



**STOP THEIR  
EXTINCTION**

**Maui's dolphins are in real trouble and need your voice to help turn things around!**

The number of Maui's dolphins over the age of 1 year has recently been estimated at just 55. They have declined significantly since the 1970s. If this trend continues, Maui's could go extinct in our lifetime. This is a conservation emergency, and they need you to be the voice of reason.

Maui's dolphins are endemic to New Zealand, critically endangered, and only live on the west coast of the North Island – yet their habitat has been only partially protected from fishing pressures and other threats since 2008. These protection measures do not fully extend across the entire range of the Maui's habitat, particularly within harbours and in more southern waters off the coast of New Plymouth. In addition, recent research has highlighted the importance of dolphin movement via a cross-island corridor, another area not currently protected. With so few individuals left, there is absolutely NO room for error.

In 2007, the Ministry of Fisheries (MFish) and the Department of Conservation (DOC) identified that gillnets (set nets and drift nets) and trawl fishing as the biggest human threats to these dolphins - yet have failed to act adequately to halt their decline.

In response to the latest abundance estimate and recent Maui's deaths, Minister Carter implemented an interim set net ban off the coast of Taranaki while the Maui's portion of the Threat Management Plan (TMP) is reviewed. The Ministry for Primary Industries (MPI) and DOC are now seeking submissions on various fishing- and non-fishing-related options within the TMP consultation paper available at: <http://www.doc.govt.nz/getting-involved/consultations/current/threat-management-plan-review-for-mauis-dolphin/>. They will consider all submissions and provide advice to the respective Ministers, who will make the final decisions on their relative sections. In WWF's view, these protection measure options are inadequate to halt the decline of Maui's dolphins, let alone allow them to recover.

This is a very serious issue. But Ministers are more likely to act to stop the extinction of our Maui's dolphins if they have the support of people like you.

The Chinese Yangtze River dolphin was declared functionally extinct in 2007. Don't let New Zealand become the first country in the world to allow a marine cetacean go extinct due to human-induced threats.

Your carefully considered personal letter carries more weight than many preformatted emails. So please, write a letter to the Minister for Primary Industries and the Minister of Conservation, expressing what you want for Maui's dolphins. You may also wish to send a submission to MPI and DOC, but the deadline is tight (by 5pm on Monday 12 November 2012).

**Maui's don't have a voice, but you do - your words can help stop their extinction.**

It is easy to prepare a letter and postage is free (just write 'Freepost parliament' in place of a stamp). If this is the first time you're writing to a politician, here are some useful tips:

- Start with 'Dear Minister' and date your letter
- Keep it brief and concise (no longer than a page) and stay focused on the issue
- Use headings to break things up
- Limit to 1-3 asks and clearly list them
- Use your own words but stay formal and sign your letter
- Include your name and contact details so you can receive a reply
- Add a personal story or state how the decline of Maui's dolphins affects you, your family, or your community
- Be polite - being abusive or offensive won't be taken seriously, or help Maui's

A submission on the TMP consultation paper can be similar, but should clearly focus on the options proposed by MPI and DOC.

Check out our 'summary and key points' document for a list of facts which will help you when compiling your letter or submission. For more technical information, please refer to WWF's Maui's and Hector's dolphin conservation summary. Both documents are available at the 'Hector's and Maui's campaign' > 'How you can help save the dolphins' page under Take Action at [wwf.org.nz](http://wwf.org.nz).

*For a personal letter to a Minister, address your envelope(s) to:*

Hon David Carter  
Minister for Primary Industries  
P.O. Box 18888  
Wellington 6160

Hon Kate Wilkinson  
Minister of Conservation  
P.O. Box 18888  
Wellington 6160

*For a submission, address your envelope to:*

Maui's dolphin TMP  
P.O Box 5853  
Wellington 6011

*Or email an electronic copy of your submission to:*

[MauiTMP@mpi.govt.nz](mailto:MauiTMP@mpi.govt.nz) (To comment on fishing-related options proposed by MPI)

[MauiTMP@doc.govt.nz](mailto:MauiTMP@doc.govt.nz) (To comment on non-fishing-related options proposed by DOC)

A single submission document containing comments on both fishing- and non-fishing-related option sent to both emails will suffice.

The submission deadline is 5pm on 12 November, 2012.