

OVERVIEW

Seaweed is New Zealand's celebration of the sea and the many ways we are connected to it.

Seaweed brings together a wide range of groups across the country to organise a variety of accessible opportunities for participants to immerse themselves in learning about the marine environment. We promote events which enable people to engage with the ocean and develop a deeper sense of connection - inspiring and empowering everyone to be guardians - kaitiaki - of the moana.

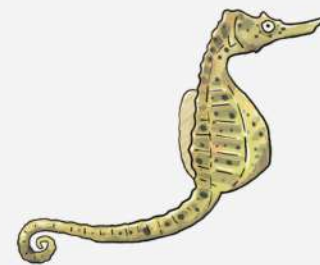
Celebrations have taken place annually in early March for the past 32 years. Over the last few years, our team at Sir Peter Blake Marine Education & Recreation Centre (MERC) have been working towards increasing Seaweed's impact by fostering engagement with the ocean year-round through activities for a diverse audience at their facility in Long Bay & online.



MISSION

Our mission is to provide opportunities for all people to discover the ways our lives are connected to the sea.

To inspire strengthened connections to the marine environment, Seaweed coordinates activities that create awareness of the interconnected link between ocean health, biodiversity, well-being and climate change. We achieve this through:



Coordinating a wide range of accessible events and engagements during our main event in early March.



Collaboration with organisations, community groups, businesses and agencies which help spread Seaweed key messages.



Year-round communication and learning opportunities, for curious individuals and entire communities to engage with ocean science and marine recreation.



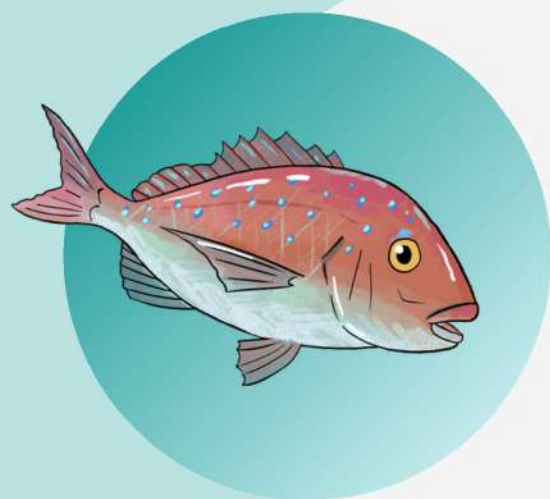
INCREASED AWARENESS

Comprehension of the threats to the marine environment, the ocean's role in our climate and our relationship with the ocean.



INSPIRING EXPERIENCES

Ignite interest in the ocean through positive interactions with the ocean. Participants are excited to learn more and continue engaging



BE PART OF THE SOLUTION

Empowered to take pro-ocean behaviours and knowledge to influence widespread change and action.

OBJECTIVES

Through participation in Seaweeek individuals develop their understanding of the ocean's importance, have a stronger connection to the marine environment, and are more compelled to take action.



ENGAGEMENT

Research shows that an increased sense of connection to place positively influences environmental behaviour and collective action. To nurture and build relationships with the ocean we will use these engagement methods.

HANDS-ON ACTIVITIES

Positive ocean recreation experiences and interactive learning spark curiosity and guardianship leading to a positive impact on our oceans.

SHARING KNOWLEDGE

Communicating the important role of the ocean in all our lives; creating oxygen, regulating our climate, supporting economies and wellbeing.

CREATIVE EXPRESSION

Fostering strengthened connections to the ocean through creative outlets and art forms.

INSPIRING ACTION

Participating in citizen science, adding observations to public data sets, contributing to restoration activities, community monitoring and surveys.

STRATEGIC PLAN

Increase the number of paid regional coordinators to increase the impact and number of events nationwide.

COORDINATION IMPACT

- Paid coordinators utilise their existing networks, amplified by Seaweed national communications to engage their communities
- Every region has a coastal connection, to increase impact we engage seaside groups and spread inland.
- Through regular engagement, Seaweed values stay 'front of mind' & we create a continuous celebration of our connection with the sea.

