



Seaweek Kaupapa Moana 2016

**“Toiora te Moana - Toiora te Tangata,
Healthy Seas - Healthy People”**

27 February - 6 March 2016

We can all link our history back to the sea. As an island nation, New Zealand’s people have all arrived by sea from other lands and have depended on the sea for food, trade, transport and recreation. Our stories about the sea are deep rooted in myths, legends, culture and tradition, and many of our special places are beside the sea.

So what does the sea mean to you, and what are the stories you’d like to share about the sea? From whaling to whale watching, fishing to surfing, singing to sailing, our uses of the sea continue to evolve and change. Our survival, and the survival of the rich tapestry of biodiversity that inhabits our seas and shores, depends on us balancing those uses carefully, so our seas and the resources we rely on will continue to support us.

The world’s oceans are under pressure and their ecosystems are failing. How much of that is down to us? Exploring these uses, traditions, balances and conflicts - and learning from them - is what Seaweek is all about.

About Seaweek

Seaweek is an annual marine education, action and awareness event coordinated by the New Zealand Association for Environmental Education (NZAEE).

New Zealand’s “seascape” is particularly rich and complex due to its range and scope (sub-tropic to sub-antarctic) and its geographic position across active plates, major water masses and current systems. Our marine area is over 15 times larger than our land area and our exclusive economic zone is the fourth largest in the world. This amazing environment is home to more than 15,000 known species, many of which are not found anywhere else in the world. Seaweek has a demonstrated role to facilitate learning from and celebrating the spectacular sea that surrounds us, and aims to strengthen our sense of connection with and responsibility towards the marine environment.

Seaweek 2016 is once again supported by Foundation North (formerly ASB)

Community Trust), Department of Conservation, NZ Marine Studies Centre University of Otago, the DSP Print Group Ltd and many local sponsors, interested businesses, organizations and groups throughout New Zealand.

The New Zealand Coastal Society will again provide prize money for the winning Seaweek Ocean Champion for 2016.

NZAAE welcomes three new supporters for 2016 in Greater Wellington Regional Council, The National Aquarium of New Zealand - Napier City Council and Environment Canterbury Regional Council who all provide Regional Seaweek Coordinators.

Theme for Seaweek 2016

The theme for this year's Seaweek is:

“Toiora te Moana - Toiora te Tangata, Healthy Seas - Healthy People”

The Seaweek Strategic Planning team decided to revisit the popular and successful Seaweek 2013 theme and use it for the next 3 years of Seaweek (2016-2018) following analysis of evaluation data from participants and coordinators. They found that this theme was the most easily understood, that people could clearly relate to it and apply it to their daily lives. Instead of changing the theme every year the Seaweek team will aim to bring on board a different target audience each year for the next 3 years. A new target audience for 2016 will be pre-schoolers, their families and whanau.

The theme challenges us to delve deeper into our many connections with the sea and look at what we are learning from studying its wonders. The issues that affect the sea are not necessarily obvious or immediate and many originate from actions taken on the land. Making the connection between catchment and sea, surface and depth, water quality and ecology, our use of the sea and its health - and how that affects our health - are all areas to explore within this year's theme as well as reflecting on the lessons the sea teaches us.

Seaweek 2016 will call on Kiwis from all walks of life to celebrate Tangaroa's realm, tackle issues such as marine pollution and learn about the positive impacts of initiatives such as sustainable fishing and marine reserves to look after our seas for future generations. We all contribute to taking care of our oceans.

Get Involved!

Seaweek is all about learning from each other and sharing experiences about and around the sea. No one agency or organization in New Zealand manages our ocean, it is something we all contribute to.

If you, your organization, group, company, family or community would like to hold an event, run a competition or host any other kind of activity during Seaweek we will publicise it for you – contact the National Coordinator, Mels Barton on mels@subliminal.co.nz 021 213 7779 with your ideas.

Follow Seaweek on Facebook and Twitter at:

<http://www.facebook.com/sea.week>
<https://twitter.com/Seaweek2015>

You can read the three year Seaweek strategic plan at www.seaweek.org.nz

Seaweek Objectives – over the next three years Seaweek will help New Zealanders:

1. Become more aware of the effects humans have in and on the sea;
2. Increase understanding of the contribution the sea makes to New Zealand's social, economic, cultural and environmental wellbeing;
3. Understand more about how the sea connects communities and how it is connected with the land;
4. Know where to access more information about our marine environment;
5. Have access to exciting sustainable experiences in, on and for the marine environment;
6. Report increased inspiration to celebrate and learn from the sea.

Key Messages

- We have a shared responsibility - kaitiakitanga
- What we do now makes the difference tomorrow
- One ocean - our stories, our future
- Our seas are our survival
- Having fun, feeding ourselves, showing respect
- Making connections through the sea
- Weird, wonderful and fragile
- Loving the sea, being the change
- Seaweek (using the brand) www.seaweek.org.nz
- Celebrating the sea.

Seaweek Events

Events for 2016 will be listed on our website <http://www.seaweek.org.nz> and promoted nationally. A wide variety of exciting events occurs at national, regional and local levels.

2015 events included highlights such as:

- Community guided snorkelling days with Experiencing Marine Reserves
- Non-motorised beach experience family days
- Theatre and variety show performances
- Community guided kayaking days and bird watching trips
- Stingray day, maui dolphin day, duck races, rock pool rambles and seashore surveys
- Lectures, talks, guided walks, seminars, forums, hui, pecha kucha and summit discussions
- Boat trips, cruises, yacht races, waka ama, raft races and regattas
- Beach, harbour and island clean ups
- Open days, guided tours, exhibitions and roadshows
- Sculpture, poetry, art, photography competitions
- Explore and discovery trails at zoos, aquariums, museums, libraries and education centres
- Film shows and concerts

- Teacher and school capability development workshops
- Whale rescue and dive courses

Reported numbers at the registered events in 2015 totalled an estimated 65,000. With the likely but unknown number of additional unregistered events, including schools, numbers could be more around the 80,000 mark.

Seaweek “Ocean Champion”

In 2015 we repeated the national competition to find the Seaweek “Ocean Champion” which was sponsored by New Zealand Coastal Society with \$500 prize money for the winner. Nominations were taken via the Seaweek website from 1 November 2014 until 31 January 2015 and voting on the nominees took place from 1-28 February also via the website. All nominees were featured on the Seaweek website and the winner was announced at the national launch event during Seaweek.

There were 17 nominees and over 900 people voted. The competition will run again in 2016 with nominations open from 1 November 2015.

Supporting Seaweek

NZAESE Seaweek is funded totally through sponsorships and in-kind support. NZAESE currently seeks new sponsors for Seaweek 2016. If you can offer sponsorship or support of any kind, or would like to be a Regional Coordinator for your area we’d love to hear from you.

Seaweek 2016 is sponsored by:

Foundation North (formerly ASB Community Trust)
 Department of Conservation
 New Zealand Marine Studies Centre (Otago University)
 Environment Canterbury Regional Council
 Greater Wellington Regional Council
 The National Aquarium - Napier City Council
 DSP Print Group Ltd
 New Zealand Coastal Society

The following additional organisations have previously supported Seaweek

Experiencing Marine Reserves
 Ministry for the Environment
 Ministry for Primary Industries
 Seafood Industry Council
 Auckland Council
 NIWA
 NZ Geographic
 Dive NZ magazine
 Starters and Strategies
 Pacific Development and Conservation Trust
 St Kilda Marine Environment Trust
 Forest and Bird
 Worldwide Fund for Nature NZ

National Marine Management Context

With an average of seven new marine species identified every fortnight, scientists estimate there may be up to 65,000 species in NZ's coastal waters, yet less than 1% of our marine area has ever been surveyed. Sustainable management of our oceans has become increasingly challenging.

Although attributing high social and economic values to the sea is not new, the amount and ways in which people use it and the surrounding environment have grown rapidly. Our ocean and its inhabitants are under pressure from a wide range of human activities including coastal development, over-fishing, fishing methods, bad boating practices and pollution. Although surveys show there is support for more marine protection around NZ, proposals at the ultimate end of the spectrum (no-take marine reserves) continue to attract strong opposition. Interested groups tend to be frequently divided on other issues such as aquaculture, cultural use/take, marine mammal sanctuaries, fishing quotas and industrial developments, with arguments occurring at a high level of tension.

Research also shows there is a lack of understanding of our marine environment and how to look after it better. People do not seem to link their actions with impacts individually, nor collectively. There is a strong sense of personal right to use and "ownership" of marine and coastal assets. In the absence of any national public relations or education plan to help address such issues, Seaweek has a demonstrated role to facilitate learning from and celebration of the spectacular sea that surrounds us.

NZAEE Seaweek

Seaweek is an annual, national celebration of the sea coordinated by the New Zealand 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. Seaweek is the NZAEE's flagship event and has been run annually for 25 years.

NZAEE was established in 1984. Its aim is promoting and supporting lifelong learning and encouraging behaviours that lead to sustainability for New Zealand / Aotearoa. NZAEE is an independent voice for environmental education, empowering people to respect and nurture the environment, recognising its link with the social, cultural and economic aspects of sustainability.

Contacts

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