report

For the Year Ended 30th June 2025

1. Overview

TMBC continues to champion regional biosecurity by uniting mātauranga Māori, science, industry, government, and community.

2. Key Achievements & Milestones

2.1 Public Awareness Campaigns

The Great Tauranga Moana Biosecurity Hunt launched a refreshed experience for Easter 2025, running year-round across five local sites. A brand-new location at Waihi Beach was added, extending the reach and appeal of the interactive app-based hunt.

A total of 181 digital hunts were completed, with overwhelmingly positive feedback from whānau — for many, it was the highlight of their holidays!

Online engagement soared, reaching over 75,000 people, with nearly 4,000 challenge clicks, showing strong interest and participation across digital platforms.

2.2 Events & Workshops

Annual Symposium 2024 – Biosecurity Excellence, themed “Connect, Collaborate, Co-create”, brought together professionals and tangata whenua. A total of 147 attendees gathered to hear from industry experts and biosecurity champions, sharing insights and innovations shaping the future of biosecurity.

TMBC & MPI Webinar - In partnership with the Ministry for Primary Industries (MPI) Policy and Trade team, TMBC hosted a webinar that provided an overview of proposed biosecurity policy changes. The session was delivered in accessible sections with live Q&A opportunities after each, encouraging open dialogue and sector feedback.

Partners Forums – Held throughout the year, these forums created valuable opportunities for networking and learning. Attendees engaged with topical biosecurity updates and heard from guest speakers across the region’s biosecurity network.

TMBC Haerenga Taiao Field Trip – Hosted at Otāwhiwhi Marae in Bowentown, this immersive day blended mātauranga Māori and contemporary science to explore responses to marine and terrestrial biosecurity threats. The programme was grounded in mana atua, whakapapa, and maramataka, providing a holistic lens to understanding Te Ao Tūroa.

Tia Kina Taio held 5 days hosting a number of school groups. These interactive sessions are designed to deepen understanding of Te Ao Tūroa, Tiakina Taiao helps tamariki connect

with their natural environment and aims to inspire future biosecurity leaders. Infused with Mātauranga Māori – including mana atua, whakapapa and maramataka

3. News & Spotlights

Tamariki Take the Lead: Over 181 children participated in the 2025 Biosecurity Hunt , over the Easter school holidays alone.

Sea week - Marine pest spotlight: Focused campaigns highlighted threats like exotic caulerpa, Mediterranean fanworm and Asian paddle crab.

Environmental partnerships: Executive Committee contributed to events like Daybreak Festival, The Careers Expo, Tauranga Home and Garden Show advancing biosecurity economy discussions.

Sentinel Gardens continued it's Partnership with PiPs and has grown in reach to now providing gardens and biosecurity education to 10 schools across the rohe.

4. Community Building & Membership

Maintained free general membership, expanding our coalition of science, industry, and iwi partners.

Quarterly newsletter "The Channel" kept members informed of events, campaigns, and resources.

Implemented a CRM to manage our membership database and allow for effective communications with all engaged members of the community.

Active Social media presence on both Facebook and Instagram with growing followings on both platforms – Facebook 1.1K followers and Instagram 289 followers.

5. Challenges & Opportunities

Ensuring sustained involvement and scaling engagement among youth and iwi.

Preparing for evolving incursion scenarios with deeper cross-sector exercises.

Extending social license initiatives to cover emerging pests and digital outreach.

6. Looking Ahead

7. Appreciation

We extend our sincere thanks to all members, funders, partners, campaign volunteers, ambassadors, and facilitators.

Your dedication, passion, and collaborative spirit have been instrumental to our achievements and remain the driving force behind our continued impact in biosecurity.

Planned Initiatives by Focus Area

Focus Area	Planned Initiatives
Campaigns & Awareness	A biosecurity focused mural is in the planning phase for Mt Maunganui
Events & Training	Host Symposium 2025, expand readiness workshops integrating marae-based exercises.
Community & Membership	Embed the new CRM into our new processes to allow for more effective communication with current members. Grow iwi partnerships, launch referral campaigns to increase membership across sectors.
Advocacy	Strengthen collaboration with Bay of Plenty Council on marine pest monitoring.