



## **Seaweek Strategic Plan 2019-2021**

### Introduction:

Seaweek began in Australia as an art competition with a marine theme in 1987. It was launched in New Zealand in 1992 by the Marine Education Society of Australasia (MESA), a new organization formed in NZ in the early 1990s. When MESA was disestablished in 1999, its funds and work were amalgamated with the NZ Association for Environmental Education (NZAEE). Ownership of Seaweek likewise transferred to the association, which has continued to run it every March under a system of a paid National Coordinator and nationwide network of Regional Coordinators.

Seaweek's continued place in the environmental events calendar is testimony to the passion of many groups and individuals for marine education. Since the introduction of a rigorous strategic approach in 2010, NZAEE Seaweek has enjoyed stunning national success in terms of activities offered, participation, behavior change and action for the marine environment. Far from being "just one week" in which we celebrate the sea, Seaweek provides a catalyst for ongoing engagement and activities which make a demonstrated contribution to New Zealand's marine sustainability goals. It is the only national marine education and engagement event of its kind in Aotearoa.

NZAEE Seaweek has come to fill a significant gap in nationwide opportunities which promote learning about, in and for our oceans. This is critically important in a country with a "seascape" particularly rich and complex due to its range and scope and its geographic position across active plates, major water masses and current systems. Our marine area is over 15 times larger than that of our land; our exclusive economic zone is the fourth largest in the world. This amazing environment is home to more than 15,000 known species, many of which are not found anywhere else. With an average of seven new marine species identified every fortnight, scientists estimate there may be up to 65,000 species in NZ's coastal waters, yet less than 1% of our marine area has ever been surveyed.

Sustainable management of our oceans has become increasingly challenging. Although attributing high social and economic values to the sea is not new, the amount and ways in which people use it and the surrounding environment have grown rapidly. Our ocean and its inhabitants are under pressure from a wide range of human activities including coastal development, over-fishing, fishing methods, bad boating practices and climate change.

With its local focus, commitment from an ever-widening base of communities, groups and organisations and open approach to ongoing education, NZAEE Seaweek is uniquely positioned to encourage and

motivate positive changes towards marine sustainability. It embraces research, addresses current issues, celebrates success and brings people together with a common interest. Kia kaha, tangata moana!

Goal:

Seaweek inspires New Zealanders to experience, learn about and celebrate the sea. It is an annual opportunity to foster year round personal and social responsibility and collective action for a healthy marine environment.

Objectives:

1. Promote opportunities to learn about and experience the marine environment and better appreciate connections between land, sea and wellbeing.
2. Build a platform to strengthen networks and foster collaborative action and engagement for marine stewardship.
3. Empower and equip users of the marine environment to become caretakers and advocates.
4. Support community and cultural values to protect and enhance the marine environment for future generations.

Implementation:

<b>Objectives</b>	<b>Actions</b>
1,2	Provide information & resources throughout the year via website and social media
1,2	Continue to develop and implement communications plan
1,2,3,4	Publicise events programme & resources to stakeholders including scientists and specialists and tertiary institutions
1,2,3,4	Provide guidelines, support and ideas for regional coordinators, educators and event coordinators
1,2,3,4	Expand engagement with new audiences
1,2,3,4	Provide simple actions that everyone can do during Seaweek under a specific theme for the year.
2	Broaden our funding base by collaborating with others, identify funding sources and developing an action plan
2	Continue to peer review and extend the evaluation strategy and apply the results to review of objectives and ongoing development of Seaweek.
2	Review the Environmental Education for Sustainability Strategy & Action Plan for 2017-21 and other national marine initiatives how they can relate to Seaweek objectives.
1,2,3,4	Share Seaweek stories and successes to celebrate and inspire new thinking and actions.