

25 February to 5 March 2017



Seaweek is an annual, national marine education and engagement event hosted by the NZ Association for Environmental Education (NZAEE). It provides special opportunities to experience the beauty and mysteries of, and learn more about, the diversity and significance of our marine environment.

Seaweek is the only nationwide event dedicated to learning from the sea and developing a better understanding of what sustainability might mean in the marine world. Its overarching goal is to inspire New Zealanders to celebrate and learn from the sea. It is an annual opportunity to discover the mysteries of and renew our connections with the sea.

Most of all Seaweek is fun! It provides thousands of people with the opportunity to see, do, hear and discover something different.

Events

Seaweeek has enabled Kiwis of all ages to learn about, experience, take action for and celebrate New Zealand's seas, coastlines, beaches and catchments.

- § This year's Seaweeek saw 211 registered events, 14 competitions and many more unregistered events throughout the country. Approximately 100,000 people took part in Seaweeek 2017.
- § Resources and activity ideas distributed to 100 Auckland pre-schools were eagerly received by a growing and important audience of young children, their teachers and parents.
- § Seaweeek-themed activities and resources were used in Massey University's Auckland campus orientation week and to promote its marine sciences programme, reaching over 3000 students.
- § The New Zealand Coastal Society presented the 2017 Seaweeek Ocean Champion award to New Zealand's turtle expert, Dan Godoy. He was one of nine great nominees entered in this year's award.
- § In Northland, eight Community Guided Snorkel Days and two Community Guided Kayak Days organised by the Experiencing Marine Reserves team were well attended. There were ten similar events organised in Auckland and seven more throughout the rest of the country for Seaweeek.



Autumn, Sequoia and Noah enjoying the Seaweeek books in Wellington library. Photo: Pam Crisp

Getting the Message out

Widespread promotion in national, regional and local media took place during Seaweeek 2017 and included:

- § **On TV:** In Auckland the National Coordinator Dr Mels Barton was interviewed on Chinese TV station WTW about Seaweeek events, water safety and environmental issues.
- § **On air:** Interviews on Radio Live and 95bFM with National Coordinator Dr Mels Barton; Otago Regional Coordinator Tessa Mills interviewed on Otago local radio; Nelson's The Breeze did a lot of Seaweeek promotion; Seaweeek advertising run for a week on MORE FM in Auckland; Radio NZ's Our Changing World ran three programmes in March and April on seabirds and plastic.
- § **In print:** Items in local papers, newsletters and magazines around the country; the NZ Herald ran two stories promoting Auckland's Seaweeek events and resources; multi-page teaching features in 'Starters and Strategies' teachers' magazine and the 'Education Gazette'.
- § **Online:** regular e-newsletters kept Seaweeek's database of over 3350 members updated, while postings on Instagram, Facebook and Twitter greatly expanded Seaweeek's reach, with regular updates to over 2686 Facebook friends, and Seaweeek's Twitter tweets were retweeted to over 378,000 people.
- § **Plus...** Postings in libraries, I Sites, Council websites and service centres, Eventfinder, links from over 40 organisational websites and e-mail networks across the country.



Guided snorkeling with EMR

How effective was Seaweeek?

Seaweeek'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 specifically to meet Seaweeek's objectives:

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

"Every week should be Sea Week! We can all do it - and we all should challenge one friend today to avoid single use plastic for one single week! Together for a healthier planet!" Facebook Friend

Encourage and cultivate lifelong pursuit of knowledge and understanding about New Zealand's marine environment.

"Despite the urban catchment area causing a level of pollution we found eels, small fish and a myriad of invertebrates. All of our findings highlighted the importance of the stream to the local environment and to the quality of seawater as well as the marine environment at Eastern beach. The attendees were very engaged, especially the little kids." Event Coordinator

Raise awareness of connections between land, sea and wellbeing:

"We saw a dead bird and saw it was killed by eating fishing line so maybe I will be a bit more cautious." Event attendee, aged < 10

The attendees reported learning about the Porirua harbour water catchment and about the effects that land based pollution is having on the harbour." Event Coordinator

Know where to access more information about our marine environment:

"These [the NZMSC Seashore Identification Guides] were the most popular resources last year and I've seen them being regularly used in some of the EnviroSchools Kindergartens I visit." Early Childhood EnviroSchools Coordinator

Promote opportunities to experience the marine environment.

"I will be more confident to snorkel here again and try in other areas." Event attendee

"We broke some new ground in the community; getting people to consider marine conservation issues; getting people through the doors of an art gallery for perhaps the first time." Event Coordinator

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

"Our neighbors are making this an annual clean up event in conjunction with Seaweeek." Event attendee

"New partnership with The Breeze radio station who did a huge amount of promotion, and also ran a clean-up site for the public to join in on the day." Event Coordinator

"We are now getting orders from other people for penguin nesting boxes so this will become an ongoing thing." Event Coordinator

Resources

-  The Seaweeek website www.seaweeek.org.nz provided links to a wide range of resources and information including downloadable posters, flyers and documents. We also launched a new 2017 range of Seaweeek t-shirts and merchandise via an online store.
-  An Auckland sponsor printed hard copies of the beautiful posters and certificates, but demand quickly outstripped supply again!
-  The NZ Marine Studies Centre's 'Marine Metre Squared' resources (bi-lingual North and South Island Rocky Shore Guides, Sandy and Muddy Shore Guide and Rocky Shore Colouring Book) again proved extremely popular along with the 'Mudflat Mysteries Educational Activity Book' and posters (lifecycle of a crab, how to identify seashells).
-  'The Ocean of Tomorrow', a new Year 11 resource on ocean acidification was launched by the NZ Marine Studies Centre during Seaweeek 2017. Workshops around the country sponsored by the Lou and Iris Fisher Trust will introduce this important topic to teachers.
-  Interactive posters featuring the Young Ocean Explorers were launched for Seaweeek via the NZ Herald. The Young Ocean Explorers became a new national supporter and donated snorkel sets and their book as prizes for competitions around the country.
-  Special resources for teachers were compiled by the Waikato University Science Learning Hub, along with a Pinterest board and personal development tutorial for teachers.
-  Both the Department of Conservation and NIWA compiled a range of education resources for Seaweeek and Fish4All launched a new App for reporting recreational fishing catches. NIWA also launched new Managing Mangroves Guidelines during Seaweeek 2017.
-  LEARNZ created a new Marine Mammals virtual field trip for schools which they ran during Seaweeek and a new fiction story book about Otago sealife was launched in Dunedin.

What People Said

“Thank you for organising having the Seaweek National Coordinator at our cluster meeting. Her passion and unshakable belief that we can change the world is infectious.” Primary School Teacher

“I’m also a lifeguard and Nippers coach at Waipu Cove, and we did a special session about looking after the ocean, and picking up rubbish at the beach etc. Great work with Seaweek.” Event attendee

“I’m now beginning a few thoughts about mats of horse mussels in the bay here at Cooks Beach.” Event attendee

“Seeing people trying new things and learning more about their community and environment, bringing a variety of people together in one place. I’m not sure how well it can be measured but it was clear by the smiles on faces.” Event Coordinator

“Read lots and used the Seaweek literature to inform us and the tamariki.” Event attendee



Waikaraka kayaking with EMR



Having fun at Kaitarakihi Bay. Photo: Jacqui Geux



A competition winner



Guided snorkeling with EMR

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

