



TIAKINA O TĀTOU MŌANA : CARE FOR OUR SEAS



Photo: Shannon Green

ABOUT SEAWEEK

Seaweek - Kaupapa Moana – is an annual, week-long promotion of kaitiakitanga of the sea coordinated by the NZ Association for Environmental Education (NZAEE). NZAEE’s flagship marine education and engagement event, Seaweek celebrates the beauty, diversity and significance of the sea and fosters personal and social responsibility and collective action for the marine environment. This year’s theme: ‘Tiakina o Tātou Mōana – Care for our Seas’ highlighting the impact of plastic, litter and other pollutants on our coasts and seas.



Photo: Wentworth School

EVENTS

Seaweek 2019 saw 250 registered events, seven competitions and many more un-registered events around the country. Participation was estimated at around 80,000 nationally.

A SNAPSHOT OF ACTIVITIES

- § The 2019 Seaweek Ocean Champion award, sponsored by the New Zealand Coastal Society, was presented to Lorella Doherty from Taranaki who challenged herself to pick up 10,000 cigarette butts in 10 days to highlight the damage this toxic waste is having on our seas;
- § Over 30 community-guided snorkel days and kayak days were run by the Experiencing Marine Reserves team in Northland, Auckland and other parts of the country;
- § A week of Seaweek activities was run by Te Arawa ki Tai Trust in Maketu, Bay of Plenty. Their wananga had *Arohatia the moana* as the theme and posed 3 questions “what’s wrong with the moana, what should we do, what’s stopping us”? These events were sponsored by Fisheries New Zealand / Ministry for Primary Industries.



Photo: Happy Steps Early Childhood Centre

Photo: Tamara Douglas



Photo: Department of Conservation

GETTING THE MESSAGE OUT

Seaweek was widely promoted through media, web and social media, and other channels.

Coverage included:

- § On TV: Fanimals on TV2 featured a different Seaweek event every day during Seaweek; Brighton Surf Lifesaving Club’s event featured on TV3 News.
- § On air: interviews with Seaweek coordinator Dr Mels Barton on 95bFM, Radio Rheema, Radio Ngati Porou and Radio Kidnappers; Fresh FM in Nelson featured local events; OAR FM’s children’s show in Dunedin featured Seaweek with songs and stories.
- § In print: items in local media, newsletters and magazines, NZ Herald ‘Weekend’ edition, two articles in Fisheries New Zealand magazine and multi-page teaching features in ‘Starters and Strategies’ teachers’ magazine.
- § Web and social media: updates to over 3,818 Facebook friends; over 400,000 retweets of Seaweek Twitter tweets; postings on Instagram; regular e-newsletters to over 4,111 members; a new 2019 range of Seaweek t-shirts and merchandise was launched on Seaweek’s online store.
- § Postings in libraries, iSites, Council websites and service centres, Eventfinder; links from over 40 organisational websites and e-mail networks across the country.

FOR TEACHERS AND EDUCATORS

§ The Seaweek website, a year-round marine education hub, hosted a wealth of teaching resources & tools. These included:

- A song and video for early childhood educators called “Love Our Seas” by Young Ocean Explorers and children’s entertainer Chris Lam Sam, funded by New Zealand On Air was launched during Seaweek 2019.
- A new poster from the New Zealand Marine Studies Centre based on the Rocky Shore resources called ‘Life Between the Tides’ was released online and in hard copy during Seaweek 2019.
- A book ‘Dolphins Down Under’ published by the Endangered Species Foundation and written by Liz Slooten and Steve Dawson, was sent to every high school in New Zealand during Seaweek 2019.

§ A new poster from the Hauraki Gulf Forum which highlights the vast scope of the Hauraki Gulf Marine Park, scaling the boundary; where it begins and ends, was launched in the NZ Herald in Seaweek 2019;

§ Teaching resources & tools from the Waikato University Science Learning Hub and Sustainable Seas Science Challenge;

§ Fish4All hosted a national Seaweek photo competition to gather photos to illustrate their Fish4All recreational fishing app allowing fishers to report their catches;

§ LEARNZ ran a virtual field trip on marine reserves in the run up to Seaweek 2019.

§ A LEARNZ Sustainable Seas virtual field trip, in association with NIWA and the Sustainable Seas Science Challenge was so successful in 2018 that it was repeated in Seaweek 2019;

HOW EFFECTIVE WAS SEAWEEK?

Seaweek’s regional coordinators and event coordinators did an amazing job showcasing their special places and issues and were very pleased with participation levels. Many events were organised to meet Seaweek’s objectives:

§ Foster informed discussion of issues and impacts and encourage personal responsibility and action taking.

“We saw where marine animals had adapted to the junk in the harbour, making it their home, and also how foreign marine animals liked to live and grow on junk in the harbour. We will be more careful when we go to the beach and out on the boat, considered about where we put our rubbish.” Event attendee, adult

“I learned how complex even a drop of water is and how it may be negatively impacted by increasing temperature, increasing acidity and microplastics. I am trying to stop my personal impact on the ocean and help with communal efforts.” Event attendee, adult

“We picked up lots of small pieces of plastic and fishing rope when searching for shells for sandcastles. This made my daughter more aware of the dangers that sea life faces with pieces of micro plastic everywhere.” Event attendee, adult

“Makes me feel like people can do more to help instead of not caring. Maybe become a marine biologist or help marine life by joining things.” Event attendee, youth

§ Encourage and cultivate lifelong pursuit of knowledge and understanding about New Zealand’s marine environment

“Increased my knowledge about biosecurity, native and introduced species in our harbour, and how we can protect our harbour.” Event attendee, adult

“I learned about the importance of mangroves in our marine environment.” Event attendee, primary age

“I knew very little about the micro species beforehand and the complexity of biodiversity in the ocean” Event attendee, adult

§ Raise awareness of connections between land, sea and wellbeing

"I learned about energy and its influence on where species can live, and the impact of humans on oceans and climate change - loss of calcium shells etc." Event attendee, youth

"Because of commercial and recreational fishing the Hector's dolphin faces extinction." Event attendee, adult

"Made me more aware of issues and conscious of how vital it is that we fight climate change." Event attendee, youth

§ Know where to access more information about our marine environment

"This book is amazing (Collins Guide to the NZ Seashore). I use it every day, I learn something new every time. It should be in every classroom." Facebook Friend

"I just saw the Hauraki Gulf poster, it's great ... I appreciate you including libraries for dissemination of information but also for letting us be part of supporting your important work of building awareness." Council Libraries Manager

§ Promote opportunities to experience the marine environment

"Will visit the beach more often with the shore guide and use it to identify marine life." Event attendee, primary age

"My children grew confident. They learned to deep dive with a snorkel. I was made more aware of habitats and the need to take the children more for a snorkel." Parent

"The event increased the likelihood of me going snorkelling. Will probably go snorkelling to collect rubbish. Would love to experience a real marine reserve."

Event attendee, youth

"The community was interested (more than 70 people - about 23 family groups - signed up which is more than double past conservation events). Everyone enjoyed the event and went away with some positive learning."

Event coordinator

§ Provide a platform for collaboration and long-term engagement to support marine stewardship and environmental action

"Great engagement (before, during and after) and relationship building with different communities and organisations that lead to future collaborations which this event achieved."

"Much more aware of the detrimental effect cigarette butts have on the marine environment. I will be going out of my way to pick these up whenever I see them."

"Want to volunteer and help an area when I can. Want to explore more with our daughter."

"For us it was about participating in Seaweek and increasing access to Te Papa's collections as well as engaging people in the marine environment."

Event coordinator



Photo: Angelina McBrydie

With thanks to our major sponsors and all our regional sponsors for their support.

