The ocean and humans are inextricably interconnected

Ocean Literacy Principle #6

Seaweek is New Zealand's celebration of the sea and the many ways we are connected to it. Celebrations have taken place annually in early March for the past 33 years. Seaweek 2026 aims to help increase ocean literacy across Aotearoa by emphasizing Ocean Literacy Principle #6.

Regional Coordinator Role Description: To coordinate and support others in organising a wide range of accessible events, be a catalyst for ideas, and communicate these with the national coordinator. We rely on Regional Coordinators to build a collaborative network that reaches throughout their community to engage with Seaweek and to assist with some of the local publicity. It is important for regional coordinators to ensure that events associated with Seaweek align with our objectives.

Seaweek Objectives: More detail in our Strategic plan

1. Increase ocean literacy and awareness of the role of the ocean in our lives and of our impacts on the sea.
2. Provide positive experiences for participants to become more confident in exploring our ocean and gain understanding of our unique marine species and ecosystems;
3. Empower participants to take positive action for our ocean through daily, choices, citizen science, and/or restoration activities.
4. Build connection between individuals, their communities and their environment.
5. Centre on accessibility and sustainability to promote understanding of the importance of the ocean to New Zealand's social, economic, cultural and environmental wellbeing.
6. Provide resources for learning more about and protecting our marine environment.
7. Inspire people to celebrate and learn from the sea.

Key Messages

- We have a shared responsibility - kaitiakitanga
- What we do now makes the difference tomorrow
- Our seas are our survival

Regional Coordinator Tasks

- Collaborate with providers to offer young people and their families, whanau & communities a range of opportunities to connect with the sea through hands-on activities, creative expression, knowledge sharing, and taking action for our ocean.
- Showcase and celebrate innovation and positive action in your region.
- Support and promote local events and initiatives.
- Explore collaborative opportunities to expand Seaweek in your region.
- Communicate regularly with event organisers throughout the planning process and

during Seaweek.
- Follow up with organisers to complete surveys (both their participants and the organisers) as well as submit photos and details from events afterward.

Seaweek Events
Events for 2026 will be listed on our website http://www.seaweek.org.nz and promoted nationally via the What's On tab at national, regional and local levels. We are working on a new website where these can be submitted directly, otherwise they are emailed to us.

Schools are encouraged to get involved in Seaweek and should be contacted before the end of 2025 so they can be thinking of their programmes over the holidays, as Seaweek happens very soon after they come back.

Competitions are always popular, organisations linked to the sea that want to promote themselves may sponsor prizes, not-for-profits may like to run the competitions to they get publicity for their cause too.

2025 events are summarised on creative, immersive, educational, and celebratory and community action events. Past events have typically included:
- Community guided snorkelling days with Experiencing Marine Reserves
- Beach experience family days
- Theatre and variety show performances
- Community guided kayaking, paddleboarding days and bird watching trips
- Rock pool rambles and seashore surveys
- Lectures, talks, guided walks, seminars, forums, hui and summit discussions
- Citizen science initiatives and skill building
- Boat trips, cruises, yacht races, waka ama, raft races and regattas
- Beach, harbour and island clean-ups and other restoration activities
- Open days, guided tours, exhibitions and roadshows
- Sculpture, poetry, art, photography competitions or exhibitions
- Explore and discovery trails at zoos, aquariums, museums
- Creative workshops at libraries or other venues
- Film shows and concerts
- Teacher and school capability development workshops
- Whale rescue and dive courses

To apply send a cover letter and CV to:

Seaweek@merc.org.nz
Laura Jordan-Smith, Auckland & National Coordinator
Sir Peter Blake Marine Education & Recreation Centre

Seaweek.

SIR PETER BLAKE MERC MARINE EDUCATION & RECREATION CENTRE