



Sea Change – Tai Timu Tai Pari

Community Engagement

Sept 2013–January 2015

Report 1 of 8: WWF – Love our Gulf 1

January–April 2014



Hauraki Gulf
Marine Park
Ko te Pataka kal
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 Ataturai

Waikato
REGIONAL COUNCIL
Te Kaitiaki a Matarua

Auckland
Council



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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

WWF-New Zealand have been funded by the Tindal Foundation, in partnership with the Department of Conservation to increase community engagement and involvement in the marine spatial planning process, leading to effective and sustainable management of the marine resources of the Hauraki Gulf. DOC's portion of the funding was used to develop SeaSketch as the core decision-support tool. WWF's portion of the funding is being used to increase public participation in the MSP process, and to promote the use of SeaSketch.

The WWF-NZ "Love Our Gulf" event and social media campaign was developed in consultation with the Stakeholder Working Group Public Engagement Team to support the approach outlined in Section 2 of this report, as summarised in the Sea Change Engagement: The Plan to Involve People (February 2014). The campaign has been tailored to Phase 1 of the Engagement Plan (listening; knowledge gathering; relationship building; issues identification).

Implementation of this Engagement Plan through the Sea Change Action Plan (18 February 2014) identified a number of workstreams that the "Love Our Gulf" campaign delivered. These included:

- **Summer 2014 to Sea Week 'peak event' season:** Photos, story telling, YouTube of favourite spots, activities in and around the Gulf this summer.
- **Social media:** Used to support and drive participation with the Sea Change website.

"Love Our Gulf" is an event and social media campaign that visited 11 coastal communities between January and April 2014. Residents and visitors were invited to participate in special WWF on-shore 'beach' events in Auckland and Waikato and create their own personal messages about why they love the Hauraki Gulf - through videos, photos, personal statement and art. Those who couldn't make it in person could still post and share on Love Our Gulf's online platforms:

[Facebook/loveourgulf](https://www.facebook.com/loveourgulf)

[Instagram/loveourgulf](https://www.instagram.com/loveourgulf)

#loveourgulf



<https://www.facebook.com/photo.php?v=803420916350665&set=vb.793182694041154&type=2&theater>



It was about creating opportunities for real conversations – to listen and learn about why people love the Hauraki Gulf, where they love to visit and what they love to do there.

A large school of silver fish, possibly silver snappers, swimming in clear blue water. The fish are densely packed in the foreground and middle ground, with many smaller fish visible in the background. The water is a vibrant blue, and the bottom of the frame shows a dark, textured coral reef. A white rectangular box with rounded corners is positioned in the upper right quadrant, containing the text "EVENT SUMMARY" in a bold, blue, sans-serif font.

EVENT SUMMARY

Event Summary

Number of Events: 11

- North Shore: Long Bay Regional Park 19.1.14
- Thames: Kauaeranga Valley Visitor Centre 8.2.14
- Whangamata: Whangamata Pro 9.2.14
- North Auckland: Orewa 15.2.14
- North Auckland: Mathesons Bay 15.2.14
- Paeroa: Paeroa Food and Wine Festival 1.3.14
- Thames: \$5K Snapper Fishing Competition 1.3.14
- Central Auckland: Seaweed Festival Silo Park 2.3.14
- Hauraki Gulf Islands: Rotorua Island Sustainability Challenge 4.3.14
- South Auckland: Volcano to Sea Community Adventure Race 7.3.14
- Whangaparaoa: Secondary Schools Sustainability Challenge 9.4.14

Event Participants reached:

- Approximately **1700**

Social Media Metrics

- Social media metrics for the period between Wednesday 15th January and Wednesday 23rd April are outlined in the table below.
- The Facebook post with the highest reach was a photo gallery on the Make A Difference (MAD) Marine 2014 programme aboard the Auckland Whale and Dolphin Safari taken by the Loveourgulf team on 4.2.14.
- **250** of Facebook photos posted were school children associated with youth programmes.

Social Media Platform	Page Likes/Followers	Post Type	Number	Total Reach (The number of people who saw any activity from our page including posts, posts by other people, Page like ads, mentions, and check-ins)	Post Reach (The number of people who saw our posts).
Facebook	299	Photo	508	17,037	14,991
		Video	25		
Instagram	129	Photo	65	N/A	N/A
		Video	2		

An underwater photograph showing a dense field of seagrass. The seagrass blades are long, narrow, and green, with some showing signs of decay or discoloration. The water is a clear, light blue-green color. A white rectangular text box is overlaid on the right side of the image, containing the text "EMERGING THEMES/ ISSUES" in blue, uppercase letters.

EMERGING THEMES/ ISSUES

Emerging Themes/Issues

Here, WWF have summarised and paraphrased common ideas expressed by individuals during LOG events.

Aquaculture and Fishing:

Some people think aquaculture enhances recreational fishing. Where do you think aquaculture and fishing infrastructure should be located? — at Thames, Coromandel

- <https://www.facebook.com/photo.php?v=854433794582710&set=vb.793182694041154&type=2&theater>

Sustainable Use:

People don't want to see abuse of the gulf; you can take, but only your fair share — at Thames, Coromandel

- <https://www.facebook.com/photo.php?v=848225178536905&set=vb.793182694041154&type=2&theater>

Harmonious Uses:

Not all uses of the Hauraki Gulf conflict. Facilities for swimming, cycling, running and camping on the coastal fringe bring people of Tamaki Makaurau together — at Orewa Beach

- <https://www.facebook.com/photo.php?v=826410107385079&set=vb.793182694041154&type=2&theater>

Competing Uses:

People's opinions differ about how we should use the Hauraki Gulf. This includes uses around fishing — at Whangamata Beach and the Kauaeranga Valley

- <https://www.facebook.com/photo.php?v=817399398286150&set=vb.793182694041154&type=2&theater>

Threats to Whanau on the Coast:

People love the gulf as a place to enjoy with their families. Marine debris and pollution threaten this way of life. — at Thames, Coromandel

- <https://www.facebook.com/photo.php?v=846934675332622&set=vb.793182694041154&type=2&theater>

Development:

Development needs to be managed to protect the values of the Hauraki Gulf. Where coastal processes have been altered, this creates effects that must be managed. What do we do about managing coastal erosion, the spread of mangroves, and further built development? — at Orewa Beach and Mathesons Bay

- <https://www.facebook.com/photo.php?v=823784317647658&set=vb.793182694041154&type=2&theater>
- <https://www.facebook.com/photo.php?v=823787100980713&set=vb.793182694041154&type=2&theater>

Clean Water:

Clean healthy water is great for locals, but also attracts visitors to the Hauraki Gulf – at Orewa Beach

- <https://www.facebook.com/photo.php?v=823773364315420&set=vb.793182694041154&type=2&theater>

Where should marine reserves be located?

Families using the Hauraki Gulf suggested that fishing and other types of recreation should be allowed in areas accessible to the coast, with marine reserves in less accessible areas. Others use Marine Reserves for different types of recreation. — at Orewa Beach

- <https://www.facebook.com/photo.php?v=822583734434383&set=vb.793182694041154&type=2&theater>
- <https://www.facebook.com/photo.php?v=822584804434276&set=vb.793182694041154&type=2&theater>
- <https://www.facebook.com/photo.php?v=822586124434144&set=vb.793182694041154&type=2&theater>

Turangawaewae:

The catchments of the Hauraki Gulf can be places that make people feel connected - they are our place in the world, our home. People love our gulf as a place to stand. — at Kauaeranga Valley

- <https://www.facebook.com/photo.php?v=818707994821957&set=vb.793182694041154&type=2&theater>

Protect our taonga II:

Visitors to the Coromandel Peninsula want to protect what we have in the Hauraki Gulf. People love our because these places that are unique to Aotearoa should be protected forever – at Whangamata Beach

- <https://www.facebook.com/photo.php?v=818707461488677&set=vb.793182694041154&type=2&theater>

Protect our Taonga I:

Visitors to Long Bay want to protect what we have in our Regional Parks and Hauraki Gulf Islands. People love our gulf because these places that are unique to Aotearoa are protected forever – at Long Bay Regional Park

- <https://www.facebook.com/photo.php?v=808452429180847&set=vb.793182694041154&type=2&theater>

Ki Uta Ki Tai From the Mountains to the Sea:

The waterways of Hauraki Gulf catchments, and the flora and fauna they support provide a range ecosystem services - regenerating forest reduces runoff and filter sediments and improves water quality - at Kauaeranga Valley

- <https://www.facebook.com/photo.php?v=817397638286326&set=vb.793182694041154&type=2&theater>

Kai:

The Hauraki Gulf is a food basket for many. Collecting and harvesting Kaimoana and hunting in the catchments of the Hauraki Gulf is a tradition in the Coromandel Peninsula. — at Kauaeranga Valley

- <https://www.facebook.com/photo.php?v=818706934822063&set=vb.793182694041154&type=2&theater>

Kaimoana:

The Hauraki Gulf is a food basket for many. Collecting and harvesting Kaimoana in the Hauraki Gulf is a tradition in the East Coast Bays – at Long Bay Regional Park

- <https://www.facebook.com/photo.php?v=803415566351200&set=vb.793182694041154&type=2&theater>

Marine Biodiversity:

Adults, kids, Park and Marine Rangers love the marine biodiversity at the Marine Reserves in the Hauraki Gulf. — at Long Bay Regional Park

- <https://www.facebook.com/photo.php?v=810727918953298&set=vb.793182694041154&type=2&theater>

Discovering Something New:

Recent visitors to the Hauraki Gulf, be they new arrivals settling in Auckland or younger kids enjoying the beach for the first time love our gulf — at Long Bay Regional Park

- <https://www.facebook.com/photo.php?v=811064538919636&set=vb.793182694041154&type=2&theater>

Accessibility

Access to beautiful beaches close to the city is something that visitors to Long Bay Regional Park tell us that they love about the Hauraki Gulf. Former Tall Black/ Breakers assistant coach Paul Henare tells us why he loves the gulf – at Long Bay Regional Park

- <https://www.facebook.com/photo.php?v=807774642581959&set=vb.793182694041154&type=2&theater>

Recreation:

Water-based recreation in the Hauraki Gulf is something residents and visitors are telling us that they love. The Long Bay Okura Marine Reserve provides opportunities to explore and learn about marine biodiversity and have fun at the same time - at Long Bay Regional Park

<https://www.facebook.com/photo.php?v=803411656351591&set=vb.793182694041154&type=2&theater>

FUTURE NEEDS



Future Needs

Future needs identified in the Sea Change Engagement: The Plan to Involve People (February 2014) includes expanding on WWF's "Love Our Gulf" (LOG) engagement events to align with and provide an additional conduit for MSP engagement Phase II: "options and solutions", and Phase III: "testing and reviewing". The target audience for these events would include identified "hard-to-reach" groups, who may be isolated due to remote geography (e.g. Hauraki Gulf Islands) or lack of broadband access.

WWF propose to continue phase I (listening / knowledge gathering / issues identification) through LOG targeted events until end of July. We will then await the generation of "options" from the SWG when we will recommence engagement on this content, feeding back to the SWG. WWF will again return to engage communities in the final "testing and reviewing" phase.

Ideally, engagement would involve direct community or individual input into Seasketch, however social media applications have been successful and appropriate during the initial phase. The content gathered by WWF to date – and in future – is intended to inform the planning process and entering this information into Seasketch, we assume, is the most useful final format.

WWF believes that a number of simple tools could be developed to enhance public interface and usability of Seasketch and could be produced and deployed relatively quickly.

onscreen video tutorials

"screen casts" (online video broadcasts of SeaSketch being used)

animations

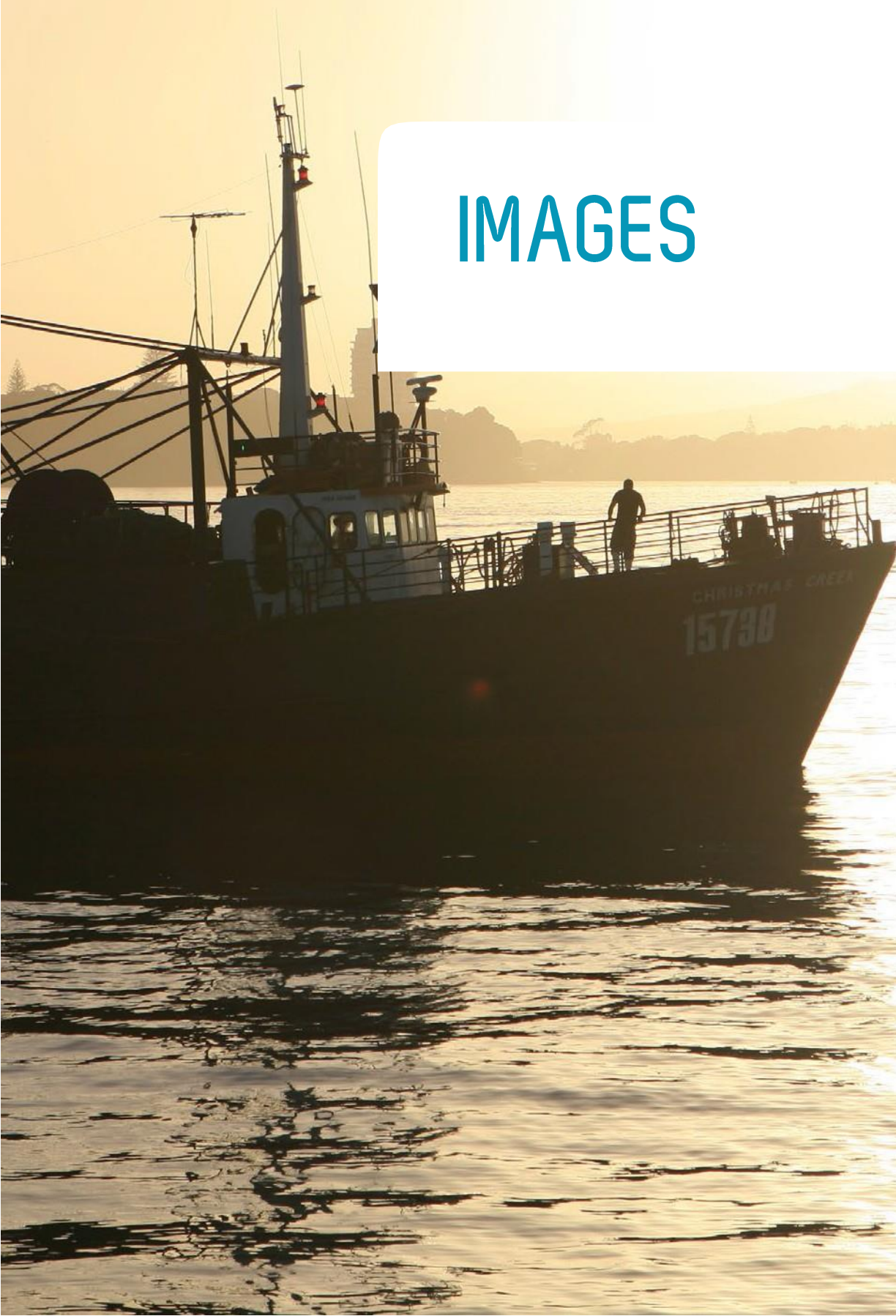
We recommend the SWG consider developing these enhancements. Face-to-face training or tutorials for community leaders / librarians / engagement teams - who would then instruct and support others – would also be beneficial.

Utilising Seasketch at face-to-face events naturally generates a more positive experience than unassisted individual input – and we propose to use this approach during our "hard-to-reach" audience engagement, where appropriate.

WWF has to date listened to communities and gathered knowledge impartially, however we will seek to focus our engagement in the next two phases on several key issues such as biodiversity, marine protection and recreation/taonga/uses.

Note: WWF have participated in the two initial stakeholder forums, and will continue to directly contribute to the MSP process through the Round Tables and/or Hauraki 100+.

IMAGES



Love our Gulf Campaign Images



