



Challenge: The volunteers who do the bulk of conservation work in New Zealand are more vital than ever. So, how can PFNZ get Kiwis to join in?

Insight: Conservation work that's invisible doesn't inspire anyone.

Idea: Competitive nature.

**Department of Conservation faces \$70m+
budget deficit over the next 5 years.**

Newsroom



Conservation groups are responsible for a third of New Zealand's land, but operate on less than 2% of our national budget. And with funding gaps on the horizon, more and more is expected from volunteers.

So, Predator Free NZ created Predometer.

Using a recent Strava update, Predometer makes every connected smart trap reachable, checkable, and restockable by anyone with a Strava ID, turning the bush into a new front of competition.

Predator Free NZ adds trapping to Strava.



In June 2026, the competitive fitness app Strava added a suite of hiking features, and let users access map functionality and off-route alerts, entirely offline.

Predometer uses this new Strava ecosystem to let hikers plan & plot exclusive routes through traps needing attention.

When hikers pause at one of these traps, their Strava does too, so they can top up, while taking a well-earned breather.

Using supplies (bait, CO2 canisters) sold at partnered retailers, with proceeds feeding back to PFNZ, all Predometer activity populates leaderboards and lets hikers earn naming (and bragging) rights for each trap they restock...

...at least until it's poached.

Stuff “PFNZ gives conservation a lick of high-vis Strava orange with Predometer.”

