



Sea Change – Tai Timu Tai Pari Community Engagement September 2013–January 2015 Appendix 4 of 8: Events

March 2014 – January 2015



Hauraki Gulf
Marine Park
Ko te Pataka kai
o Tikapa Moana
Te Moananui a Toi



Hauraki Gulf Forum
Tikapa Moana
Te Moananui a Toi

Ministry for Primary Industries
Manatū Ahu Matua



Department of
Conservation
Te Papa Atawhai

Waikato
REGIONAL COUNCIL
Te Kaitiaki a Hōriko o Waikato

Auckland
Council



In partnership with mana whenua and the following agencies:

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Introduction

Sea Change – Tai Timu Tai Pari is a marine spatial planning initiative designed to secure a healthy, productive and sustainable future for the Hauraki Gulf/Tikapa Moana.

The outcome of the project will be the first Hauraki Gulf Marine Spatial Plan, completed by June 2015. This plan will ultimately inform how the Hauraki Gulf is shared, used and safeguarded now and for future generations.

It's all about improving the Gulf – its ecology, its economy and the health and wellbeing of its communities.

Safeguarding our treasure – together

A shared resource like the Hauraki Gulf/Tikapa Moana is a shared responsibility. Everyone interested in its wellbeing should be able to contribute their knowledge and ideas to the plan for its future. For this reason, the Sea Change – Tai Timu Tai Pari process is being managed through a collaborative, consensus-driven, 'outside in' stakeholder-driven model, to meet or exceed international examples and best practice.

From day one, this project has been about empowering stakeholders. The community chose the Stakeholder Working Group (SWG) – the collaborative group at the heart of the process who will develop the Hauraki Gulf Marine Spatial Plan – and Gulf communities and mana whenua have also provided much of the knowledge that sits alongside scientific research to guide ongoing project work.

Engagement reports

This report is one of nine reports that together summarise the outcomes of the community engagement and communication processes undertaken from September 2013 to January 2015, to support the work of the Stakeholder Working Group.

Mana whenua engagement is not summarised as part of these nine reports. Mana whenua have been empowered to design and run a 'side by side' parallel mana whenua engagement and communications process without prescription as to method, with project support provided on request. Any reporting of this parallel process will be by mana whenua.

All other project engagement and communication reports are available, together with other project documentation, on www.seachange.org.nz.

A note on overall engagement methodology

Following community feedback and a separate mana whenua process, 14 diversely skilled and connected people from around the Hauraki Gulf/Tikapa Moana, including four mana whenua members, were appointed to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group in September 2013. All subsequent community engagement activities have been mandated by the SWG through their Independent Chair. The IAP2 public participation spectrum has provided a best practice framework for engagement activities, data collation and reporting.

The scope and geographic area of Sea Change – Tai Timu Tai Pari are wide, encompassing the entire combined Auckland and Waikato eastern coastal and marine areas and their contributing catchments. Given this, the project team has needed to employ a range of engagement techniques – from face to face forums, to online engagement, media, social media, events, videos and surveys – to reach stakeholders. Wherever possible, the preference has been for 'in place' engagement: Sea Change – Tai Timu Tai Pari has gone out to communities to meet them 'where they're at' – within their communities, on beaches, around the Gulf – rather than requiring them to 'come to us'. This proactive approach, while resource-hungry and sometimes a hard ask for those involved in the project, has been particularly important in ensuring the participation of small, remote and rarely-consulted communities in Sea Change – Tai Timu Tai Pari, the Hauraki Gulf Marine Spatial Plan.

Executive Summary

A shared resource like the Hauraki Gulf is a shared responsibility. Everyone interested in its wellbeing should be able to contribute their knowledge and ideas to the plan for its future. For this reason, the Sea Change – Tai Timu Tai Pari process is being managed through a truly innovative ‘outside in’ stakeholder-driven model, in partnership with mana whenua.

The basic premise of an ‘outside in’ approach (also termed a ‘bottom up’ approach) is that the knowledge and capability to solve pressing ecological problems already exists within communities – it just needs to be brought together, in a way that doesn’t allow one voice or agenda to dominate.

For Sea Change – Tai Timu Tai Pari, this outside in approach is being managed by the Stakeholder Working Group, or SWG, appointed to the role in December 2013. International stakeholder processes have shown that engagement around ecological issues is faster and more cost-effective if it is promoted by existing groups or networks with high credibility, solid structure and clear aspirations – and that involving these existing organisations is crucial to attract groups who might otherwise feel marginalised.

From January 2014 to February 2015, Sea Change – Tai Timu Tai Pari exhibited at a series of festivals, shows and events around the Hauraki Gulf – with particular emphasis placed on connecting with people to profile and increase awareness of the Sea Change – Tai Timu Tai Pari project.

During the period of March 2014, Sea Change – Tai Timu Tai Pari exhibited at a number of events with the purpose of promoting the project, providing information and activities as well as encouraging people to fill out the Hauraki Gulf Use and Values survey.

From May 2014 onward, the focus of the Sea Change – Tai Timu Tai Pari team’s engagement at events was to:

- **Raise awareness** of Sea Change – Tai Timu Tai Pari;
- **Engage and connect**, with the aim of achieving new sign ups to the newsletter;
- **Derive significant user-generated content** through videos and comments made on site;
- **Generate reportable data** which can be used to support and inform the work of the SWG.

The following table is a record of the events that Sea Change – Tai Timu Tai Pari was present at and the quantified outcomes following each event.

Event	Hearts on Map	Conversations	Sign up to Newsletter	Video commentaries	Collateral distributed
Akld Hutchwilco Boat Show	1059	2000+	250	19	1000+
Whitianga Scallop Show	278	250+	76		200+
Kowhai Festival	64	74	38		100+
Hauraki Māori Cultural Festival	176	100+	35		30+
Conservation Week	0	25	2		30+
Akld On Board Water Boat Show	1489	2000+	530		1500+
Kauaeranga Eco-Arts Festival	0	0	0		
Totals	3066	4449+	931	19	2860+



THE EARLY EVENTS

Engagement Report

The Early Events 2014

During the early days, the engagement team were out and about in gulf communities, supporting Sea Week activities, getting kids involved in sea-themed games and connecting audiences to the Hauraki Gulf Marine Park.

The purpose of this early engagement was to raise awareness of the Sea Change – Tai Timu Tai Pari project, to listen to the voices of the Gulf and to encourage people to complete the Hauraki Gulf Use and Values survey.

Sea Change – Tai Timu Tai Pari displays included a giant map of the Hauraki Gulf that received many a ‘wow’ moment at each event. People did not realise how big the Hauraki Gulf truly is and enjoyed identifying their ‘most’ favourite spot by marking the map with a heart. Since these early days, the Hauraki Gulf Map has continued to be a ‘favourite’ at public events.

Sea Change – Tai Timu Tai Pari exhibited at the following events:

Event: SEA WEEK 2014

Venue: Silo Park, Auckland

Event date: 2 March 2014

Sea Week started with a splash at a family fun day at Silo Park, on the waterfront in Auckland. Auckland Council and its partners present interactive, educational activities for all ages. Sea Change – Tai Timu Tai Pari was present at this event providing information and activities on Sea Change – Tai Timu Tai Pari.

Event: NZAEE SEA WEEK LAUNCH 2014 by invitation only

Venue: The Floating Pavilion, Auckland

Event date: 8 March 2014

Representatives from the Sea Change – Tai Timu Tai Pari project were in attendance as Mayor Len Brown and MP Nicky Wagner launched NZAEE Sea Week 2014 at the Floating Pavilion on Auckland’s Viaduct Harbour. Attendees enjoyed a performance by the Red Leap Theatre Company from their production, SEA.

Event: PASIFIKA

Venue: Western Springs Park, Auckland

Event date: 8 March 2014

Promoted as the world’s biggest celebration of Pacific Island culture and heritage, Western Springs Park is transformed into 11 authentic and traditional Pacific Island villages. The Sea Change – Tai Timu Tai Pari team enjoyed getting kids involved in sea-themed games and raising the project’s profile through discussion with festival attendees.

Event: ASB POLYFEST

Venue: Manukau Sports Bowl, South Auckland

Event date: 12- 15 March 2014

The theme for the ASB Auckland Secondary Schools Maori and Pacific Islands Cultural Festival 2014 (Polyfest) was ‘Care for our seas and our lands, so that the safety of our homes, both present and past endures forever’ – a perfect match for the aims of Sea Change – Tai Timu Tai Pari. Project staff engaged, listened, informed and provided activities for the festival patrons and enjoyed some incredible performances!

Event: INTERNATIONAL CULTURAL SHOW

Venue: War Memorial Park, Mt Roskill

Event date: 30 March 2014

Showcasing cultural diversity, attendees enjoyed music, dance, sport and of course food from cultures around the globe. The Sea Change – Tai Timu Tai Pari team provided project information and activities on Sea Change – Tai Timu Tai Pari.

Event: AUCKLAND COUNCIL - MATARIKI FESTIVAL

Event date: Jun-Jul 14

Historically, Matariki occurred at the end of the harvest season. It was a time to fill the storage houses (pātaka kai) with food and for whānau and friends to come together, acknowledge the successes of the past year, and look towards the year ahead.

Our Māori culture is our point of difference in the world and Matariki Festival celebrates this very special time in the New Zealand calendar with 31 days of culture, food, fun and entertainment.

From kapa haka to flax weaving, interactive hīkoi and culinary delights there is something for everyone to enjoy. The festival gives us the opportunity to highlight and promote our arts and culture to be understood, valued and celebrated for benefit of all Aucklanders and visitors.

Sea Change – Tai Timu Tai Pari exhibited at one of the events with the purpose of sharing and raising the project's profile among festival attendees. The site was dressed with the newly prepared and up-to-date Sea Change – Tai Timu Tai Pari collateral and staffed by project staff.

An underwater photograph showing a dense field of green and brown seagrass blades. A small, light-colored fish is visible swimming near the bottom in the center. The water is clear and blue.

AUCKLAND HUTCHWILCO BOAT SHOW

Engagement Report

Auckland Hutchwilco Boat Show

Venue: ASB Showgrounds, Greenlane

Event date: 15-18 May 2014

The Hutchwilco New Zealand Boat Show is billed as “New Zealand’s largest, most popular and most varied boat show.” Around 30,000 people per year attend, with a strong audience skew towards boaties, water skiers and divers from throughout New Zealand.

In 2014, the Sea Change – Tai Timu Tai Pari team exhibited at site 456 in Hall 4, alongside Telecom’s Catch Fish not Cables, MPI, Biosec, EMR and Navigation Safety.

The site was dressed with newly prepared and up-to-date Sea Change – Tai Timu Tai Pari collateral and staffed by project staff, professionally presented in branded polo shirts. SWG member Conall Buchanan also assisted with staffing the site on Saturday 17 May.



Purpose and objectives

- To **raise awareness** of Sea Change – Tai Timu Tai Pari among Boat Show attendees, many of whom are likely to be intensive users of the gulf and not easily accessed as they are not necessarily affiliated.
- To **engage and connect**, with the aim of achieving around 300 new signups to the newsletter.
- To **derive significant user-generated content** through videos and comments made on site, which can be used to populate the website and potentially throughout project communications.
- To **generate reportable data** which can be used to support and inform the work of the SWG.

Supporting mechanisms

1. Large-format (2A0) maps and heart stickers – to answer the question “where is your favourite place in the Gulf?” and draw people into the stand.
2. Large pull-up banners, factsheets, brochures and Hauraki Gulf posters – to inform.
3. Digital space for signing up to newsletter (paper duplicates also available and well utilised).
4. Video comment opportunity (via ‘Love our gulf’ team) Friday and Saturday afternoons.

Quantified outcomes

- 1059 hearts on the three 2A0 maps
- 2000+ conversations (tracked via tick sheet).
- 250+ new signups to newsletter.
- 19 video commentaries recorded.
- 1000+ each of brochures and factsheets distributed.



Conversations

Sea Change – Tai Timu Tai Pari has generated significant online conversations in online recreational fishing forums since the February release of the AUT-managed Hauraki Gulf Use and Values Survey. Much of that online traffic has been negative towards the project, so the project team was briefed and prepared to deal with a potentially confrontational audience at the Boat Show.

The opportunity to counter misinformation and have ‘turnaround’ conversations with Boat Show attendees was one of its key opportunities.

The degree of receptiveness to change opinion among people who were initially confrontational, negative or actively hostile was a welcome surprise. Project staff had been briefed to:

- actively engage with the hard conversations
- encourage objectors to become more informed by reading the onsite information, asking questions and taking away collateral (factsheets and brochures) outlining the facts of the project
- sign up to the newsletter to stay in the loop with ongoing developments and future options to have their say.

The vast majority of attendees took this willingness to engage positively, and many went away signed up to the newsletter and with some or all of their misperceptions countered.

Youth and school children

Any unexpected by-product of the project’s presence at the Boat Show was the opportunity to connect with schoolchildren (particularly those attending with school groups) youth and their teachers. There was a high level of engagement with the project among the younger age group, with many signing up to the newsletter and taking away factsheets and posters.



Connections made for follow-up

Around a dozen attendees affiliated with key sector media, companies or with educational institutions asked for further information and follow-up regarding Sea Change – Tai Timu Tai Pari. These opportunities were followed up by relevant members of the project team throughout May-June 2014.

WHITIANGA SCALLOP FESTIVAL



Engagement Report

Whitianga Scallop Festival 2014

Location: The Esplanade, Whitianga

Event date: Saturday, 6 September 2014

Celebrating its 10th year anniversary, one of New Zealand's most popular seafood events, the Whitianga Scallop Festival was held at Whitianga, Coromandel on Saturday, 6 September 2014.

Over 5000 people (local and international) braved the rain showers to sample the delicious cuisine, experience the local hospitality and enjoy the ambiance the festival had to offer. Entertainment from iconic New Zealand performers, seafood cooking demonstrations from iconic NZ chefs and craft and information stalls rounded out another exceptional Whitianga Scallop festival celebration.

Sea Change – Tai Timu Tai Pari saw this event as an opportunity to engage with the Coromandel and wider community (at place) to raise awareness of the project and to connect people with the Hauraki Gulf Marine park.

The Sea Change – Tai Timu Tai Pari team was issued a site (36A) at the top end of the craft stalls zone (see Attachment A). The site was under a 3x3m pop-up marquee and dressed with prepared and up-to-date Sea Change – Tai Timu Tai Pari collateral and staffed by project staff, wearing branded polo shirts. SWG members, Joe Davis and Alison Henry also assisted with staffing the site on Saturday, 6 September 2014.



Purpose and objectives

- To **raise awareness** of Sea Change – Tai Timu Tai Pari among the festival attendees, many of whom are likely to be users of the gulf.
- To **engage and connect**, with the aim of achieving new signups to the newsletter.
- To **generate reportable data** which can be used to support and inform the work of the SWG.

Supporting mechanisms

1. Large-format (2AO) and heart stickers – to answer the questions “Where is your ‘most’ favourite place in the Gulf?” and provide further opportunity for story-telling.
2. Large pull up banners, brochures and Hauraki Gulf posters – to inform.
3. Paper sign up forms to newsletter.

Quantified outcomes

- 278 hearts on one 2AO map (plot point spatial analysis undertaken to report back to SWG).
- 250 tracked contacts/conversations in seven hours stand was open.
- 76 new signups to the newsletter.
- Approximately 200+ brochures and posters distributed.
- A parochial crowd buried Whitianga under a tsunami of hearts on our map.

Conservations

There were a number of the ‘turnaround’ conversations that are such a feature of these events. At every event perhaps five per cent of people come in combative and full of misinformation – and by and large they leave signed up and positive about the project. A quick chat can work wonders...

Project staff had been briefed to:

- Actively engage with the hard conversations;
- Explain and inform the public of the Sea Change – Tai Timu Tai Pari project;
- Encourage the public to become more informed about the project by signing up to receiving the newsletter – to follow the outcome of the round table discussions and to feed into the process to have their say.

The vast majority of attendees took this willingness to engage positively, and were keenly interested to learn more about the health and wellbeing of the Hauraki Gulf Marine Park through the process of Sea Change – Tai Timu Tai Pari.



Kyna Hart spends time talking Sea Change Tai Timu Tai Pari with ‘a large scoop’ of Whitianga prawns



2014 Whitianga Scallop Festival Site Plan



2014 Whitianga Scallop Festival – map of "Hearts"



RODNEY KOWHAI FESTIVAL

Engagement Report

Rodney Kowhai Festival

Venue: Warkworth

Event date: 11 October 2014

The Kowhai Festival is a community event that takes place every October in and around Warkworth, Matakana and the beautiful Mahurangi Coast.

It is organised by a group of dedicated and enthusiastic volunteers who are maintaining a 45-year tradition of celebrating all the things that make Rodney such a great place to live, work and play. This includes gorgeous scenery, delicious food and wine, talented artists and musicians, diverse culture, fantastic recreational opportunities and, above all, a welcoming and supportive community spirit.

The event is a highly attended but relaxed festival, attended by many people from the local area, as well as visitors from Northland and Auckland to the south.

The tent site was situated off the main street and next to the children's entertainment area (bouncy castles). The sites next to us were Mike Pero Mortgages and the Plunket Society. Our site was dressed with Sea Change – Tai Timu Tai Pari maps and collateral. Two project staff (branded project polo shirts) manned the stall between 9am – 2:30pm. SWG member Dave Kellian visited the site in the afternoon.

As the site was off the main street, there was considerably less direct foot traffic passing the site than sites on the main street. However, people often remained at or near the site while their children played, providing an opportunity to good conversations about the project to occur.

Purpose and objectives

- To **raise awareness** of Sea Change – Tai Timu Tai Pari among Festival attendees and Rodney residents. Many Rodney residents are likely to be intensive users of the gulf. It is also an opportunity for the project to be present across the wide geographic project area.
- To **engage and connect**, with the aim of targeting people to sign up to the newsletter and direct them towards the survey on the website.
- To **generate reportable data** which can be used to support and inform the work of the SWG.



A smaller crowd at the Rodney Kowhai Festival were happy to engage in the consultatio process.

Supporting mechanisms

1. Large-format (2A0) maps and heart stickers – to answer the question “where is your favourite place in the Gulf?” and draw people into the stand.
2. Large pull-up banners, factsheets, brochures and Hauraki Gulf posters – to inform.

Quantified outcomes

- 64 hearts on the two 2A0 maps (spatial analysis to be undertaken before reporting back to SWG).
- 74 conversations (tracked via tick sheet).
- 38 new signups to newsletter (43% sign-up rate).
- 100+ brochures and factsheets distributed. Many children took ‘Our Changing Gulf’ posters (from the Hauraki Gulf Forum).

Conversations

This stall was an excellent opportunity to raise awareness of the project at a local level. There was generally a low level of awareness of the project, although there were notably 3-4 people who had either a high awareness of the project or had actively provided feedback.

As with previous events, when people understood what the project was about they were generally very supportive of the aspiration of the project, many taking the opportunity to remain informed by signing up to the newsletter. An occasional number of people expressed scepticism at the ability of some project partners to work together.



One of the many colourful guest to the Sea Chnage - Tai Timu Tai Pari stand.

An underwater photograph featuring a large, detailed lobster as the central subject. The lobster's legs and claws are spread out, showing intricate textures and colors like orange, brown, and green. Small, dark fish are swimming around the lobster. The background is dark and filled with various marine life and coral. A white rectangular box with rounded corners is positioned in the upper right, containing the text 'HAURAKI MĀORI CULTURAL FESTIVAL' in blue capital letters.

HAURAKI MĀORI CULTURAL FESTIVAL

Engagement Report

Hauraki Māori Cultural Festival 2014

Venue: Kerepehi Marae, Kerepehi

Event date: Saturday, 18 September 2014

The 2014 Hauraki Māori Cultural (kapa haka) Festival was held at Kerepehi Marae, Kerepehi. It was the fifth time this auspicious occasion was hosted by the people of Ngati Hako in front of the tupuna whare (meeting house), Te Iti o Hauraki.

Teams from the rohe (region's) Kohanga Reo, primary schools and kura kaupapa Māori travelled near and far to take part in this event, performing and demonstrating Haurakitanga (culture specific to Hauraki) at its finest.



Over 800 people attended the event throughout the day to support ngā tamariki (children) me tauira (and students) performances and to tautoko (support) the whānau ki Kerepehi (people of Kerepehi).

Sea Change – Tai Timu Tai Pari saw this event as an opportunity to have ‘presence’ as well as engage with the whānau and wider community supporting this event to raise awareness of the project.

The Sea Change – Tai Timu Tai Pari team was issued a site on the marae ātea (marae grounds) in close proximity to the performance marquee and beside the ‘Te Wananga o Aotearoa’ stand. Project staff wearing branded polo shirts set up and staffed the stand from 9.00am until 3.00pm.

Purpose

- The purpose of participation at this festival was:
- To **have ‘presence’ and raise awareness** of Sea Change – Tai Timu Tai Pari among the festival attendees, many of whom whakapapa to Tikapa Moana.
- To **inform** iwi Māori of Mana Whenua process.
- To **engage, connect and to listen** to iwi stories and/or concerns.
- To **encourage** sign up to the Sea Change – Tai Timu Tai Pari newsletter, to follow the outcome of the round table discussions and to feed into the process to have their say;
- To **generate reportable data** which can be used to support and inform the work of the SWG.

Supporting mechanisms

1. Large-format (2A0) and heart stickers – to answer the questions “Where is your “most” favourite place in the Gulf?” and provide further opportunity for storytelling.
2. Large pull up banners, brochures and Hauraki Gulf posters – to inform.
3. Paper sign up forms to newsletter.

Quantified outcomes

- 176 hearts on one 2A0 map (spatial analysis undertaken for SWG report)
- 35 new signups to the newsletter (youth signup permissions being obtained via parents).
- 100+ tracked contacts/conversations in six hours stand was open.
- Approximately 30 brochures and posters distributed.
- Paeroa, Manaia and Coromandel town buried with hearts on our map.

Conservations

The Sea Change – Tai Timu Tai Pari stand was professionally displayed and many of the festival attendees commented on the look of the display, the information provided and complemented the Sea Change – Tai Timu Tai Pari branding.

It became evident that the majority of festival attendees were not aware of the Sea Change – Tai Timu Tai Pari project. In the majority of contact conversations, most thought Sea Change – Tai Timu Tai Pari was a fantastic project and were heartened to learn that a marine spatial plan is to be developed to ensure the health, wellbeing and sustainability (the mauri) of Tikapa Moana (Hauraki Gulf) into the future.

Festival attendees appreciated that the project is a collaborative approach and that Mana Whenua are leading their own process to ensure Mātauranga Māori is to be integrated into the spatial plan.

Many conversations were around memories of shellfish gathering and favourite fishing spots that are now very hard to harvest. Others talked of where the best spot to catch the biggest kingfish are, while other conversations (which were reflective of the ‘heart on the map’ interaction) included reconnections to the Coromandel area and the memories of those that have passed on.

There was a high level of engagement among the younger age group, with many keen to sign up to receive the newsletter. 95% of students took the opportunity to take Sea Change – Tai Timu Tai Pari brochures, fact sheets and posters.

The vast majority of attendees took the opportunity to engage positively, and were keenly interested to learn more about the health and wellbeing of the Hauraki Gulf Marine Park through the process of Sea Change – Tai Timu Tai Pari. It was a fantastic opportunity to have Sea Change – Tai Timu Tai Pari at the Hauraki Māori Cultural Festival.



We had some wonderful conversations with our visitors from the festival.

Hauraki Māori Cultural Festival Photos



2014 Hauraki Maori Cultural Festival – map of “Hearts”





CONSERVATION WEEK

KAUAERANGA VISITOR CENTRE

Engagement Report

Conservation Week 2014

Venue: Department of Conservation Kauaeranga Visitor Centre, Thames

Event date: 1 – 9 November 2014

Sea Change – Tai Timu Tai Pari was invited to include a display at the Department of Conservation's (DOC) Kauaeranga Visitor Centre in Thames from 1 – 9 November 2014, in celebration of Conservation Week 2014.

It provided the opportunity for the Sea Change – Tai Timu Tai Pari display to be profiled over the week alongside other displays in the Visitor Centre. Visitor numbers fluctuated during Conservation week and low visitor numbers enabled DOC staff to participate in meaningful discussions about the project.

The Sea Change – Tai Timu Tai Pari display was situated directly across from the main front doors and made a positive impact with its vibrant blue colours, Love our Gulf A20 map and smart collateral.

Purpose

- To **raise awareness** of Sea Change – Tai Timu Tai Pari among Visitors to the centre;
- To **encourage** sign up to the Sea Change – Tai Timu Tai Pari newsletter, to follow the outcome of the round table discussions and to feed into the process to have their say;
- To **generate reportable data** which can be used to support and inform the work of the SWG.

Supporting mechanisms

1. Large-format (2AO) map for display purposes.
2. Large pull up banners, brochures and Hauraki Gulf posters – to inform.
3. Paper sign up forms to newsletter.

Quantified outcomes

- 25 tracked conversations.
- 2 new signups to newsletter.
- 30+ brochures and factsheets distributed.

Conservations

While visitor numbers to the Kauaeranga Visitor Centre were low over Conservation Week, DOC staff reported that they received positive comments about the quality of the Sea Change – Tai Timu Tai Pari display and collateral. Other comments included surprise at how big the Hauraki Gulf Marine Park is and that it is a great project.

Visitors were keen to peruse the brochures and factsheets while at the Visitor Centre.

A scenic view of a body of water under a blue sky with scattered white clouds. In the background, a green hill with some trees and a small structure is visible on the right, and distant hills are on the left. The water is a deep blue with gentle ripples.

AUCKLAND ON-WATER WATER BOAT SHOW

Engagement Report

Auckland On-Water Boat Show

Venue: Viaduct Events Centre, Viaduct Basin, Auckland

Event date: 25 – 28 September 2014

Held in Auckland's magnificent Viaduct Harbour over four days, this is New Zealand's largest on-water boat show. It attracts both national and international visitors passionate about boating and caters for those interested in fishing, big yachts, small yachts, powerboats, launches, water-skiing, jet skis or paddle boarding. This year, visitor numbers to the show increased by 14% and the show boasted over 200 exhibiting organisations in the Viaduct Events Centre and three surrounding pavilions.

The site was dressed with the Sea Change – Tai Timu Tai Pari collateral and staffed by project staff assisted by staff from both the Department of Conservation and Ministry of Primary Industries, all professionally presented in branded polo shirts.

The Sea Change – Tai Timu Tai Pari team exhibited at site 224A in pavilion 2 and was situated between Hurricane Products and The Boat Centre & Warren Hay Marine. Our display was sufficiently different from the displays in proximity and it drew a lot of positive attention. A higher percentage of attendees paused to examine the display and ultimately interacted by putting a heart on the Love Our Gulf maps or engaged in meaningful discussion with project staff than those that walked on by.



Purpose

- To **increase awareness** of Sea Change – Tai Timu Tai Pari among Boat Show attendee. Recreational fishers / boaties remain a 'difficult to access' group of gulf users with potential high interest in the project;
- To **communicate key messages** and provide an update on progress and outcomes of the project to date;
- To **achieve** 100 new signups to newsletters, directly attributable to Boat show presence;
- To **drive** people to available online survey opportunities, thereby generating specific data for use within the discussions of any of the six Roundtables.

Supporting mechanisms

1. Large-format (2AO) maps and heart stickers – to answer the questions “where is your favourite place in the Gulf?” and draw people into the stand.
2. Large pull up banners, fact sheets, brochures and Hauraki Gulf posters – to inform.
3. Paper sign up forms to newsletter.
4. Video comment opportunity

Quantified outcomes

- 1489 hearts on four 240 maps (spatial analysis underway to determine plot points and report back to SWG).
- 2000+ conversations (tracked via tick sheet).
- 530+ new signups to newsletter.
- 1500+ each of brochures and factsheets distributed.



Conservations

‘Put your heart on the map’ and chocolate fish were brilliant ice-breakers and provided a safe ‘entry point’ or ‘hook’ for many who might otherwise have felt threatened or disinterested. It also provided project staff the opportunity to extend the conversation.

Project staff were willing to actively engage with the hard conversations to enable attendees to become better informed through discussion, by reading the onsite information, asking questions and taking away collateral. A result of this engagement was to enable attendees to sign up to the newsletter to stay in the loop with ongoing developments and future options to have their say.

20% of attendees initially thought Sea Change – Tai Timu Tai Pari was connected to the National Party’s proposed recreational fish closure while others thought the project was about establishing the Hauraki Gulf as a marine reserve entirely. Some attendees thought the project was about the fishing quota and wanted to know what happened to the LegaSea project while others were suspicious that nothing would change into the future. One attendee was extremely anti-Watercare and viewed them as horrendous polluters of the harbour/gulf.

Many attendees took the opportunity to share their experiences of the Hauraki Gulf with project staff. Four recreational fishermen reported that they were fed up with commercial fishing boats long lining, in close to Motutapu, Waiheke Island and Maraetai and all concluded that commercial fishing of any kind should be banned with the Hauraki Gulf. An ex-commercial fisherman also expressed that it was time to stop commercial fishing in the Hauraki Gulf.

It is worth noting that many conversations, particularly with older people, highlighted the fact that there has been significant decline in fish stocks and water quality in their lifetime. Many even spoke about fish stocks being much better as recently as the 70s.

Also, it is important to note that there was a recurring suggestion to provide a 'rest period' or 'seasonal' theme to fishing from many attendees. Suggestions included:

- Divide the Gulf into 'zones' either at a macro level or micro/local level. Then only allow fishing in one 'zone' at a time, e.g. if you had four zones, you're only fishing each zone once every four years. This would likely need a range of zones at each micro/local level in order to maintain access.
- Ban fishing in certain 'seasons' – particularly spawning or migratory seasons (if these are known).

A member of the Federated Farmers advised project staff that he was very anti-DairyNZ and the 'changes' they were making. He talked a lot about the Hauraki Plains and how they used to be swamplands and was very positive about the project and improving the state of the gulf for future generations.

Demographically the show drew an older crowd on the week days (aged 50-60s) and a younger crowd during the weekend. While youth attendance was relevantly low, there was good engagement with the project among teenagers and young adults, with at least 60% of youth signing up to the newsletter and taking away factsheets and brochures. Children accompanied by their parents enjoyed placing a heart on the Love Our Gulf maps, and also took Hauraki Gulf Forum posters and project collateral to share with their teacher and class mates at school.

Project staff were pleased to be able to engage with a number of Asian people at this show, and noted how interested they were of the project. Project staff haven't had the opportunity to interact with the Asian community at previous events so it was great to be able to make some contacts at this show.

When talking with attendees, the project team concluded that there was an overall lack of knowledge about the project, or, a misconception about the project. However there was a definite 'buzz' following conversations. Most attendees were very pleased to learn more about the project and many signed up to receive the project's newsletters as they wanted to be kept informed as decisions were made or took collateral to consider further. Attendees really became interested when they realised that the planning process would have an impact on what types of activities can occur in different places and that coordinated planning was occurring and the process was inclusive of the Hauraki Gulf communities.



An underwater photograph showing a large school of fish, likely silver trevally, swimming in clear blue water. The fish are silvery with a hint of blue on their sides. They are swimming in various directions, some towards the camera. In the background, a coral reef is visible, and the water is a deep blue. The overall scene is vibrant and dynamic.

AUCKLAND COUNCIL

MARKETING & COMMUNICATIONS EVENT

Engagement Report

Auckland Council Marketing & Communications Day

Venue: 135 Albert Street Council Office, Auckland

Event date: 5 December 2014

On Friday 5 December 2014, Auckland Council provided the opportunity for project staff to display and 'share' their project profiles within the organisation through the provision of an Information station.

Sea Change – Tai Timu Tai Pari project staff exhibited a display at this two-hour event alongside other Auckland Council projects.

The site was dressed with the Sea Change – Tai Timu Tai Pari collateral and staffed by project staff, professionally presented and wearing the project's branded polo shirt.

Purpose

- To **raise awareness** of Sea Change – Tai Timu Tai Pari among Auckland Council staff;
- To **encourage** other Auckland Council departments to be involved in the project's work;
- To **generate reportable data** which can be used to support and inform the work of the SWG.

Supporting mechanisms

1. Large-format (2A0) map and heart stickers – to answer the question "where is your favourite place in the Hauraki Gulf" and to draw people to the stand.
2. Large pull up banners, brochures and Hauraki Gulf posters – to inform.
3. Paper sign up forms to newsletter.

Quantified outcomes

- 12 tracked conversations lasting 5 minutes or more, explaining the project and talking about how other departments could become more involved.
- 24 hearts on the 2A0 map (spatial analysis recorded and will be reported back to SWG).
- Five brochures and factsheets distributed.

Conservations

While this event was limited to Auckland Council staff, Sea Change – Tai Timu Tai Pari received positive comments about the project, its processes and the quality of the Sea Change – Tai Timu Tai Pari display and collateral. Auckland Council staff felt better informed about the project and will be looking for opportunities to stay connected.

An underwater photograph showing a dense field of seagrass. The seagrass blades are long and narrow, with some appearing green and others brown. A small crab is visible on the sandy bottom among the seagrass. The water is clear and blue.

FUTURE EVENTS

FUTURE EVENTS

KAUAERANGA ECO-ARTS FESTIVAL 2015

Venue: Kauaeranga Visitor Centre, Thames

Event date: 27 December 2014 – 31 January 2015

The festival, organised by the Department of Conservation (DOC) is held over the month of January and is filled with creative conservation oriented activities for holiday-makers and locals to get involved in over the summer.

Sea Change – Tai Timu Tai Pari provided a display at the Kauaeranga Visitor Centre over this period. The site was dressed with the Sea Change – Tai Timu Tai Pari collateral and staffed by DOC staff.



Purpose

- To **raise awareness** of Sea Change – Tai Timu Tai Pari among holiday makers and locals.
- To **encourage** visitors to 'have their say' through the online summer survey.
- To **generate reportable data** which can be used to support and inform the work of the SWG.

'MAKE A DIFFERENCE' (M.A.D) MARINE

Venue: Motutapu Island, Auckland

Event date: 20-23 January 2015

MAD is a youth leadership programme that works directly with youth. The programme involves learning and living in a sustainable manner and Sea Change – Tai Timu Tai Pari is providing a team of 'experts' to support this programme.



SEAWEEK 2015

Venue: TBC

Event date: 28 Feb – 8 March 15

NZAAE SeaWeek 2015 will take place from Saturday 28 February to Sunday 8 March 2015. The theme will be "Look beneath the surface - Papatai ō roto - Papatai ō raro" highlighting how precious this amazing resource is that we call the sea and how much we can learn from studying its wonders.



Sea Week 2015 will call on Kiwis from all walks of life to celebrate Tangaroa' 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.

Sea Change – Tai Timu Tai Pari is working with Sea Week 2015 organisers to provide a celebrity panel to debate 'The Future of the Gulf' as one of the events during Sea Week 2015. TBC.

