



Healthy seas
TOIORA TE MOANA **Healthy people**
TOIORA TE TANGATA



nzaee
Seaweek™
NZ ASSOCIATION FOR ENVIRONMENTAL EDUCATION

3-11 MARCH 2018

www.seaweek.org.nz

Seaweek - Kaupapa Moana – is an annual, week-long promotion of kaitiakitanga of the sea coordinated by the NZ Association for Environmental Education (NZ AEE). NZ AEE’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: ‘**Toiora te Moana – Toiora te Tangata – Healthy Seas, Healthy People**’ highlighted how important it is to look after the sea in order to maintain our own health and wellbeing.

Seaweek 2018

*Toiora te Moana – Toiora te Tangata
Healthy Seas – Healthy People*

A snapshot of activities

Seaweek 2018 saw 262 registered events, 10 competitions and many more un-registered events around the country. Participation was estimated at around 120,000 nationally.

- § Resources were sent to 100 Auckland pre-schools – a growing and important audience;
- § Taking part in the Volvo Ocean Race Village and education programme, in collaboration with Young Ocean Explorers and the New Zealand Maritime Museum;
- § The 2018 Seaweek Ocean Champion award, sponsored by the New Zealand Coastal Society, was presented to Experiencing Marine Reserves founding Director Samara Nicholas;
- § 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 seminar for 25 Maketu kaumatua was run by Te Arawa ki Tai Trust at Whakaue marae, Bay of Plenty focused on the Rena clean-up, paralytic shell-fish poisoning and whitebait (īnanga) research – sponsored by the Ministry for Primary Industries.

“Mels Barton from NZAEE offered support and encouragement from Seaweek. Her encouragement enthused us to persist despite the many challenges. The relationship with NZAEE will be mutually beneficial for our Trusts I am sure and one I look forward to developing further. Our missions are a perfect fit.”

Raewyn Bennett, Te Arawa ki Tai Trust

Getting the Message out

Seaweek was widely promoted through media, web & social media, and other channels. Coverage included:

- § On TV: Ocean Champion nominee, 8 year-old Gabrielle Dalton-Wilson, interviewed on TVNZ ‘What Now’; ‘Farewell to the Godwits’ (Christchurch) covered by TVNZ One News;
- § On air: interviews with Seaweek coordinator Dr Mels Barton on 95bFM, and Northland coordinator Jordie MacDonald on Tautoko Radio; promotions on East Coast local radio; features on Wellington Access Radio, More FM, Radio Rhema (‘Farewell to the Godwits’), and RNZ’s ‘Our Changing World’ (‘Estuary Tipping Points’ - a Sustainable Seas Science Challenge project);
- § In print: items in local media, newsletters and magazines, including running Auckland’s Seaweek programme in the NZ Herald ‘Weekend’ edition, and multi-page teaching features in ‘Starters and Strategies’ teachers’ magazine and the ‘Education Gazette’.
- § Web & social media: updates to over 3,315 Facebook friends; over 400,000 retweets of Seaweek Twitter tweets; postings on Instagram; regular e-newsletters to over 3,350 members; a new 2018 range of Seaweek t-shirts and merchandise was launched on Seaweek’s online store;
- § 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.



For teachers and educators

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

- 🐍 A Te Reo Māori versions of the New Zealand Marine Studies Centre's popular educational colouring book: 'The Rocky Shore: Who Eats Who?' - 'Te Ākau Pōhatuhatu: Ka kai ā wai i ā wai?' and educational activity book: 'Mudflat Mysteries' - 'Ngā Kōraha Māminga'.
- 🐍 A mobile app from the Marine Studies Centre for looking up animals and plants and entering information about what you find in your metre square whilst on the shore!
- 🐍 An interactive poster from the Hauraki Gulf Forum, augmented by an 'Explore the Gulf' app from Young Ocean Explorers, launched in the NZ Herald in Seaweek;

- 🐍 The new Young Ocean Explorers interactive website hosted a huge national competition that attracted entries from 1000 teachers.
- 🐍 Teaching resources and tools from the Waikato University Science Learning Hub and Sustainable Seas Science Challenge.
- 🐍 The re-launch of a Fish4All recreational fishing app allowing fishers to report their catches. Fish4All also hosted a national Seaweek poetry competition.
- 🐍 A LEARNZ Sustainable Seas virtual field trip, in association with NIWA and the Sustainable Seas Science Challenge.
- 🐍 Workshops for science teachers related to a Year 11 NZ Marine Studies Centre resource on ocean acidification: 'The Ocean of Tomorrow' - sponsored by the Lou and Iris Fisher Trust to introduce this important topic to teachers prior to Seaweek.

Celebrating success

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

"Awareness of the penguins and how our dog will kill them and how delicate they are" Event attendee, primary student

"I have more understanding now of the interactions between phytoplankton and climate change and will take this knowledge into my community groups" Event attendee

"I will tell people how important it is to keep the oceans clean, encourage them to eat less fish because I am already vegetarian, encourage people to fish according to the guidelines so there will be better fish in the sea." Event attendee, youth

- 🐍 Encourage and cultivate lifelong pursuits of knowledge and understanding about our marine environment

"I learned that climate change increasing ocean temperature by 2 degrees kills corals" - Event attendee

"How increase of CO² in the air between 1970s and today is affecting marine environments, food chains,

carbon cycles. How amazing the little things are, how significant micro-organisms are to the health and well-being of the planet, some implications of the disruption/degradation of their watery environments." Event attendee

"The success is in the attendance at each event and people sharing their excitement about what they have learnt or experienced. This year there was a buzz about Seaweek." Regional coordinator

- 🐍 Raise awareness of connections between land, sea and wellbeing

"It has made me more determined than ever to work towards a zero waste lifestyle" Event attendee, retired

"It's given me a clearer picture of what can be done in this area to bring the (mauri) life force of this stream and bush back to life to restore it's significant features that was once living in this bush" Event attendee

"To celebrate Sea Week today we found out more about green lipped mussels kuku. We discovered

what amazing filter feeders they are because they clean water by sucking the water in and out, while the dirt is filtered. We also found out how yummy there are as we made mussel fritters.” Pre-school teacher

“Our theme for Seaweek is “Guardians of the ocean” and each class will devise an inquiry based on this. It may be linked to what do we do on the land that impacts on the sea, how can we improve the oceans for animals and people” Primary teacher

§ Know where to access more information about our marine environment

“I will look more carefully at the coastal environment, and understand factors affecting it.” Event attendee

“Success was the group learning something new, whilst contributing to monitoring the environment.” Event coordinator

“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

§ Promote opportunities to experience the marine environment

“One of our participating schools, a remote school in South Wairarapa, has indicated they would like to do more virtual excursions in the future.” Event coordinator

“Participation of the Waitakere Outrigger Canoe club, who offered a paddle experience on their waka, was very popular and several people were interested in joining the club after the experience”. Event coordinator

“Many community members engaged in our science and activities, now following our social media pages. Offers to provide research assistance. Prospective new students interested in Vic Uni programmes.” Event coordinator

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

“I will try and join a conservation group for children so their knowledge continues to grow.” Event attendee

“I will visit the estuary more often, perhaps join the estuary protection group.” Event attendee, retired

“When the audience asks questions during and at the end of the talk, AND people who attended are still talking about it a week later!” Event coordinator

“People being aware, and making cafe owners think a bit about the use of plastic. I haven’t measured it yet, but will be following it up once I have looked into alternatives, and got packages together for cafe owners. Then success will be measured on how many go plastic straw free in future.” Event coordinator

I am not after quick hit promotions - I am aiming for longer term engagement, hence the use of our libraries.” Event coordinator

“We have had a National Real Estate company say that they will sponsor future events involving any film screenings about oceans and raising awareness’ Event coordinator



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



Ministry for Primary Industries
Manatū Ahu Matua

