

Citizen Science for public reporting on local mallard brood numbers and survival rate, and associated habitat.

Approved: May 2012

Principal provider: Nathan Burkepile

Contract: F&G NZ staff member, no contract

Funding: \$8,000

Objective: To utilise public participation in the observation and baseline ecological measures of mallard duck survival and the impacts of various conditions on seasonal duck numbers over time.

Project Budget

Website Development and Maintenance	\$2,000
Promotions	\$1,000
Annual Newsletter	\$1,000
Misc supplies	\$1,000
Total	\$5,000

Website development and maintenance – This is for the development and maintenance of website just for the project. This includes cost for the website and make changes as needed throughout the year. I have also included a little extra cost for potential growing the project on a digital basis as the project matures.

Promotions – This is an estimated cost for things such as developing a series of videos. We are currently working on one video for promotion which the Public Awareness personnel are paying for travel and video editing.

Annual Newsletter – This is for the cost of developing an annual newsletter that summarizes the research and provide information to participants. Although most of it will be sent to participants as pdf's some will be sent to participants that do not have internet access. It also may include the cost of a designer to help with the layout of the newsletter

Misc. supplies – This is for envelops and stamps to mail out forms and newsletters to those who prefer not to use the internet. It also covers the cost for other miscellaneous expenses.