



nzaee

Seaweek.

NZ ASSOCIATION FOR ENVIRONMENTAL EDUCATION



Seaweek 2021 Snapshot Report

Prepared by Sir Peter Blake MERC

Photo Credit: Bare Kiwi

2020-2021



Celebrating connecting with our seas

TOI MOANA ~ TOI TANGATA



**CELEBRATE CONNECTING
WITH OUR SEAS**
TOI MOANA - TOI TANGATA

NZAEE Seaweek

Sat 6 - Sun 14 March

Sign up for emails



Our Mission Seaweek's mission is to inspire New Zealanders to experience, connect with, and celebrate the sea. It is an annual opportunity to learn about the social and environmental responsibility we have; to take care of our seas and get involved in collective actions to promote a healthy marine environment.

Our Story Seaweek was first held in New Zealand in 1992, directed by the Marine Education Society of Aotearoa (MESA). Shortly after, the leadership of Seaweek was then passed to the New Zealand Association for Environmental (NZAEE). Seaweek events are mostly organised, facilitated and supported by non profit organisations, volunteers, NZAEE members and a wide range of individuals and groups. Since 2019, Sir Peter Blake Marine Education and Recreation Centre (MERC) has been at the helm managing and organising Seaweek events in Auckland in addition to overseeing national coordination.

Introduction

From Rākaumangamanga to Rakiura, people of all ages came together for Seaweed 2021 to celebrate connecting with our seas. Over 140 public events across NZ were advertised on our new [website](#) which launched in early March. Organizations, community groups, schools, individuals and businesses alike joined together to organize a wide range of events for all ages,

On our website and social media channels we showcased opportunities to immerse yourself in the sea; to do snorkeling, paddling, sailing, seashore monitoring and more! There were sea themed writing, photography and painting workshops – or you could choose to participate in cleanups, attend film screenings, lectures or webinars!

A few days before the kick off on 6 March, Auckland was in alert level 3 and several events were postponed. We didn't let that rain on our parade though!

NZAAE Seaweed

Sat 6 - Sun 14 March

Upcoming Events



Wed
03 Mar

Viruses in the Sea: the good, the bad and the vast unknown

Canterbury



Wed
03 Mar

Water Quality Monitoring Workshop

Bay of Plenty



Thu
04 Mar

"What's my Waka" - CAN Seaweed Driftwood Sculpture Competition & Exhibition

Hawke's Bay

[View all events](#)

There were several online events and giveaways that helped us maintain engagement with our nationwide audience over Seaweed. Our first ever Facebook Live event and the Bill Ballantine Memorial Lecture, which was held on zoom this year, were accessible to everyone, regardless of location and both were well attended.

We were also very excited to receive 26 video entries into the Ocean Champion Challenge for which we had new categories and sponsors supporting this year.



Antarctic Sea Ice at Petone Library

Sat Mar 06 2021

Wellington



Massive Marlborough Clean Up: Rarangi

Sat Mar 06 2021

Marlborough



Taonga Moana - A Love Letter to the Oceans

Sat Mar 06 2021

Auckland



Exploring Dunes at Tapuarau Conservation Area

Sat Mar 06 2021

Manawatu - Whanganui

[Load More](#)

over
140
Public events
were listed
on the new
website

Our Engagement Strategy

1.

Connect

Engagement in immersive marine themed experiences; above and under the water – with sand between the toes and salt spray in the face.



2.

Educate

Sharing our knowledge and this key message with all those we interact with: the ocean is important in all of our lives.



3.

Act

Empowering individuals to put emotion and energy into action and increase awareness around what we can do to protect te moana.



Auckland

The awesome energy we felt at several well attended Seaweeek events was welcomed after a strange year.

- 30+ independent events organized across AKL.
- 3 events were online engagements - workshops & talks which we intended to be in-person events but were moved to zoom due to covid-level changes. (we reported higher attendance than expected at these - likely due to the easy accessibility.)
- Many cleanups were held across the region, some by Sustainable Coastlines and others by various community groups.

Waitakere Local Board supported the Whau River Clean up & Silent Disco City Clean up in Henderson plus film screenings at 3 different locations!



The prettiest 'rubbish' we've ever found on the streets!

Papaya Stories



Cleaning up the Whau River

Friends of Wairaki Stream annual Seaweeek Cleanup



North Island

Outside the Auckland region there were 50+ public events

- 4 engaging workshops on topics ranging from Water Quality Monitoring to Sustainable Living- Circular Economy Solutions
- 10+ talks & seminars to educate the public on impacts of climate change, learn about Antarctic Sea Ice, bird migration and eOceans
- Lots of participation from Libraries in Wellington and Hawkes Bay hosting story times, documentary screenings & hosting seminars
- Several cleanups and unique opportunities to learn about the sea in a local setting.



Sustainable Taranaki team member read ocean stories to kids at Puke Ariki Library, New Plymouth



Petone Beach Clean Up Crew



Our Seas Our Future

Mar 14 · Wellington, New Zealand

Our Wellington team in collaboration with Seasick Sunscreen Co. focused a cleanup during Seaweeek cleanup along Oriental Bay.

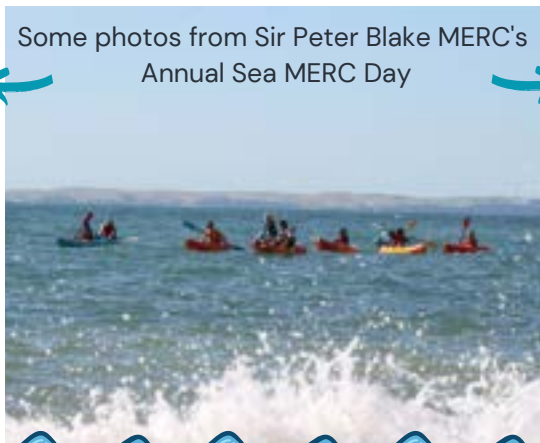
• Microplastics is an issue along the Wellington coastline, as we have found during our previous cleanups in the area.



• Our No Butts Campaign also netted over 600 cigarette butts in a short space of time.



Some photos from Sir Peter Blake MERC's Annual Sea MERC Day



South Island

Across the South Island there was a great variety of events!

- Christchurch was a Seaweed hot spot with heaps of engagement opportunities, over 35 events – all sorts of engagement opportunities!
- Several libraries hosted storytimes, crafts, talks & movie screenings
- NZ Marine Studies Centre hosted events for the public & brought marine education to several schools in Southland in the 'Aquavan'.
- The Massive Marlborough Clean Up brought together about 100 people who volunteered their time to clean-up a popular Dunedin beach.
- 'Marine Science Night' & 'Local Stories of our Big Blue Backyard' brought community and researchers together at Akaroa Boat Shed

Behind the scenes of the NZMSC livestream event: 'Eyes Underwater'



Rod Morris leads a photography workshop.

Photo credit: Izumi Schmidt



Port Marlborough
Mar 11

Wednesday's Seaweed activities involved an interactive lesson with the amazing marine scientists from the Cawthron Institute!

Lucky children from the Picton School NZ Kaitiaki group, and Weka and Tui classes from Waikawa Bay School were treated to a day out at the Shakespeare Bay intertidal area to learn about estuary flora and fauna, and how these are indicators of a healthy habitat. 🐙

[Read less](#)



Cawthron Institute
Mar 11

It's been an amazing adventure for school kids who joined the Learnz Online Field Trips team and Cawthron's Rob Major to learn about seaweed aquaculture this Seaweed. It's not too late to watch the videos and join in the fun - most have been shared via Sustainable Seas Challenge's Facebook page or you can visit www.learnz.org.nz/seaweedaquaculture211. [Read less](#)

Port Nelson Cable Bay Snorkel Day enabled 152 participants to enjoy the marine environment and strengthen their connection to the ocean. This annual event is hosted by Experiencing Marine Reserves was supported with sponsorship from Port Nelson, the Department of Conservation, Cable Bay Kayaks, Guardians of the Sea and Tasman Bay Guardians.

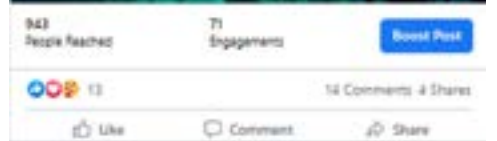
Photo Credit: Bare Kiwi



Online Engagement



This year our Facebook page had more consistent social media posts, educational content, giveaways, and videos. Our number of followers has reached 4,989, an increase of 720 in one year!



Thanks to Facebook App NZ for organizing Seaweed's first ever 'Facebook Live' hosted by Te Radar with guests Rob Lewis, Marine Scientist & Coordinator of the 'Shark Spy' Project, Moana Tamariki-Pohe, Community Leader & Environmental Enthusiast, and Charlie Thomas, Ocean Conservationist & Volunteer.

Organic Reach
10,354



Reactions
107

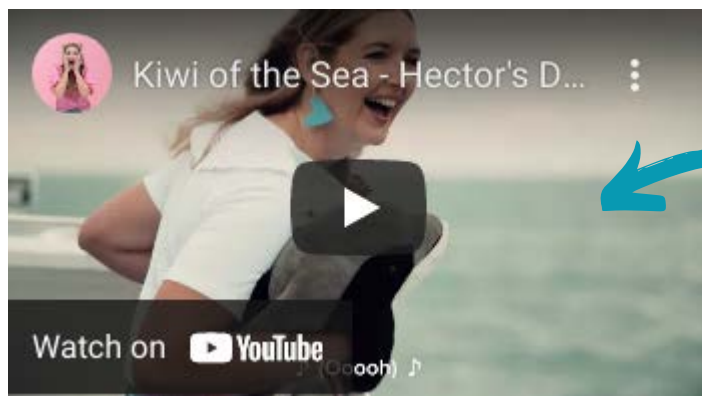
Organic post reach (left) peaked at 10,354 on 19 February 2021 and the date we had the highest rate of engagement (107 reactions, comments and shares) was 7 March.

Seaweeek Media

@Seaweeek was tagged in a large number of social posts by various organizations, non profits and community groups. We were tagged in posts by: Sustainable Seas, Massey University, MetOcean Solutions, Plant & Food Research, Nelson Museum, NZ Science Learning Hub, TVNZ Sunday, Marine Metre Squared, New Zealand Marine Studies Centre, Sustainability Trust, Litterati, Land Air Water Aotearoa, Australian Association for Environmental Education (AAEE) and so many more plus individuals all over Aotearoa!



The annual Bill Ballantine Memorial Lecture, a collaboration with University of Auckland, was held online this year due to covid-19 but the positive thing is that we attracted a worldwide audience totaling 120 live viewers via Zoom on the night. The lecture was uploaded as a Youtube video and has had 250+ views since.



Black Cat Cruises & Music with Michal produced a music video: [Kiwi of the Sea- Hector's Dolphin : Black Cat Cruises Song](#) which premiered over Seaweeek.



Bare Kiwi produced a video about Port Nelson's Cable Bay Snorkel Day – a successful collaboration between many groups!



Some great links to content created for Seaweeek:

- [Ethically Kate's Blog: How To Look After The Ocean](#)
- [Starter's & Strategies Seaweeek Feature](#)
- [LEARNZ 2021 Seaweed Aquaculture Fieldtrip](#)

Ocean Champion Challenge

This year we had received a record number of video entries (26!) all genuinely unique in their own way: 9 entries from siblings & individuals and 17 entries created by groups.

“Thank you for offering our students this fun challenge. They gained a lot of insight into how a film is made and it added a whole other dimension to our volunteering day at the river. Your questions really made them think about the benefits of what they were doing.”
– Taradale High School Teacher



Thanks to all the Ocean Champion Sponsors for donating prizes so we could award entrants for their great work protecting the moana.



Senior Ocean Champion Award Winner, Zoe Luffman, received \$500 from New Zealand Coastal Society



New Entrants at Ormiston Primary School were the winners of a class trip to Kelly Tarlton's Sealife Aquarium



Students at Ruakaka School were awarded a LittaTrap, to install in a storm drain of their choice!



“We were shocked by how much rubbish we found beside the river during our clean up. It made us think twice about how we dispose of our rubbish.” – Taradale High School Students

200+

Estimated # of events
for the public, including
programs brought to
individual schools

Through the month of March, during Seaweeek 2021

we engaged with thousands of Kiwis in NZ, and we
want to say a big THANK YOU for your participation.



We thank you for your ongoing support of Seaweed.



Acknowledgements

Seaweed gets a huge amount of support from various organisations and individuals but we'd like to acknowledge Foundation North for supporting the redesign of the new website in addition to the coordination of events in Auckland and Northland.

We couldn't manage the work we are pursuing across the nation without an army of volunteer regional coordinators and all those that organise events with no financial support from us. Hats off to everyone that volunteers time to support Seaweed.

Thanks to Ocean Champion Challenge Prize Sponsors: Enviropod, New Zealand Coastal Society, Sea Life Kelly Tarlton's, Rethink Reusable Fresh Produce Bags, Ethique, Harper Collins Publishers NZ, Klean Kanteen, Remix Plastic, and Experiencing Marine Reserves.



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