

Seaweek Strategic Plan 2016-2018

Goal:

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

Objectives:

1. To encourage and cultivate the lifelong pursuit of knowledge and understanding about New Zealand's marine environment.
2. Foster informed public discussion of issues and impacts affecting the sea and encourage personal responsibility and action taking.
3. Raise awareness of connections between land, sea and wellbeing.
4. Promote opportunities to experience the marine environment.
5. Provide a platform for collaboration and long-term engagement to support marine stewardship and environmental action.

Implementation:

Objectives	Actions
1,2,3,4,5	provide information & resources throughout the year via web site and social media
1,2,3,4,5	Continue to develop and implement communications plan
1,2,3,4,5	produce press releases & media articles with support from scientists / specialists
1,2,3,4,5	publicise events programme to stakeholders including scientists and specialists
1,2,3	suggest tertiary courses / institutions use Seaweek as a research topic or case study for student projects (eg marketing, tourism, science communication, media studies, education etc.)
5	produce guidelines for regional coordinators and educators
5	expand engagement with a new audience each year
4,5	provide simple actions that everyone can do during Seaweek under the continuing theme of "Healthy Seas, Healthy People"
5	broaden our funding base by collaborating with others, identify funding sources and developing an action plan
5	identify key partners to peer review and extend the evaluation strategy