



# Sea Change – Tai Timu Tai Pari Community Engagement Sept 2013–January 2015

## *Report 7 of 8: WWF – Love our Gulf 2*

September 2014 – February 2015



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 Atawhai

Waikato  
REGIONAL COUNCIL  
Te Kaitiaki a Māui o Waikato

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](http://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

Following on from the success of the Love Our Gulf 1 campaign in the summer of 2013/14, Love Our Gulf 2 was launched in September 2014 to support two online surveys undertaken by Sea Change – Tai Timu Tai Pari: the Roundtable Topics Survey (Aug-Dec 2014) and the Summer Survey (Dec 2014-Jan 2015).

Love Our Gulf 1 asked people attending beaches and events what they loved about the Hauraki Gulf/Tikapa Moana. For Love Our Gulf 2, a new set of message boards appeared at beaches and community events but this time the questions were more specific. Beach and event-goers were asked for their views on six specific subjects – the subjects being researched and investigated by the project's Roundtable working groups: fish and fish stocks, water quality and catchments, infrastructure and commercial uses, aquaculture, biodiversity, and accessible Gulf.

Those taking part were encouraged to add their voice to each topic, and to rate which topic was the most important. Water quality was voted the most important topic/issue. Approximately 2600 people took part at events.

All of the comments, ideas and opinions were captured in a report that went to the Stakeholder Working Group to help them develop the Hauraki Gulf Marine Spatial Plan.

Love Our Gulf 2 was an independent campaign managed by WWF New Zealand and funded by the Tindall Foundation.

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 word 'OVERVIEW' in a bold, teal, sans-serif font.

# OVERVIEW

## Overview

'Love Our Gulf 2' is an event and social media campaign that visited 14 coastal communities and events between September 2014 and February 2015. Residents and visitors were invited to rank the six key topics and give their views on each. Those who couldn't make it in person could still post and share on Love Our Gulf's Facebook page.

'Love Our Gulf 2' was managed by WWF New Zealand and funded by the Tindall 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 developed SeaSketch as the core decision support tool. All the Love Our Gulf 2 comments were entered into a new SeaSketch layer.

The Love Our Gulf 2 campaign was developed in consultation with the project's Communications and Engagement Team to support the approach outlined in the strategy document Sea Change Engagement: The Plan to Involve People (February 2014). The campaign has been tailored to the completion of Phase 2 of the Engagement Plan (intensive research and testing of ideas).

Implementation of this plan identified a number of workstreams that the 'Love Our Gulf' campaign delivered. These included:

- **Summer Survey 'peak event' season:** Asking people which issue was most important to them, then asking them to comment.
- **Social media:** Used to direct people to add their voice to key topics, and support and drive participation with the Sea Change website.

The Love Our Gulf team presented six topics to participants at locations and events:

- Fish and fish stocks: How many fish there are
- Water quality and catchments: How clean the water is in streams and at beaches
- Infrastructure and commercial uses: How we make a living from the Gulf
- Aquaculture: How we farm fish and shellfish
- Biodiversity and biosecurity: How many living things there are in the Gulf
- Accessible gulf (recreation): How we enjoy ourselves on the Gulf.

Participants were asked to choose the topic they considered the most important, and to comment on all six topics.

Water quality was considered the most important topic, and all comments have been captured and analysed in a report to the Stakeholder Working Group.

An underwater photograph of a seagrass bed. The seagrass consists of long, thin, green and yellowish blades growing from a sandy bottom. The water is a clear, light blue-green color. A white rectangular box with rounded corners is positioned in the upper right quadrant of the image, containing the text "EVENT SUMMARY" in a blue, sans-serif font.

## EVENT SUMMARY

## Event Summary

### Number of Events: 14

- North Shore, Kaipatiki Project Community Planting Day, 06.09.14
- West Auckland, Lactic Turkey's 2014 Junior Schools Sustainability Challenge, Arataki Visitor Centre, 09.09.14
- Kawau Island, 26.09.14
- Waiheke Island, Good Life Eco Festival, 28.09.14
- Kauaeranga Valley, 08.11.14
- Duder Regional Park, Lactic Turkey Adventure Race, 16.11.14
- Thames, TVFB Family Fishing Competition, 29.11.14
- Miranda Shorebird Centre and Kawakawa Bay, 30.11.14
- Viaduct Harbour, Voyager NZ Maritime Museum, 04.12.14
- Takapuna, State Beach Series, 16.12.14
- Mathesons Bay and Orewa Estuary Cycleway, 03.01.15
- Goat Island Marine Reserve, 10.01.15
- Piha, Billabong National Surfing Championships, 24.01.15
- Viaduct Harbour, Love The Sea event, 24.01.15

### Event Participants reached:

- Approximately **2600**

# RESULTS



# Results

Water quality was voted the most important topic.

## ANALYSIS: Most Important Topic, results by location/event

| <u>EVENT</u>         |         | Fish & Fish Stocks | Water Quality & Catchments | Infrastructure & Commercial | Aquaculture | Biodiversity & Biosecurity | Accessible Gulf | Total  |
|----------------------|---------|--------------------|----------------------------|-----------------------------|-------------|----------------------------|-----------------|--------|
| North Shore          |         | 8                  | 43                         | 1                           | 1           | 7                          | 7               | 67     |
|                      | Percent | 11.94              | 64.18                      | 1.49                        | 1.49        | 10.45                      | 10.45           | 100.00 |
| West Auckland        |         | 5                  | 24                         | 1                           | 9           | 23                         | 5               | 67     |
|                      | Percent | 7.46               | 35.82                      | 1.49                        | 13.43       | 34.33                      | 7.46            | 100.00 |
| Kawau Island         |         | 6                  | 20                         | 8                           | 0           | 8                          | 0               | 42     |
|                      | Percent | 14.29              | 47.62                      | 19.05                       | 0.00        | 19.05                      | 0.00            | 100.00 |
| Waiheke Island       |         | 13                 | 30                         | 4                           | 5           | 16                         | 4               | 72     |
|                      | Percent | 18.06              | 41.67                      | 5.56                        | 6.94        | 22.22                      | 5.56            | 100.00 |
| Kauaeranga Valley    |         | 3                  | 10                         | 4                           | 5           | 7                          | 12              | 41     |
|                      | Percent | 7.32               | 24.39                      | 9.76                        | 12.20       | 17.07                      | 29.27           | 100.00 |
| Duder Regional Park  |         | 18                 | 30                         | 5                           | 11          | 14                         | 15              | 93     |
|                      | Percent | 19.35              | 32.26                      | 5.38                        | 11.83       | 15.05                      | 16.13           | 100.00 |
| Thames               |         | 7                  | 3                          | 3                           | 2           | 0                          | 0               | 15     |
|                      | Percent | 46.67              | 20.00                      | 20.00                       | 13.33       | 0.00                       | 0.00            | 100.00 |
| Takapuna             |         | 6                  | 11                         | 5                           | 4           | 2                          | 9               | 37     |
|                      | Percent | 16.22              | 29.73                      | 13.51                       | 10.81       | 5.41                       | 24.32           | 100.00 |
| Viaduct Harbour      |         | 1                  | 11                         | 1                           | 0           | 0                          | 3               | 16     |
|                      | Percent | 6.25               | 68.75                      | 6.25                        | 0.00        | 0.00                       | 18.75           | 100.00 |
| Mathesons Bay- Orewa |         | 16                 | 6                          | 3                           | 3           | 10                         | 14              | 52     |
|                      | Percent | 30.77              | 11.54                      | 5.77                        | 5.77        | 19.23                      | 26.92           | 100.00 |
| Goat Island          |         | 4                  | 8                          | 2                           | 3           | 10                         | 3               | 30     |
|                      | Percent | 13.33              | 26.67                      | 6.67                        | 10.00       | 33.33                      | 10.00           | 100.00 |
| Kauaeranga Valley    |         | 0                  | 7                          | 0                           | 0           | 0                          | 5               | 12     |
|                      | Percent | 0                  | 58.33                      | 0.00                        | 0.00        | 0.00                       | 41.67           | 100.00 |
| Love the Sea         |         | 22                 | 34                         | 16                          | 9           | 12                         | 23              | 116    |
|                      | Percent | 18.97              | 29.31                      | 13.79                       | 7.76        | 10.34                      | 19.83           | 100.00 |
| TOTAL                |         | 109                | 237                        | 53                          | 52          | 109                        | 100             | 660    |
|                      |         | Percent            | 16.52                      | 35.91                       | 8.03        | 7.88                       | 15.15           | 100.00 |

## Social Media Metrics

| Social media platform | Page Likes/followers | Post type | Number | Total reach<br>(The number of people who saw any activity from the Love Our Gulf page including posts by other people, page like ads, mentions and check-ins.) | Post reach<br>(The number of people who saw Love Our Gulf posts) |
|-----------------------|----------------------|-----------|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Facebook              | 515                  | Photo     | 654    | 212,721                                                                                                                                                        | 142,564                                                          |
|                       |                      | Video     | 44     |                                                                                                                                                                |                                                                  |

Through a series of surveys/votes online, Love Our Gulf has also been increasing knowledge of key facts and statistics such as:

- What is the estimated current, and what is the ideal, fish stock abundance?
- What level of development can we expect in Auckland by 2031?
- How widespread is the issue of nutrient run off, what is the level of nitrogen input and what should we do about it?
- Are there areas of the Gulf that should be protected?
- How much of the Hauraki Gulf is under application for aquaculture, and how much should take place?
- How much of the Hauraki Gulf is a marine reserve?
- What percentage of Auckland beaches that are monitored fail to meet water quality guidelines?

Key responses from social media include:

- 90% of respondents want more than 10% of the Hauraki Gulf protected as marine reserves;
- 90% of respondents would like to see a target of 40% of unfished biomass as the level of fish stock abundance that we should be aiming for;
- 56% of respondents see sedimentation from land-based activities as the human activity that has the biggest impact on the seafloor in the Hauraki Gulf/Tikapa Moana.



# ISSUES AND THEMES

# Issues and Themes

Commons ideas expressed by individuals during Love Our Gulf 2 events are summarized below.

## ANALYSIS: Comments by topic

### Water quality and catchments

| PRIORITY ISSUE                        | Times Raised | STRONGEST RESPONSE                                               |
|---------------------------------------|--------------|------------------------------------------------------------------|
| 1. Protecting/restoring the ecosystem | 52           | 55% said fish/wildlife/shellfish are affected                    |
| 2. Clean water                        | 47           | 34% said water is life/water quality affects everything          |
| 3. Pollution                          | 42           | 35% said rubbish (general)                                       |
| 4. Enforcement/regulation             | 13           | 46% said control sedimentation from coastal housing developments |
| 5. Infrastructure                     | 7            | 57% said there is a need for riparian protection                 |
| 6. Human/commercial activities        | 7            | 57% said farming impacts                                         |

### Fish and fish stocks

| PRIORITY ISSUE                  | Times Raised | STRONGEST RESPONSE                                        |
|---------------------------------|--------------|-----------------------------------------------------------|
| 1. Expectations/outcomes sought | 57           | 17% said extend no-take areas/ create new marine reserves |
| 2. State of fishing resource    | 18           | 44% said fish stocks are decreasing (snapper, mullet)     |
| 3. Fishing impacts and issues   | 17           | 35% said fishing must be sustainable                      |
| 4. Social aspects               | 16           | 37% said they want to maintain fisheries for the future   |

### Biodiversity and biosecurity

| PRIORITY ISSUE                | Times Raised | STRONGEST RESPONSE                                                                  |
|-------------------------------|--------------|-------------------------------------------------------------------------------------|
| 1. Calls for action           | 21           | 42% said create more protected areas/marine reserves                                |
| 2. State of the Gulf          | 17           | 41% said many species are disappearing or almost extinct                            |
| 3. Importance of biodiversity | 16           | 56% said we need to look after the whole ecosystem/protect all things/kaitiakitanga |
| 4. Expectations               | 10           | 50% said the Gulf is special/manage it well/protect what's left                     |

### Accessible Gulf

| PRIORITY ISSUE            | Times Raised | STRONGEST RESPONSE                                                                                               |
|---------------------------|--------------|------------------------------------------------------------------------------------------------------------------|
| 1. Tourism and recreation | 32           | 68% said it's our playground and we love it! (Surfing, sailing, relaxing, boogie boarding, fishing, snorkelling) |
| 2. Beaches                | 22           | 68% said clean beaches for everyone, even in Auckland City                                                       |

|                      |    |                                                                  |
|----------------------|----|------------------------------------------------------------------|
| 3. Management        | 13 | 53% said protect our coast for future generations/stop pollution |
| 4. Heritage          | 11 | 45% said we want free access to the Gulf for an New Zealanders   |
| 5 Infrastructure     | 10 | 40% said develop more protected areas/marine reserves            |
| 6. Access to islands | 4  | 50% said gold card ferry fares are great!                        |

#### Infrastructure and commercial use

| PRIORITY ISSUE             | Times Raised | STRONGEST RESPONSE                                                                                      |
|----------------------------|--------------|---------------------------------------------------------------------------------------------------------|
| 1. Planning and regulation | 25           | 20% said plan to stop rubbish and pollution/keep rubbish out of waterways/clean water is starting point |
| 2. Economy                 | 16           | 25% said economy and ecology must work together/jobs and sustainable businesses                         |

#### Aquaculture

| PRIORITY ISSUE                         | Times Raised | STRONGEST RESPONSE                                                                         |
|----------------------------------------|--------------|--------------------------------------------------------------------------------------------|
| 1. Marine farming – views and opinions | 19           | 36% said aquaculture must be sustainable/key to sustainable fish and shellfish consumption |
| 2. Planning and management             | 8            | 37% said don't locate marine farms in shipping lanes or sheltered anchorages               |

An underwater photograph featuring a large crab with orange and white speckled legs and a greenish-brown body. The crab is positioned in the center, with its legs spread out. A white rectangular box with rounded corners is overlaid on the right side of the image, containing the text "RECORD OF ENGAGEMENT" in blue, uppercase letters. The background is dark and shows some coral and other marine life.

# RECORD OF ENGAGEMENT

## Record of public engagement by event

## Kaipatiki

Participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



To watch some videos of issues that were important to participants, follow the link to:

<https://vimeo.com/album/3030817>

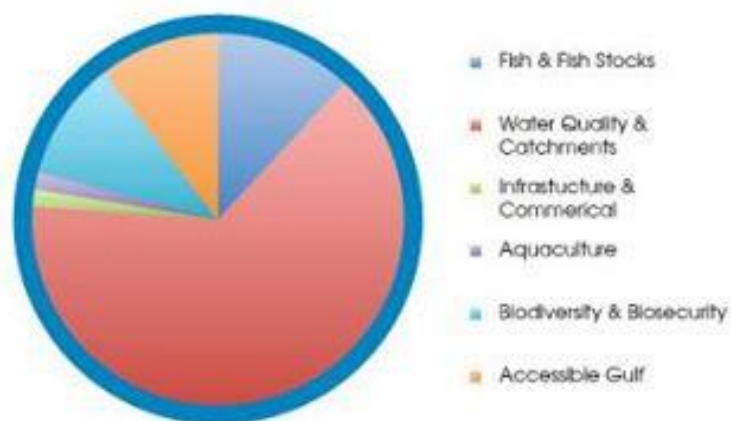
# Where?

The Love Our Gulf team visited the Kaipatiki Project's Community Planting Day in the Birkenhead Domain on 6th September 2014. The Kaipatiki Project are a restoration group that focus on the Kaipatiki Catchment – the largest catchment on the North Shore. They grow 20,000 plants annually and carry out stream restoration and bush maintenance.



# Results:

We recorded results from 67 participants. 67% of participants considered "Water Quality & Catchments" to be the most important issue, followed by "Fish & Fish Stocks" (12%), "Accessible Gulf" and "Biodiversity & Biosecurity" (10% each), "Infrastructure & Commercial" and "Aquaculture" (1% each).



Love our gulf

facebook/loveourgulf  
instagram/loveourgulf  
loveourgulf

**Saturday 6 September**  
9:30AM – 12:30PM  
Birkenhead Domain  
Corner Glenfield Road  
Eskdale Road

**FACT SHEET**  
Kaipatiki Catchment  
6th September 2014

## Love our gulf

Which is the most important issue to you in the Hauraki Gulf?

**Fish & Fish Stocks:**  
how many fish there are

**Water Quality & Catchments:**  
how clean the water is in streams and at beaches

**Infrastructure & Commercial Uses:**  
how we make a living from the Gulf

**Aquaculture:**  
how we farm fish and shellfish

**Biodiversity & Biosecurity:**  
how many living things there are in the Gulf

**Accessible Gulf (Recreation):**  
how we enjoy ourselves on the Gulf

|  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|

## Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The issues to be considered by the six Roundtables are:

- Water quality and catchments
- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
- Aquaculture in the Gulf
- Accessible Gulf – including recreation, boating, heritage and visitors.

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

Love Our Gulf will be engaging with coastal communities throughout September to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

Love our gulf

facebook/loveourgulf  
instagram/loveourgulf  
tweeourgulf

### Video Comments:

<http://vimeo.com/105813523>  
<http://vimeo.com/105813522>  
<http://vimeo.com/105813521>  
<http://vimeo.com/105813477>  
<http://vimeo.com/105813476>  
<http://vimeo.com/105813475>  
<http://vimeo.com/105813395>  
<http://vimeo.com/105813392>

<http://vimeo.com/105813391>

## Arataki



## Why?

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- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
  - Aquaculture in the Gulf
  - Accessible Gulf – including recreation, boating, heritage and visitors.

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

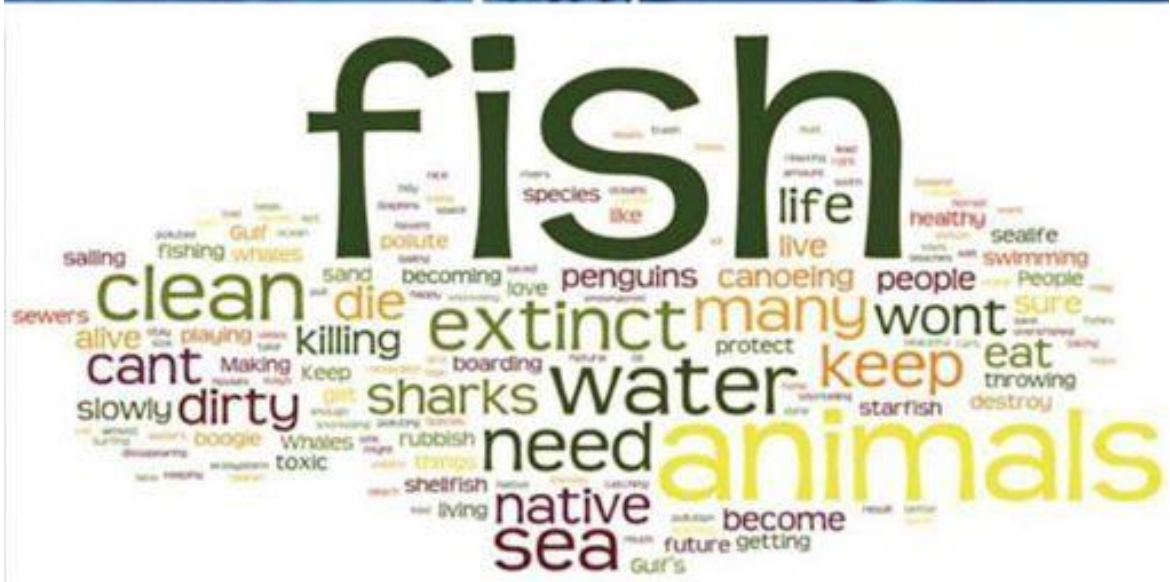
Love Our Gulf will be engaging with coastal communities throughout September to ask two specific questions:

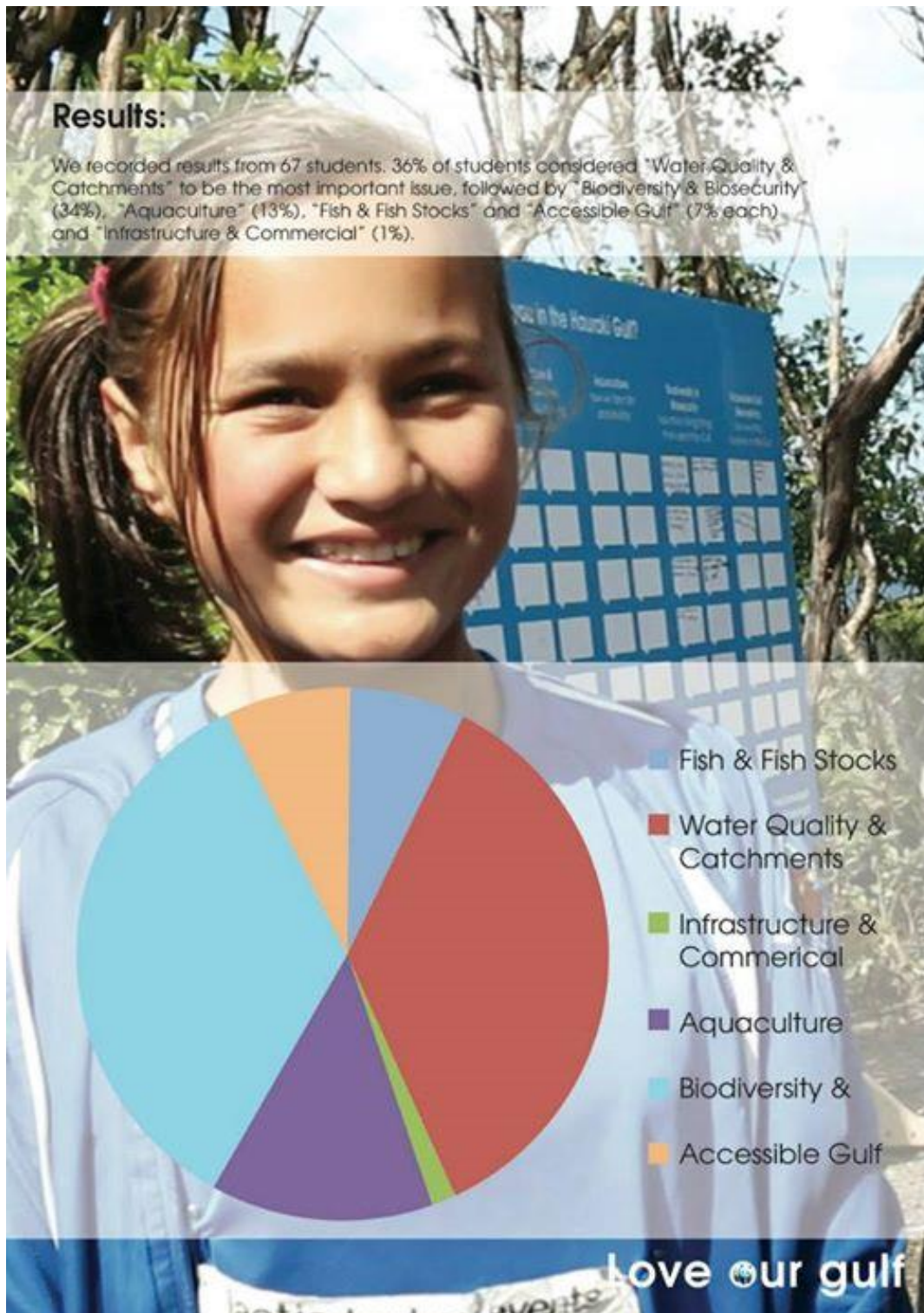
1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

Love  our gulf



Students wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:





**Video Comments:**

<http://vimeo.com/album/3124630/video/111711309>

<http://vimeo.com/111711308>

<http://vimeo.com/111711306>

<http://vimeo.com/111711305>

<http://vimeo.com/111500894>

<http://vimeo.com/111500891>

<http://vimeo.com/111500887>

<http://vimeo.com/111500885>

# Love our gulf

## Where?

The Love Our Gulf team attended The Good Life Eco Festival at Te Huruhi School, Waiheke Island on 28th September 2014. The Good Life Eco Festival is a 2 week-long series of events run by innovative locals, community groups, businesses, sustainability experts and creative entrepreneurs who embrace Eco ideas through their work. The festival aims to run events that creatively engage people in environmental action and sustainable life-styles.



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instagram/loveourgulf  
@loveourgulf

# Love our gulf

**Sunday 28 September**  
10:00AM – 4:00PM  
Good Life Eco Festival, Te Huruhi  
Primary School, Waiheke

## Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The issues to be considered by the six Roundtables are:

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Love Our Gulf will be engaging with coastal communities throughout September to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

## Which is the most important issue to you in the Hauraki Gulf?

**Fish & Fish Stocks**  
how many fish there are

**Water Quality & Catchments**  
how clean the water is in  
shedding and/or beaches

**Infrastructure & Commercial Uses**  
how we move things  
across the Gulf

**Aquaculture**  
how we farm fish  
and shellfish

**Biodiversity & Biosecurity**  
how many living things  
there are in the Gulf

**Accessible Gulf (Recreation)**  
how we enjoy  
ourselves on the Gulf

|                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |
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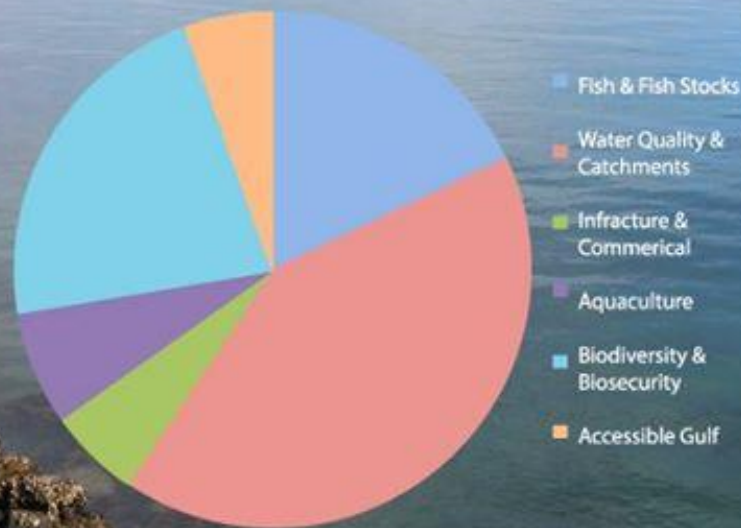
# Love our gulf

Event participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



### Results:

We recorded results from 72 event participants. 42% of participants considered "Water Quality & Catchments" to be the most important issue, followed by "Biodiversity & Biosecurity" (22%), "Fish & Fish Stocks" (18%), Aquaculture (7%) and "Infrastructure & Commercial" and "Accessible Gulf" (6% each).



Love our gulf

### Video Comments:

<http://vimeo.com/107447951>

<http://vimeo.com/album/3097048/video/107447947>

<http://vimeo.com/107447954>

<http://vimeo.com/107447953>

<http://vimeo.com/107447949>

# Love our gulf

## Where?

The Love Our Gulf team travelled on Kawau Cruises to Kawau Island on 26th September 2014, and were guests of members of KIRRA, the Kawau Island Residents and Ratepayers' Association Incorporated. KIRRA pursue various goals, which include care of the local environment, contributing to local welfare and safety needs, letting others know about the unique features of Kawau Island and most importantly, keeping track of legislation and planning rules which are applied to the Island.

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instagram/loveourgulf  
#loveourgulf

# Love our gulf

Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The issues to be considered by the six Roundtables are:

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1. Which is the most important issue to you in the Hauraki Gulf?

2.

Why?

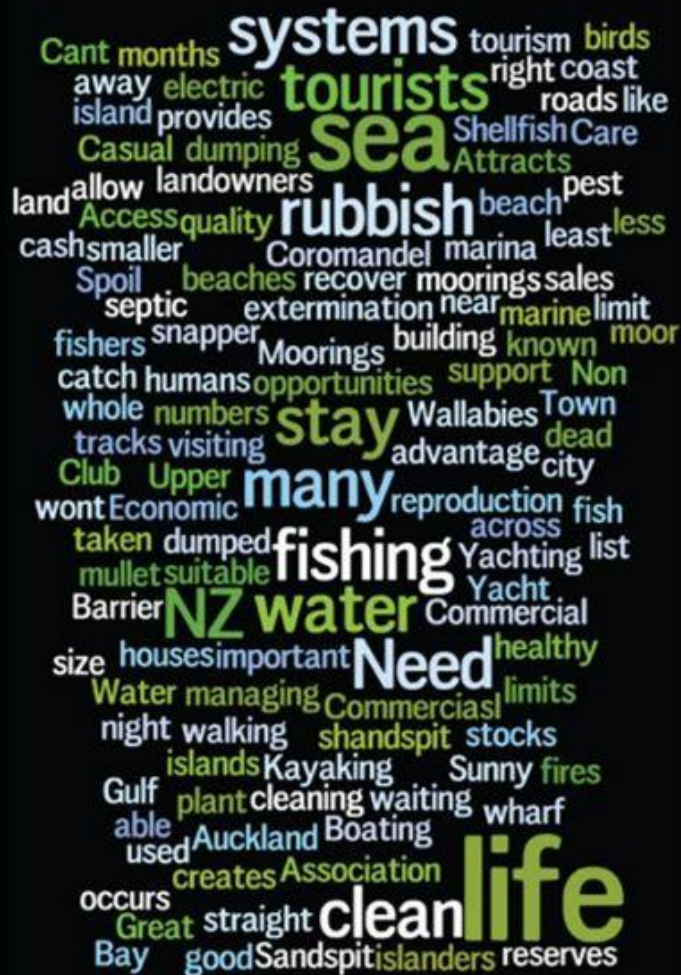
Friday  
26th September  
10:00AM – 12:00PM  
Kawau Island  
KIPRA

Love Our Gulf

facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

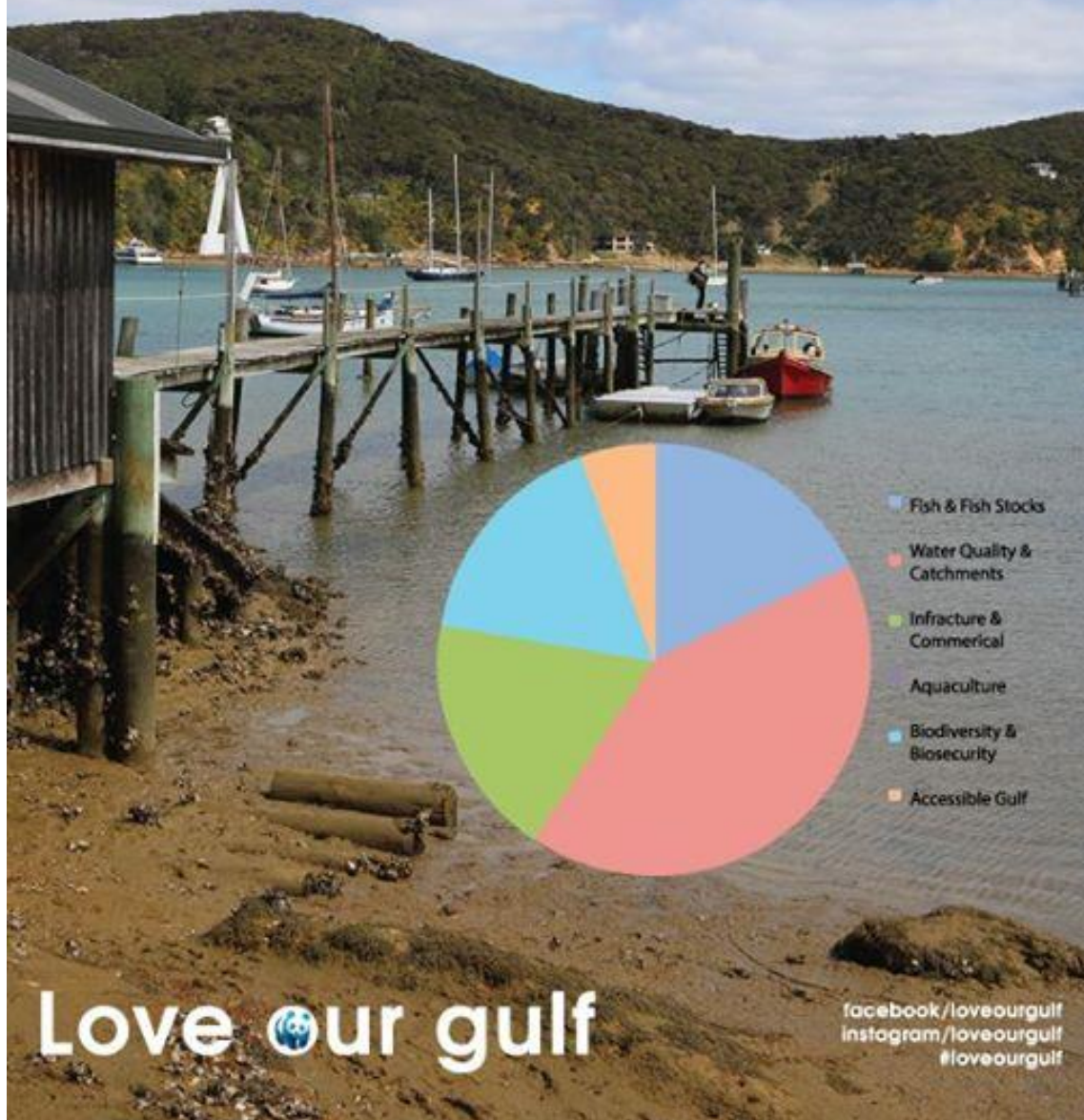


Event participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



## Results:

We recorded results from 44 event participants. 45% of participants considered "Water Quality & Catchments" to be the most important issue, followed by "Biodiversity & Biosecurity" and "Infrastructure & Commercial" (18% each), "Fish & Fish Stocks" (14%), "Accessible Gulf" (5%) and Aquaculture (0%).



## Video Comment:

<http://vimeo.com/album/3097035/video/109547186>



# Love our gulf

## Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The issues to be considered by the six Roundtables are:

- Water quality and catchments
- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
- Aquaculture in the Gulf
- Accessible Gulf – including recreation, boating, heritage and visitors

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

Love Our Gulf will be engaging with coastal communities throughout October and November to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

Saturday  
8th November  
10:00AM – 12:00PM  
Kauaeranga Valley  
Visitor Centre

Love Our Gulf

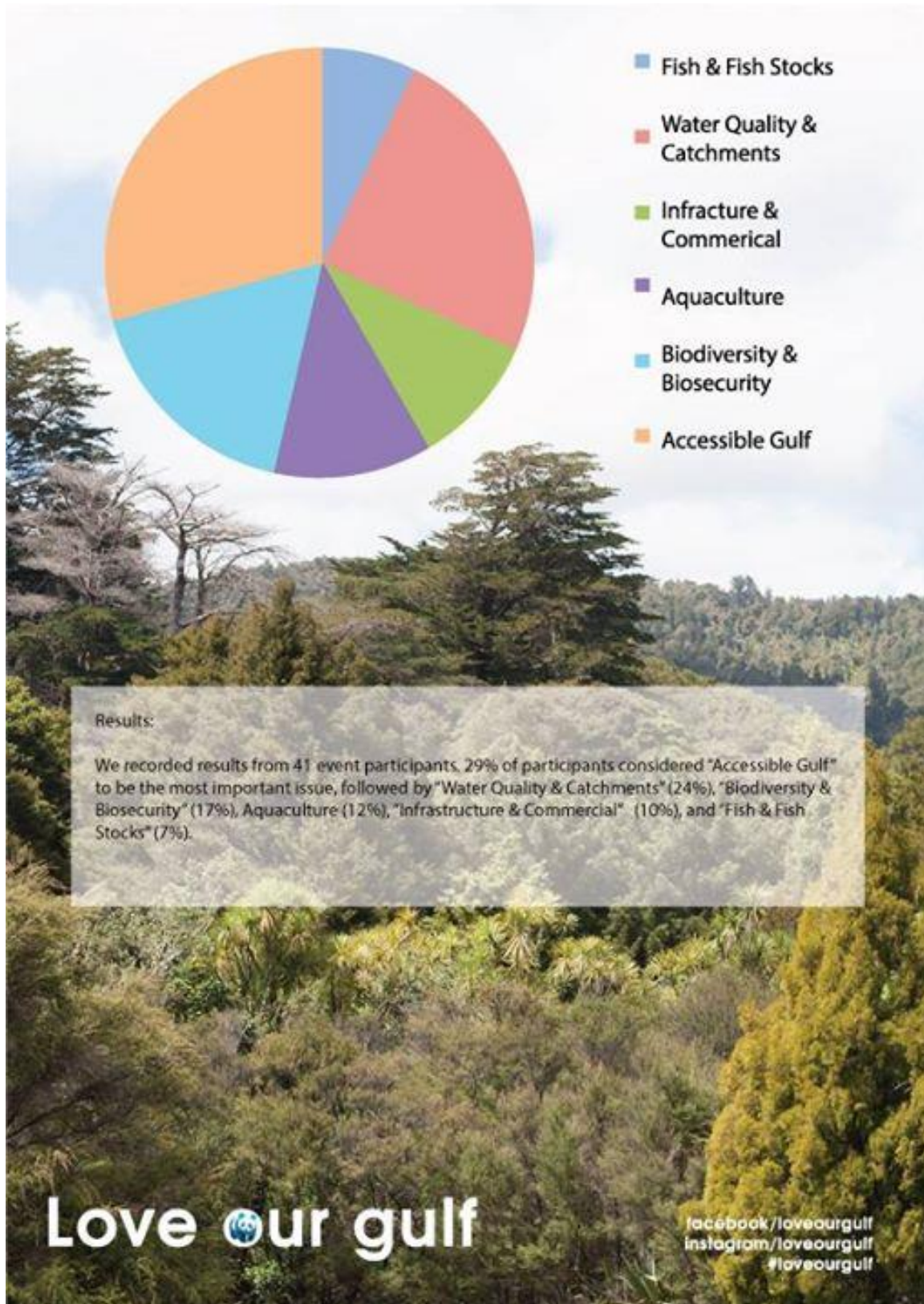
facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

# Love our gulf

Visitors wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

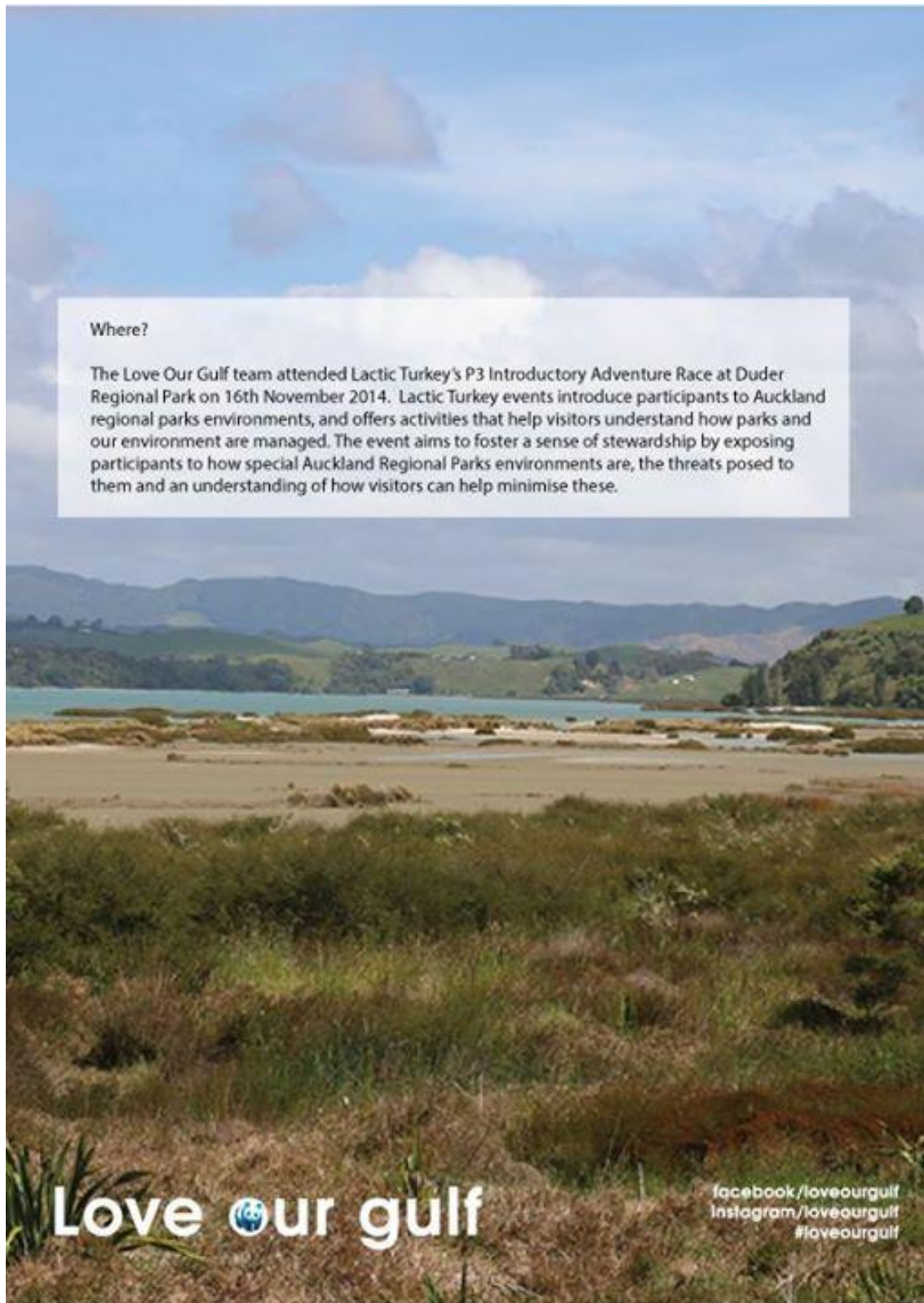


**Video Comments:**

<http://vimeo.com/album/3132900/video/111988825>

<http://vimeo.com/111989705>

## Duder Regional Park



# Love our gulf

## Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The Issues to be considered by the six Roundtables are:

- Water quality and catchments
- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
- Aquaculture in the Gulf
- Accessible Gulf – including recreation, boating, heritage and visitors.

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

Love Our Gulf will be engaging with coastal communities throughout October and November to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

Love Our Gulf  
Lactic Turkey  
Adventure Race  
Sunday 16th November  
10:30am - 3:30pm  
Duder Regional Park

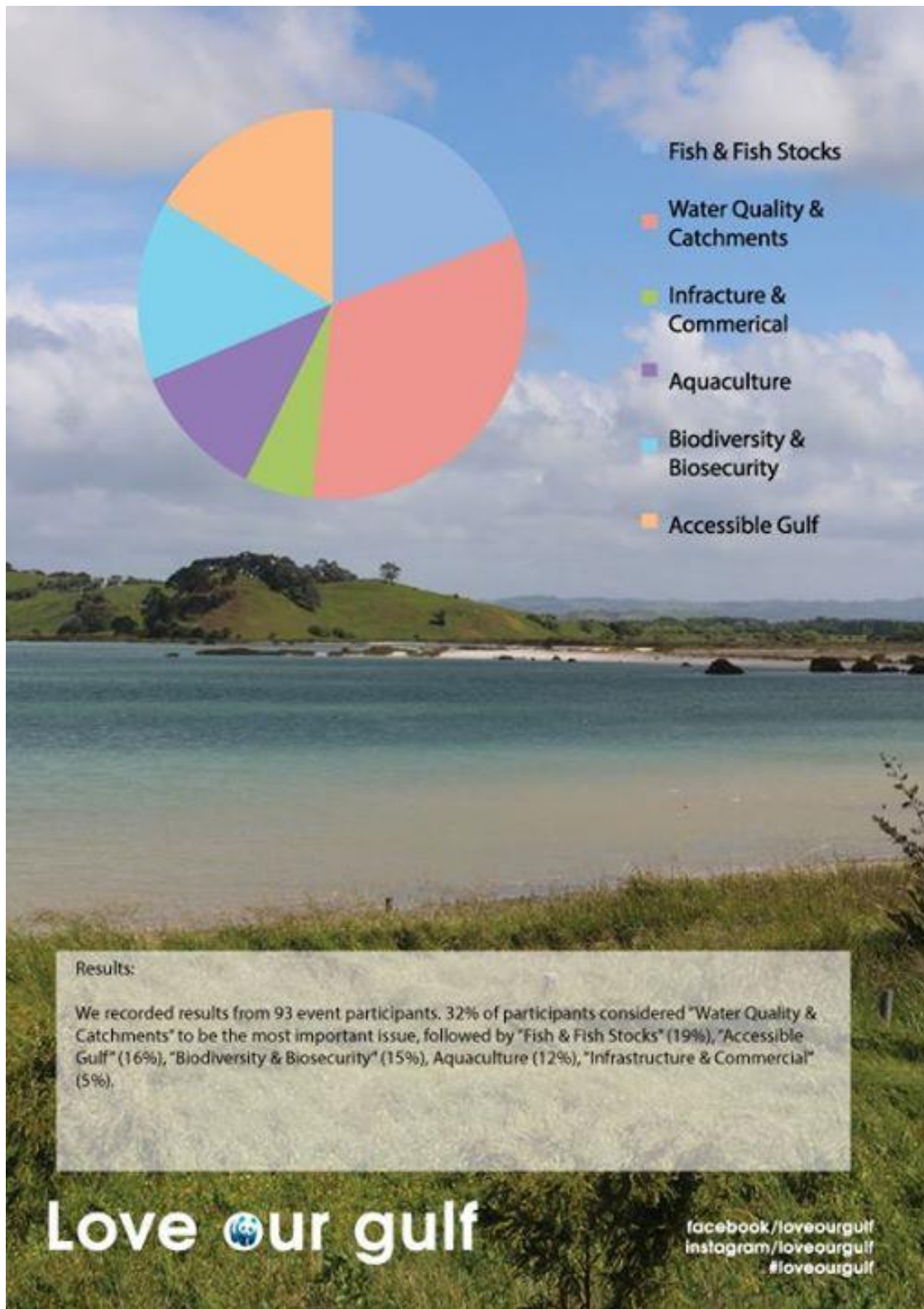
Love Our Gulf

facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

# Love our gulf

Participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:





**Video Comments:**

<http://vimeo.com/album/3136150/video/112785212>

<http://vimeo.com/112782264>

<http://vimeo.com/112782263>

<http://vimeo.com/112782261>

<http://vimeo.com/112782260>

<http://vimeo.com/112782259>

<http://vimeo.com/112781789>





# Love our gulf

Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The issues to be considered by the six Roundtables are:

- Water quality and catchments
- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
- Aquaculture in the Gulf
- Accessible Gulf – including recreation, boating, heritage and visitors.

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

Love Our Gulf will be engaging with coastal communities throughout October and November to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

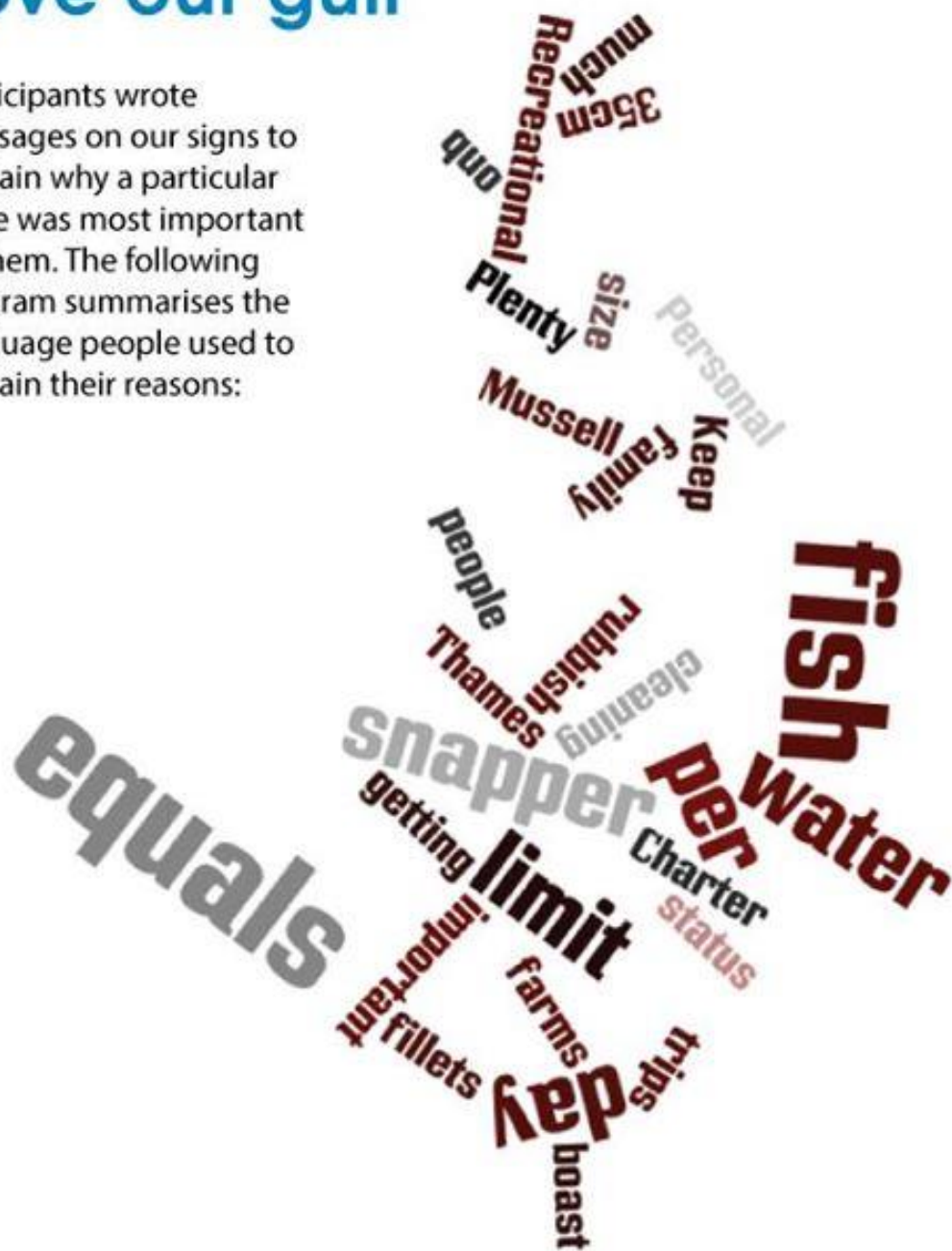
facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

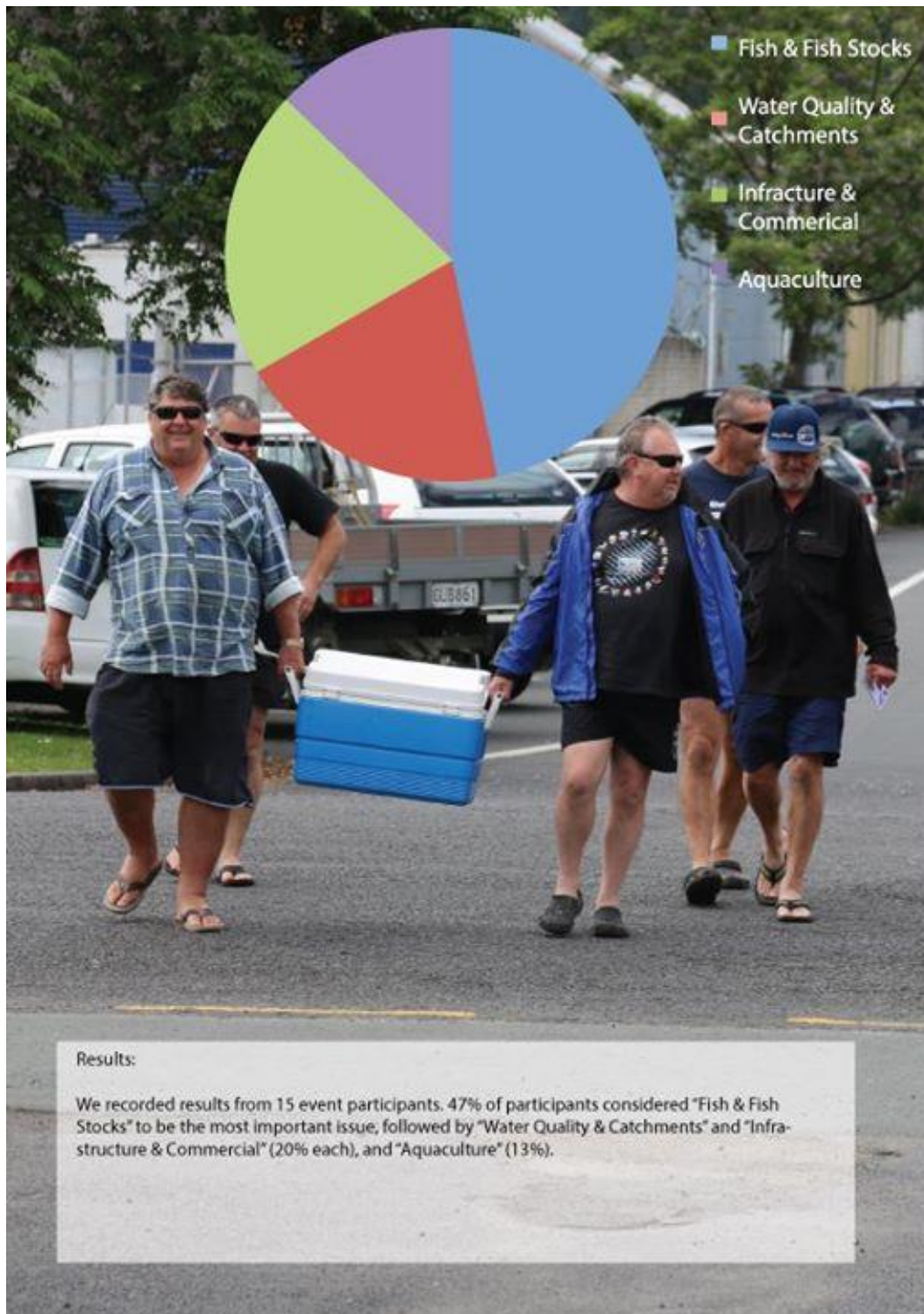
Love Our Gulf  
TVFB Family Fishing  
Competition  
in Pahau St.  
Thames on 29th  
November 2014  
12pm - 4pm

Love Our Gulf

## Love our gulf

Participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:





**Video Comments:**

<http://vimeo.com/album/3156111/video/113414526>

<http://vimeo.com/113414527>

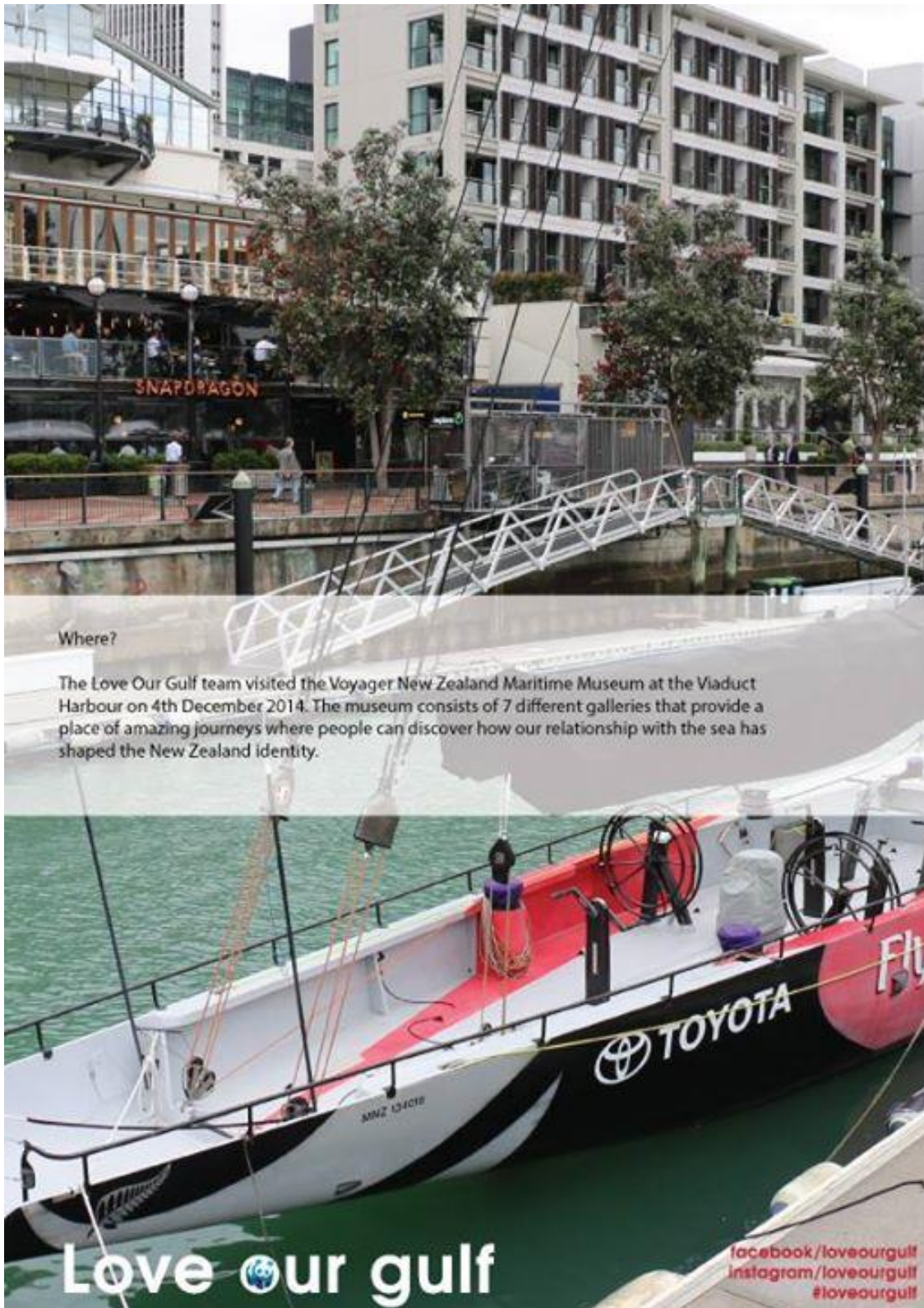
**Miranda**

<http://vimeo.com/115625757>

<http://vimeo.com/115625996>

<http://vimeo.com/115625997>

## Maritime Museum



Where?

The Love Our Gulf team visited the Voyager New Zealand Maritime Museum at the Viaduct Harbour on 4th December 2014. The museum consists of 7 different galleries that provide a place of amazing journeys where people can discover how our relationship with the sea has shaped the New Zealand identity.

Love  our gulf

facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

# Love our gulf

Why?

From July 2014 – January 2015, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG).

The issues to be considered by the six Roundtables are:

- Water quality and catchments
- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
- Aquaculture in the Gulf
- Accessible Gulf – including recreation, boating, heritage and visitors.

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

Love Our Gulf will be engaging with coastal communities throughout October and November to ask two specific questions:

Which is the most important issue to you in the Hauraki Gulf?  
Why?

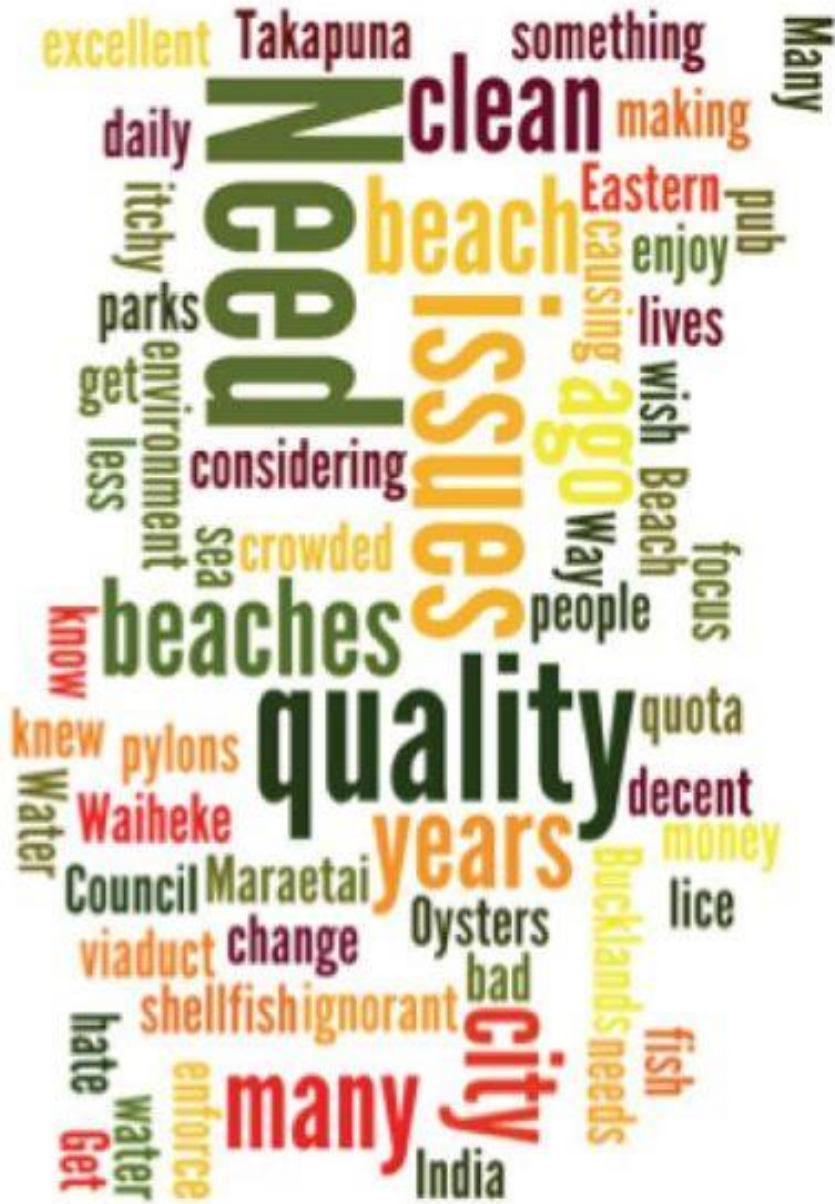
facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

Love Our Gulf -  
Thursday 4 December  
1:00PM – 4:00PM Voyager  
NZ Maritime Museum,  
Corner Quay & Hobson Streets,  
Viaduct Harbour #loveourgulf

Love Our Gulf

## Love our gulf

Competitors wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf



No video comments

## Takapuna

# Love our gulf

### Where?

The Love Our Gulf team visited the State Beach Series at Takapuna Boat Club, Takapuna on 16th December 2014. The beach series consists of 18 events with participants taking part in one of three sports on the night including swimming, running or stand up paddling. Organisers rely on clean water for participants looking to access the Hauraki Gulf for recreation.

[facebook/loveourgulf](https://facebook.com/loveourgulf)  
[instagram/loveourgulf](https://instagram.com/loveourgulf)  
[#loveourgulf](https://twitter.com/loveourgulf)

# Love our gulf

## Why?

From July-December 2014, six Roundtables will gather information and report back to the Sea Change – Tai Timu Tai Pari Stakeholder Working Group (SWG). The issues to be considered by the six Roundtables are:

- Water quality and catchments
- Hauraki Gulf fish stocks
- Biodiversity and biosecurity
- Infrastructure for the economy and communities of the Gulf
- Aquaculture in the Gulf
- Accessible Gulf – including recreation, boating, heritage and visitors.

They would like to hear the public's thoughts on issues affecting the Hauraki Gulf. In particular, what do you think about the scope of the Roundtables and these issues? Is there anything that has been missed? Are there things they should be aware of within these topics?

Love Our Gulf will be engaging with coastal communities throughout October and November to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

Love Our Gulf -  
Our Next event will  
be on Tuesday 16 December  
5:00PM – 6:00PM  
State Beach Series  
Takapuna Boat Club  
Takapuna Beach #loveourgulf

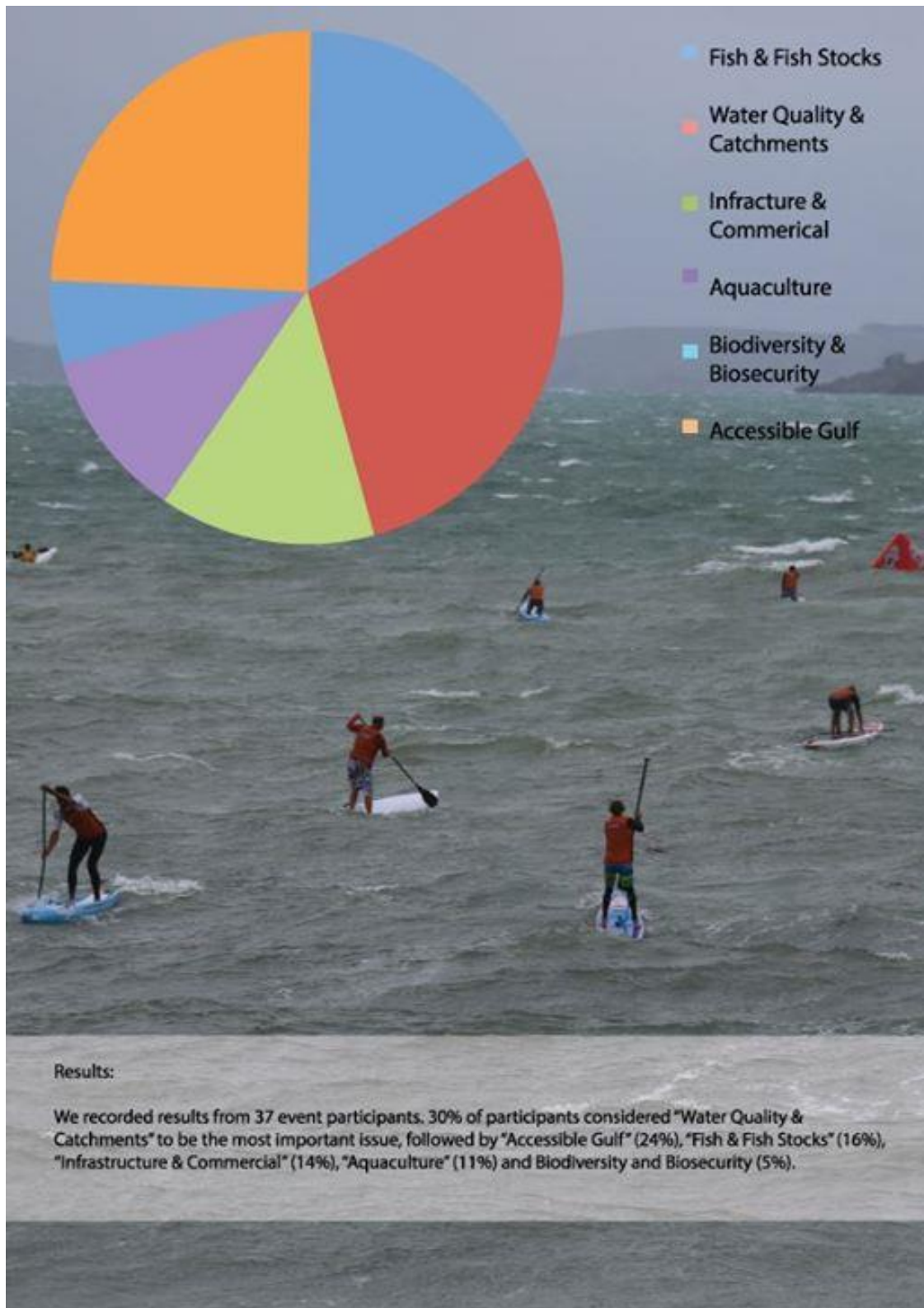
Love Our Gulf

## Love our gulf

Competitors wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf



**Video Comments:**

<http://vimeo.com/album/3179557/video/114856624>

## Mathesons Bay/Orewa



### Where?

The Love Our Gulf team visited Mathesons Bay and the Orewa Estuary Cycle Trail on 3rd January 2015. Mathesons Bay is a popular sheltered beach used throughout summer that also has a long term bach community. The Orewa Estuary Cycle Trail is a popular cycle destination that also has a busy boat ramp.



Love  our gulf

facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

# Love our gulf

## Why?

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- Water quality and catchments
- Hauraki Gulf fish stocks
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Love Our Gulf will be engaging with coastal communities throughout October to January to ask two specific questions:

1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

[facebook/loveourgulf](https://facebook.com/loveourgulf)  
[instagram/loveourgulf](https://instagram.com/loveourgulf)  
[#loveourgulf](https://twitter.com/loveourgulf)

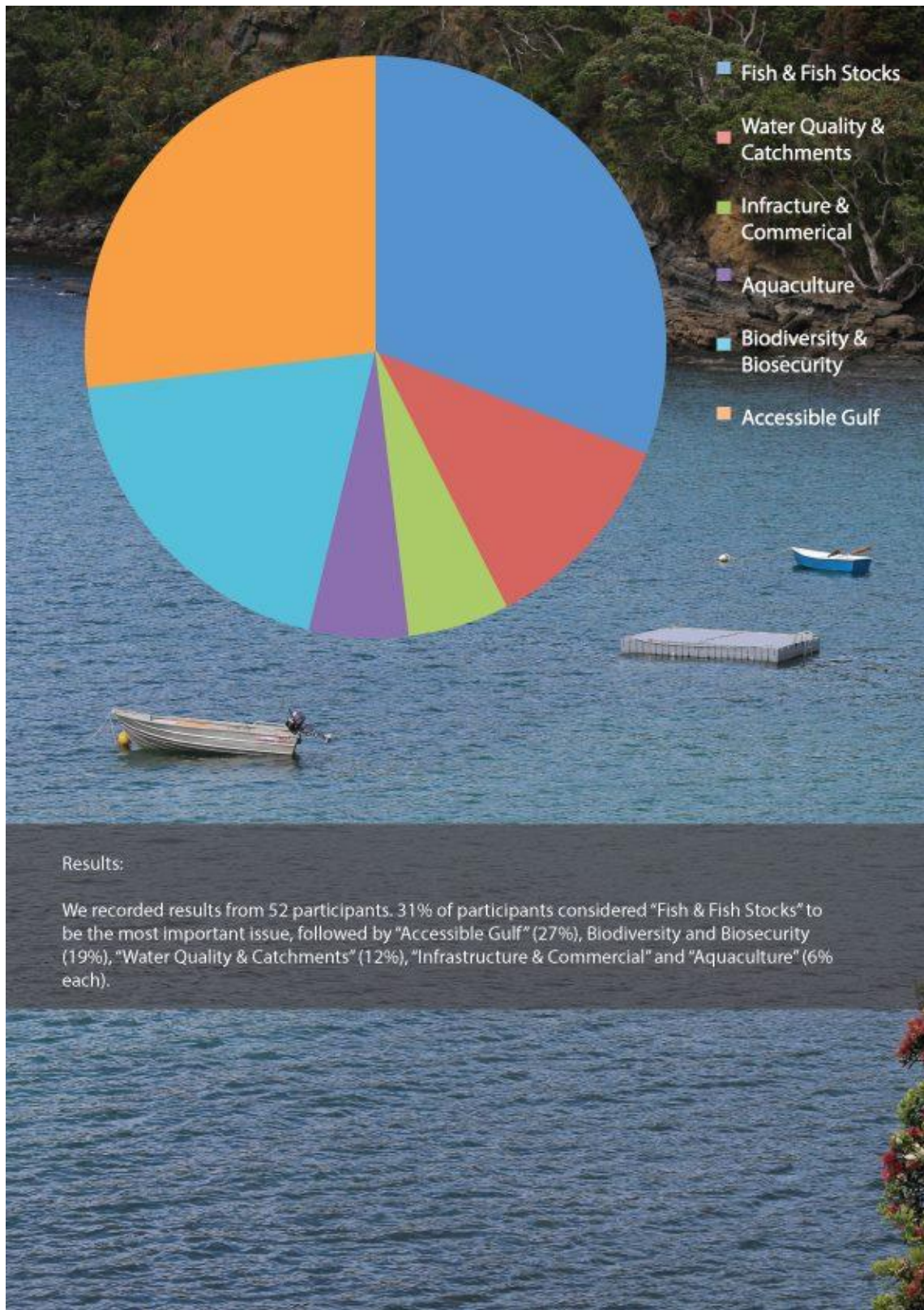
Love Our Gulf -  
Our next event will be on  
Saturday 3rd January  
9:00AM – 11:00AM  
Matheson's Bay and  
2:00PM – 4:00PM  
Crews Estuary Cycleway  
[/loveourgulf](https://loveourgulf.org)  
Love Our Gulf

Love  our gulf

Participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf



**Video Comments:**

<http://vimeo.com/album/3200000/video/116133655>

<http://vimeo.com/116133654>

<http://vimeo.com/116133653>

## Goat Island

### Where?

The Love Our Gulf team visited the Cape Rodney-Okakari Point Marine Reserve (Goat Island) on 10th January 2015. In the 1950's Goat Island attracted many skin divers and fishers, including rock fishing and by the 1960's much of the fish life, crayfish and paua had disappeared. Leigh Marine Lab was opened in 1964, with a Marine Reserve first mooted in 1965. By 1977, the reserve was opened – the first of its kind in NZ. Although it covers just 5 km of coastline, it is visited by about 300,000 people a year.

0.3% of the Hauraki Gulf Marine Park is currently fully protected in marine reserves, in comparison with the New Zealand Biodiversity Strategy target of protection for 10% of the marine environment. The Hauraki Gulf Forum 2014 report notes that progress on implementing a Marine Protected Areas Policy and Implementation Plan has been slow and initiatives to identify areas remains ad hoc and contested.



# Love our gulf

## Why?

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1. Which is the most important issue to you in the Hauraki Gulf?
2. Why?

facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf

Love Our Gulf -  
Our next event will be on  
Saturday 10th January  
9:00AM – 12:00PM Goat Island  
Marine reserve,  
Rodney #loveourgulf

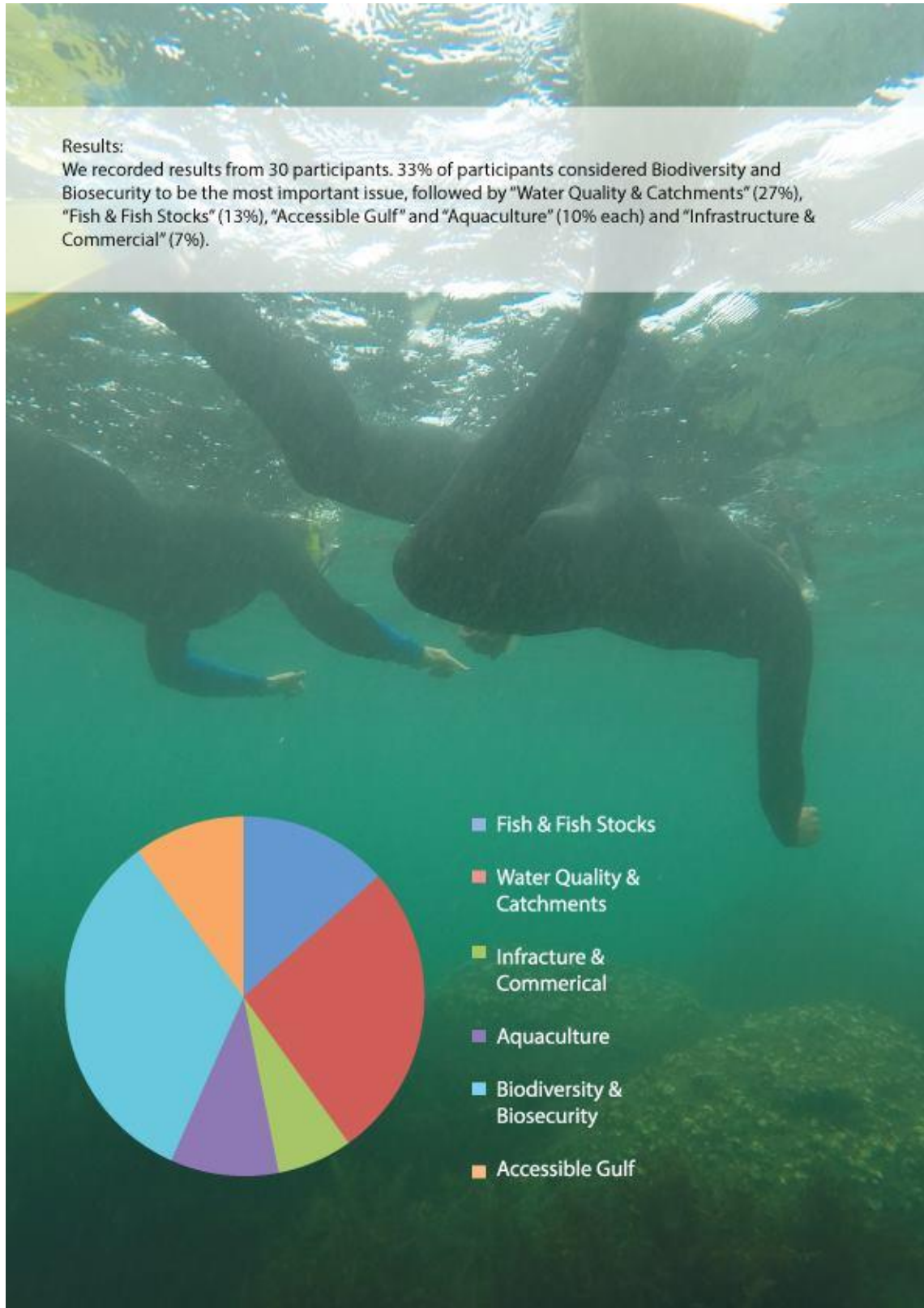
Love Our Gulf

# Love our gulf

Participants wrote messages on our signs to explain why a particular issue was most important to them. The following diagram summarises the language people used to explain their reasons:



facebook/loveourgulf  
instagram/loveourgulf  
#loveourgulf



#### Video Comments

<https://www.facebook.com/video.php?v=1067369906622430&set=vb.793182694041154&type=2&theater>

<https://www.facebook.com/video.php?v=1062486633777424&set=vb.793182694041154&type=2&theater>

<https://www.facebook.com/video.php?v=1050853294940758&set=vb.793182694041154&type=2&theater>

## **Piha**

### **Video Comments**

<https://www.facebook.com/video.php?v=1052659781426776&set=vb.793182694041154&type=2&theater>

## **Love the Sea**

### **Video Comments**

<https://www.facebook.com/video.php?v=1058421717517249&set=vb.793182694041154&type=2&theater>

### **Video Comments by Topic:**

#### **Fish and fish stocks**

<http://vimeo.com/105813522>  
<http://vimeo.com/111500887>  
<http://vimeo.com/107447954>  
<http://vimeo.com/107447953>  
<http://vimeo.com/107447949>  
<http://vimeo.com/112782260>  
<http://vimeo.com/112782259>  
<http://vimeo.com/115625997>  
<http://vimeo.com/album/3200000/video/116133655>

#### **Water quality**

<http://vimeo.com/105813523>  
<http://vimeo.com/105813522>  
<http://vimeo.com/105813521>  
<http://vimeo.com/105813477>  
<http://vimeo.com/105813476>  
<http://vimeo.com/105813475>  
<http://vimeo.com/105813395>  
<http://vimeo.com/105813392>  
<http://vimeo.com/album/3124630/video/111711309>  
<http://vimeo.com/111711308>  
<http://vimeo.com/111711306>  
<http://vimeo.com/111711305>  
<http://vimeo.com/111500894>  
<http://vimeo.com/111500891>  
<http://vimeo.com/107447954>  
<http://vimeo.com/107447953>  
<http://vimeo.com/112782263>  
<http://vimeo.com/112782261>  
<http://vimeo.com/album/3179557/video/114856624>  
<http://vimeo.com/116133653>  
<https://www.facebook.com/video.php?v=1058421717517249&set=vb.793182694041154&type=2&theater>  
<https://www.facebook.com/video.php?v=1052659781426776&set=vb.793182694041154&type=2&theater>

**Infrastructure**

<http://vimeo.com/112782264>

**Aquaculture**

<http://vimeo.com/115625996>

**Biodiversity and Biosecurity**

<http://vimeo.com/105813523>

<http://vimeo.com/111500885>

<http://vimeo.com/album/3097048/video/107447947>

<http://vimeo.com/112781789>

<http://vimeo.com/113414527>

<http://vimeo.com/115625757>

<http://vimeo.com/116133654>

**Accessible gulf**

<http://vimeo.com/105813476>

<http://vimeo.com/105813392>

<http://vimeo.com/album/3124630/video/111711309>

<http://vimeo.com/111989705>

<http://vimeo.com/116133654>

<https://www.facebook.com/video.php?v=1058421717517249&set=vb.793182694041154&type=2&theater>



