

Summer Survey  
2014-2015  
Results summary

[WWW.SEACHANGE.ORG.NZ](http://WWW.SEACHANGE.ORG.NZ)



## People adding their voices...

- Summer survey an opportunity for people around the Gulf region to add their voice to this stage of the SWG's work.
- Six online surveys opened 15 December 2014, closed 26 January 2015.
- **1494** people added their voice during formal survey period.
- Full analysis in your printed report.
- 107 additional responses came in 27-28 January.
- Around 50 single question responses through Facebook.





## “Hear ye!” – promotion

- Up to people whether they took the opportunity to add their voice – but important they knew it was there!
- Survey promoted many different ways – postcards, posters, media, events, social media, email newsletters, partner promos, word of mouth etc.

- Total estimated reach: **3,735,759.**



## Project a chance to have a say on gulf's future

By DELWYN DICKEY

Aucklanders are being asked to have their say on the future of the Hauraki Gulf as part of the Sea Change – Tai Timu Pari project to develop New Zealand's first marine spatial plan.

The plan will show how the gulf is to be shared, used and safeguarded for the future. Due to be completed by June, public feedback is needed by January 26 on each of the topics six roundtable groups are looking at: accessibility, aquaculture, biodiversity and biosecurity, fish stocks, water quality, and infrastructure.

These “roundtables” then inform the working group who will decide on the plan. Used by many Auckland recreational boaters and fishers, the 12 million hectare marine park was formed in 2000. It is a top commercial fishing ground, also producing half of the country's commercial oysters and quarter of green mussel pro-

duction, with expansion likely.

About 1400 ships, including 100 cruise liners, travel through the gulf annually to the Ports of Auckland and it is a big draw card for tourism.

More than \$2.7 billion in economic activity is generated annually. It's also a hot spot for a mass of migratory birds and its warm sheltered waters support a rich and diverse array of sea life.

But the Hauraki Gulf's future is uncertain as it slowly succumbs to increasing pressure from both commercial and recreational fishing, sedimentation and nutrient run-off from farming in rural areas and pollution from urban areas.

While there was a surprising amount of goodwill and a feeling of collaboration at the fourth Hauraki Gulf Marine Park Seminar, participants were left with little doubt the gulf's state of health would continue to spiral down unless commercial



**Work needed:** The gulf will struggle while fresh water from catchments remains degraded, lecturer Dr Mike Joy says.

interests step up to the mark.

Some fishers are taking the challenge seriously with commercial fisherman Adam Clow a popular winner of the environmental Holiday Award for his involvement with black petrel conservation and efforts to modify his long line fishing practices

to reduce the seabirds bycatch.

But commercial fishing has other serious impacts. By taking out large quantities of targeted fish, fishing also skews the gulf's ecosystem.

Gulf floor sealife is also being impacted with 12,450 bottom trawls and 27,000

scallop dredges over two years.

The most intensive dairy farming in the country is happening in the Firth of Thames catchment area and causes serious concerns with run-off.

High sedimentation levels continue to smother sea bed life there.

Nearly 60 per cent of nitrogen lost in the Firth of Thames also comes from runoff from farming operations. The National Institute of Water and Atmospheric Research says this is creating oxygen dead spots at times and causing seawater to become more acidic. This could jeopardise shellfish spats' ability to build protective shells, particularly as seawater overall becomes more acidic with climate change.

A hold on applications for a further 4800 hectares of aquaculture – mostly shellfish, and covering twice the area already consented – came off at the end of December.

Shellfish filter feed, so mussel and oyster aquaculture has a fairly low environmental impact, but fin fish farming in cages use fish feed which release nutrients into the water. A further 1100 tonnes of nitrogen release annually has been allowed off Coromandel for these operations and will increase nitrogen in the firth by a third.

There are detractors of the revised National Policy Statement on Freshwater Management (NPS) National Water Standards, introduced by the Government last year, including Massey University ecology/zoology senior lecturer Dr Mike Joy.

They say it will allow stream and lake water quality to degrade to a very low bottom line and could have a serious impact on rivers and streams flowing into the gulf.

The six online questionnaires are available on the project website. Visit [seachange.org.nz](http://seachange.org.nz) for information.

# People shared...

TWEETS 5,601 FOLLOWING 2,631 FOLLOWERS 7,170 FAVORITES 647 LISTS 1

Surfing New Zealand retweeted  
**Karen Cousins** @chewybrownie · Jan 8  
 @SurfingNZ Love surfing in the Hauraki Gulf? Fill in a survey and be in to win! engage.ubiquity.co.nz/forms/ul4T70KE...

Sea Change - Tai Timu Tai Pari shared a link.  
 Posted by Justin Watene 191 · 18 January

CLICK BELOW TO ADD YOUR VOICE

So far, feedback from the Sea Change – Tai Timu Tai Pari Roundtable working group indicates: Populations of whales, other marine mammals and sea birds in the Hauraki Gulf/Tikapa Moana are affected by ship str...  
 See More



**Sea Change**  
 Protecting seabird and marine mammal populations  
 woobox.com  
 What options do you think should be used for protecting mammals in the Hauraki Gulf/Tikapa Moana? (Select as many as you agree with.)

7,244 people reached

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**Waiheke Local Website**

Timeline About Photos Likes Videos

267 likes

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ABOUT

Our website www.waihekelocal.com

**Upper Harbour Local Board**  
 12 January at 11:16

If you love, live, work or play in the Hauraki Gulf/Tikapa Moana, you can help shape its future by adding your voice to the work of Sea Change – Tai Timu Tai Pari.

- Complete a survey on key Gulf issues – there are six surveys to choose from and you can choose to do one, two or all six!
- Every completed survey gives you an entry into a prize draw ...

See More

**OUR VOICE!**  
 for surveys  
 Our Gulf  
 Our Future  
 Our Voice

**Tai Timu Tai Pari**  
 en by many as Tikapa Moana and by others as Te Moananui  
 ed as a national taonga.

**The Upbeat Collective**  
 12 January at 11:50

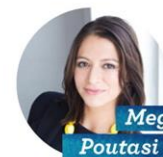
If you love, live, work or play in the Hauraki Gulf/Tikapa Moana, you can help shape its future by adding your voice to the work of Sea Change – Tai Timu Tai Pari.

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- Every completed survey gives you an entry into a prize draw for one of 6 double passes to go on a half-day kayak tour with Coromandel Sea Kayaks.

See More

**ADD YOUR VOICE!**

**Whakawhiti korero**  
 Working better by working together



Tēnā koutou katoa

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

The Sea Change team is seeking feedback from the public about the use and future of the Gulf and would like to hear from you.

The survey will close this Friday, 16th January 2015. Simply follow this link to complete the short [survey](#).





## Who responded?

Age	Count	%
0-17	4	0%
18-30	62	4%
30-40	195	13%
41-50	225	15%
51-64	597	41%
65 and over	360	25%
I'd rather not say	21	1%

Region	Count	%
Auckland region	1241	85%
Waikato region	152	10%
Other North Island region	47	3%
South Island	20	1%
I do not live in New Zealand	4	0%

Ethnicity	Count	%
New Zealand European	1006	69%
European	105	7%
New Zealander	100	7%
Maori	60	4%
Asian	16	1%
Australian	15	1%
Middle Eastern/Latin American/ African (MELAA)	5	0%
Pacific Peoples	3	0%
Mix of above	17	1%
Other	79	5%
I'd rather not say	58	4%



## Today's summary

- This brief summary is the high-level picture only – full detail and analysis are in your report.
- For each topic this summary looks at the following *as rated by the survey respondents*.
  1. Most critical issue.
  2. Most far-reaching issue.
  3. Relative importance of issues.
  4. The strongest response (positive or negative) in each issue category.
  5. Top solution suggested for each issue.

SEA CHANGE – TAI TIMU TAI PARI  
SUMMER SURVEY 2014-2015:  
RESULTS AND ANALYSIS

Report prepared for the Sea Change – Tai Timu  
Tai Pari Stakeholder Working Group by  
Perceptive Research, 29 January 2015.

29/01/2015

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# Biodiversity and biosecurity

**198 people responded.**

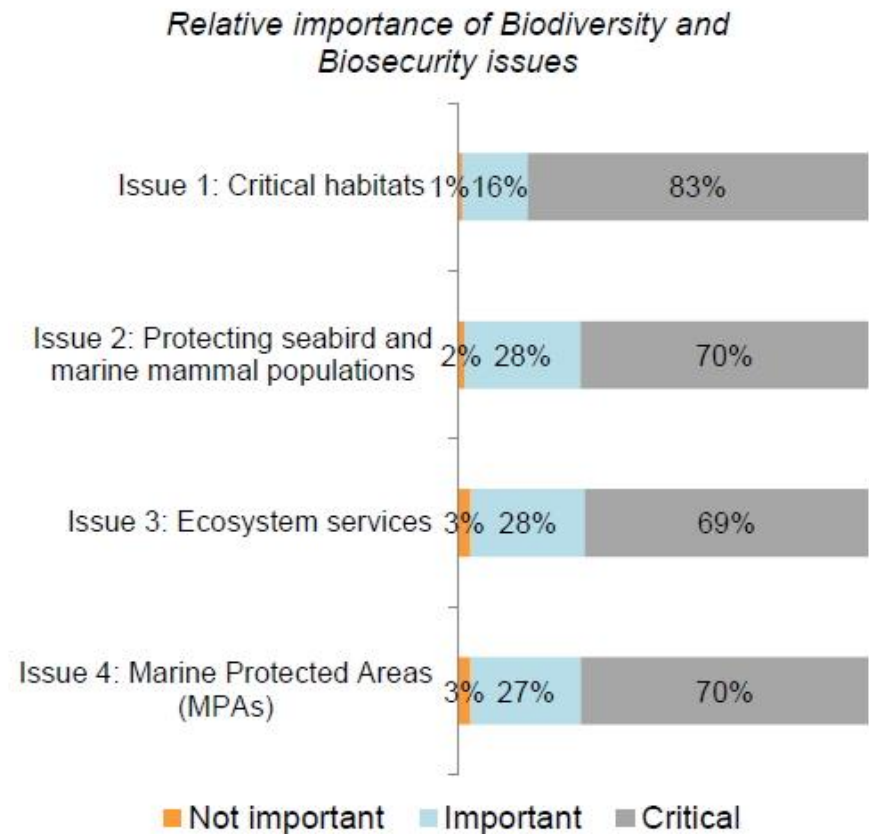
*Overall, they said...*

**Most critical issue: 83%**

- Issue 1: critical habitats.

**Most far-reaching issue: 84%**

- Issue 2: protecting seabird and marine mammal populations.



## Biodiversity and biosecurity survey

Priority issue	Strongest response (across whole topic)	Top suggested option or solution (free suggestion)
Issue 1: <b>Critical habitats</b>	<b>74%</b> feel there are particular areas of the Hauraki Gulf/Tikapa Moana that should be preserved or reserved to protect habitats for marine life.	<b>27%</b> suggested more marine reserves / no go zones.
Issue 2: <b>Protecting seabird and marine mammal populations</b>	<b>87%</b> felt that reducing run-off into the marine environment was an option to protect seabirds and marine mammals.	<b>22%</b> suggested education.
Issue 3: <b>Ecosystem services</b>	<b>86%</b> agreed that people get ecosystem benefits, particularly in the form of food (24%), a healthy ecosystem (20%) and recreation (17%).	<b>24%</b> suggested education and engagement.
Issue 4: <b>Marine Protected Areas</b>	<b>85%</b> agree with the idea of creating additional MPAs, with 18% saying more MPAs would increase diversity of sea life and 10% saying it would benefit the wider ecosystem.	<b>11%</b> suggested validated research to inform decision making.





# Aquaculture

**171 people responded.**

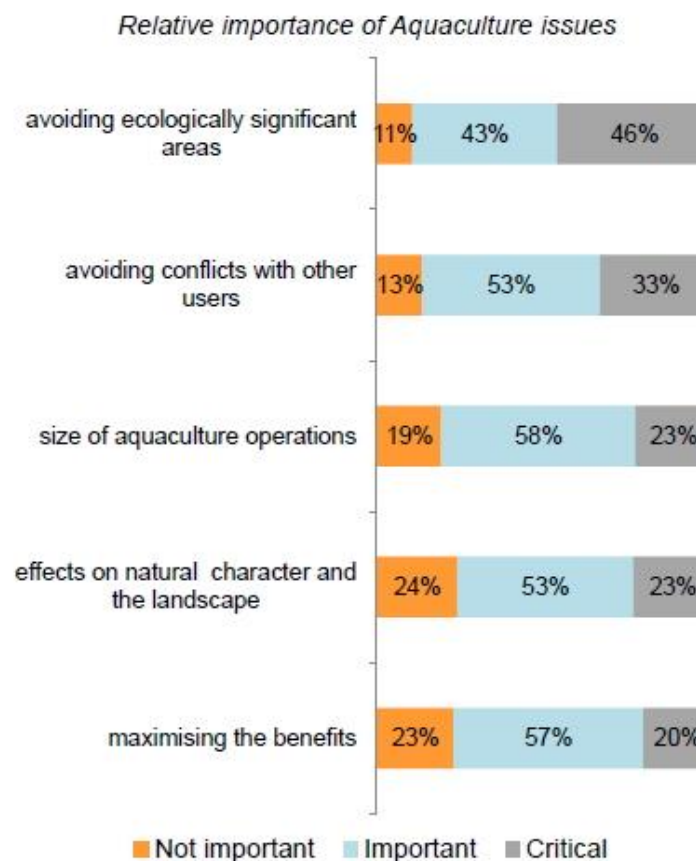
*Overall, they said...*

**Most critical issue: 46%**

- Issue 2: avoiding ecologically significant areas.

**Most far-reaching issue: 53%**

- Issue 2: avoiding ecologically significant areas.



# Aquaculture survey

Priority issue	Strongest response (across whole topic)	Top suggested option or solution (free suggestion)
Issue 1: <b>Maximising the benefits</b>	<b>51%</b> stated there are economic and social benefits from aquaculture that are important to them; (51% for ecological or environmental benefits).	<b>18%</b> suggested conduct careful research / prove the benefit.
Issue 2: <b>Avoiding ecologically significant areas</b>	<b>58%</b> stated there are effects ('pollution / contamination / sediment' [46%] and 'changing the ecosystem / natural environment' [20%]) they think should be avoided.	<b>25%</b> suggested limit / eliminate aquaculture.
Issue 3: <b>Effects on natural character and landscape</b>	<b>57%</b> stated there are areas in the Hauraki Gulf which they think have high landscape and natural character values that would be compromised by aquaculture.	<b>32%</b> suggested limit / eliminate aquaculture.
Issue 4: <b>Avoiding conflicts with other uses</b>	<b>36%</b> said the impacts of aquaculture that should be avoided are pollution / contamination / sediment.	<b>24%</b> suggested limit / eliminate aquaculture.
Issue 5: <b>Size of aquaculture operations</b>	<b>36%</b> stated they would prefer a combination of smaller and larger aquaculture areas.	<b>15%</b> suggested doing research. <b>15%</b> suggested each site should be looked at individually.



# Infrastructure

**145 people responded.**

*Overall, they said...*

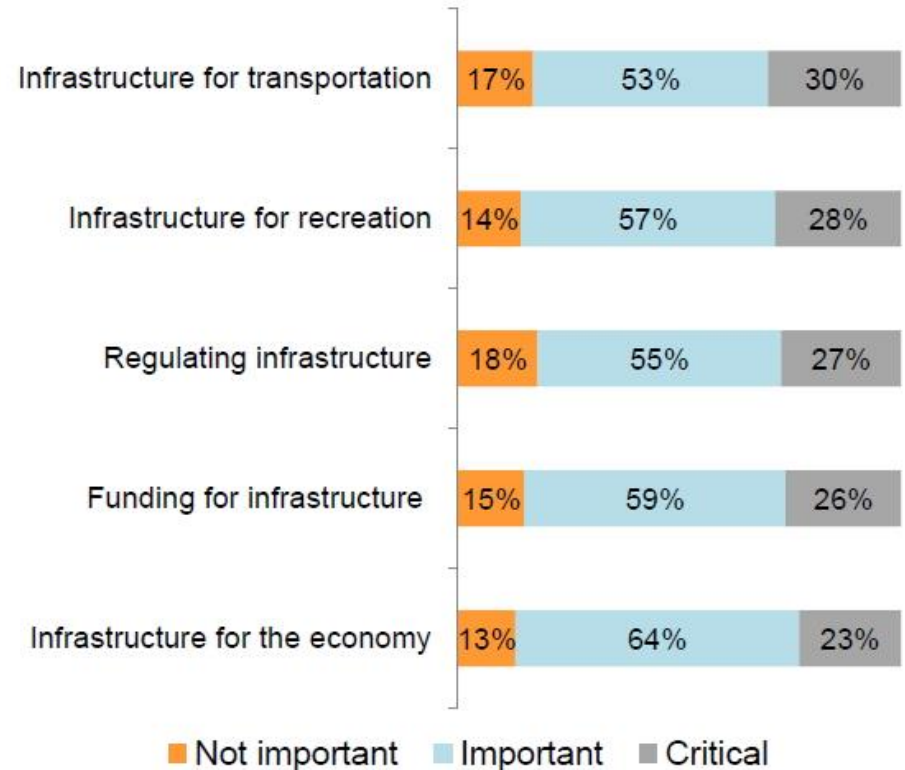
**Most critical issue: 30%**

- Issue 3: infrastructure for recreation.

**Most far-reaching issue: 50%**

- Issue 1: infrastructure for the economy.

*Relative importance of Infrastructure issues*





## Infrastructure survey

Priority issue	Strongest response (across whole topic)	Top suggested option or solution (free suggestion)
Issue 1: <b>Infrastructure for the economy</b>	<b>57%</b> said it was very important that space was continually provided in the coastal environment for our maritime industries.	<b>19%</b> suggested take into consideration future environmental issues.
Issue 2: <b>Infrastructure for transportation</b>	<b>79%</b> would support construction of a network of transport infrastructure to facilitate a 'blue highway'	<b>20%</b> suggested public transport and the quality of roading should be improved alongside the ferry service.
Issue 3: <b>Infrastructure for recreation</b>	<b>61%</b> said preserving untouched public land is an important priority, with 43% of those stating that land is limited.	<b>22%</b> suggested protect key areas from commercialisation.
Issue 4: <b>Funding for infrastructure</b>	<b>77%</b> think users of the existing infrastructures should pay for its upgrade.	<b>40%</b> suggested using a mix of public, private, government and other forms of funding.
Issue 5: <b>Regulating infrastructure</b>	<b>64%</b> supported the idea of creating a single agency to process applications for new infrastructure in the Gulf.	<b>21%</b> suggested better communication to encourage maximum ability to have a say.



## Water quality

**154 people responded.**

*Overall, they said...*

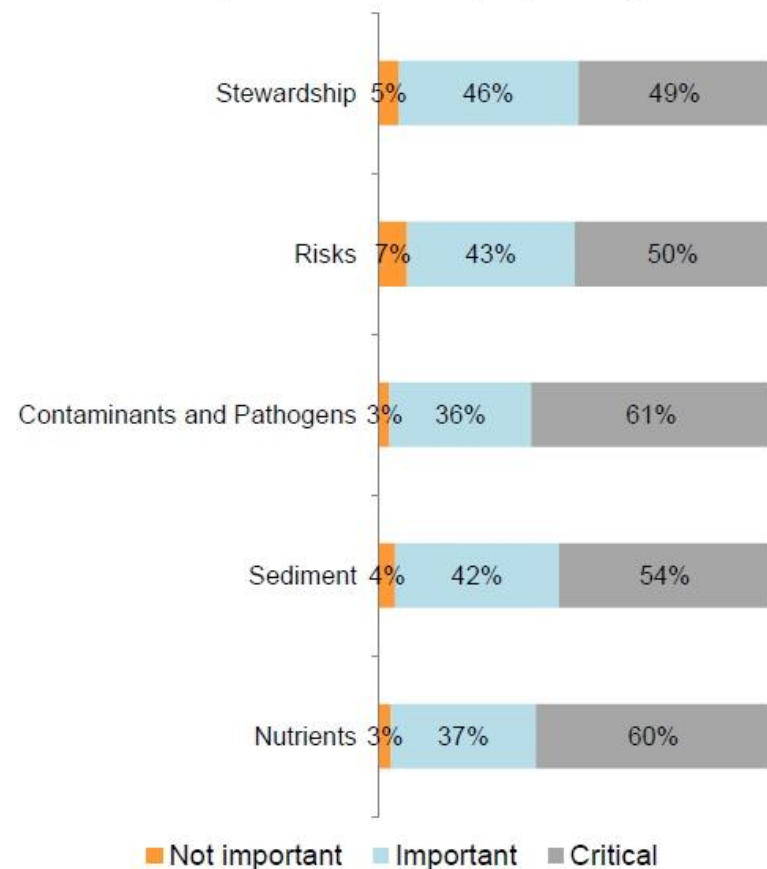
**Most critical issue: 61%**

- Issue 3: contaminants and pathogens.

**Most far-reaching issue: 62%**

- Issue 5: stewardship.

*How important is this issue to you personally?*



## Water quality survey

Priority issue	Strongest response (across whole topic)	Top suggested option or solution (free suggestion)
Issue 1: <b>Nutrients</b>	<b>26%</b> said fences / riparian planting could reduce the flow of rural nutrient discharge into the Gulf.	<b>16%</b> suggested better management.
Issue 2: <b>Sediments</b>	<b>81%</b> said smothering of shellfish beds was a critical sediment effect.	<b>23%</b> suggested restoring natural habitats.
Issue 3: <b>Contaminants and pathogens</b>	<b>68%</b> said they were aware of actions they could take to reduce the problem of contaminants and pathogens in waterways.	<b>35%</b> suggested better management / control.
Issue 4: <b>Risks</b>	<b>79%</b> support the idea of a Gulf-wide monitoring network as a mitigation for water quality risk.	<b>12%</b> suggested starting prevention tasks now <b>12%</b> suggested better monitoring.
Issue 5: <b>Stewardship</b>	<b>65%</b> believe it is critically important to increase awareness of the issue of stewarding water quality.	<b>16%</b> suggested education.





## Accessible Gulf

**486 people responded.**

*Overall, they said...*

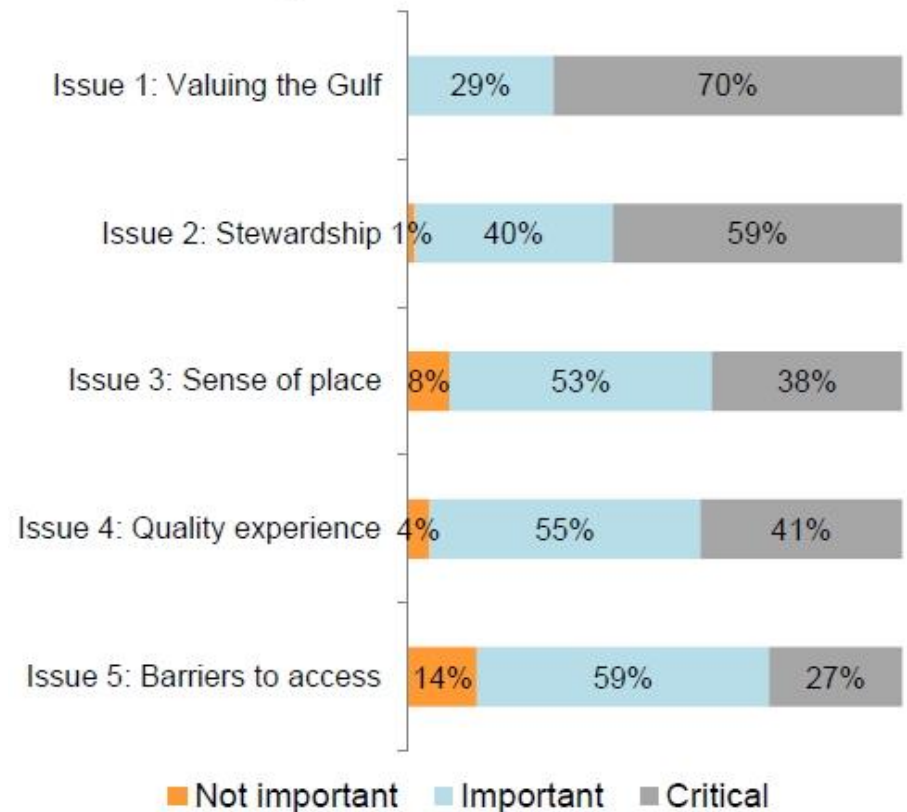
**Most critical issue: 70%**

- Issue 1: valuing the Gulf.

**Most far-reaching issue: 70%**

- Issue 1: valuing the Gulf.

*Relative importance of Accessible Gulf issues*



# Accessible Gulf survey

Priority issue	Strongest response (across whole topic)	Top suggested option or solution (free suggestion)
Issue 1: <b>Valuing the Gulf</b>	<b>76%</b> said the value and importance of the Gulf is underestimated.	<b>17%</b> suggested more marine reserves / protection. <b>17%</b> suggested education
Issue 2: <b>Stewardship</b>	<b>31%</b> said keeping pollution / rubbish to a minimum was the important thing they could do personally to steward the Gulf.	<b>20%</b> suggested increasing the responsibilities / involvement / funding of important groups. <b>20%</b> suggested education.
Issue 3: <b>Sense of place</b>	<b>44%</b> said they didn't know of any places in the Gulf where sense of place was being eroded. (42% said they did, with Waiheke at 12% the most common place mentioned.)	<b>19%</b> suggested improving accessibility.
Issue 4: <b>Quality experience</b>	<b>80%</b> said there are areas of the Gulf where development should be controlled (coastal areas at 19% the most common place mentioned).	<b>17%</b> suggested restricting coastal development.
Issue 5: <b>Barriers to access</b>	<b>45%</b> believe physical access is the most significant barrier to accessing the Gulf.	<b>12%</b> had no solution to suggest. <b>10%</b> suggested no private beaches / restricted access. <b>10%</b> suggested adding or improving public landings, wharfs and docks.



## Fish stocks

**312 people responded.**

*Overall, they said...*

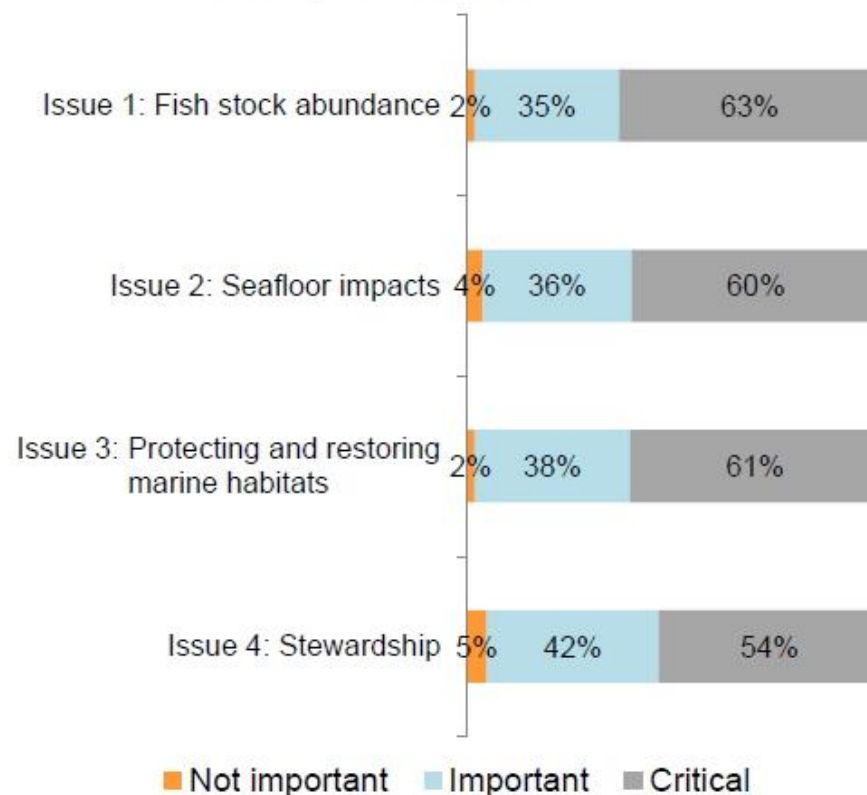
**Most critical issue: 63%**

- Issue 1: fish stock abundance.

**Most far-reaching issue: 79%**

- Issue 1: fish stock abundance.

*Relative importance of Fish stock issues*





## Fish stocks survey

Priority issue	Strongest response (across whole topic)	Top suggested option or solution (free suggestion)
Issue 1: <b>Fish stock abundance</b>	<b>92%</b> said we should aim to increase levels of fish stocks in the Gulf. <b>72%</b> nominated snapper as the species of particular concern to them.	<b>28%</b> suggested slowing or stopping commercial fishing.
Issue 2: <b>Seafloor impacts</b>	<b>73%</b> said all human activities have big impacts on the Gulf (rather than choosing one specific activity).	<b>21%</b> suggested banning trawling.
Issue 3: <b>Protecting and restoring marine habitats</b>		<b>37%</b> suggested additional or improved marine reserves.
Issue 4: <b>Stewardship</b>	<b>24%</b> said education in schools would be the way they would educate people about fish and marine habitats in the Gulf.	<b>32%</b> had no option to suggest. <b>15%</b> suggested education of the public.



## Over all six surveys

### **Issue with highest 'critical' rating: 83%**

- Critical habitats (biodiversity and biosecurity survey).

### **Issue with highest 'important' rating: 64%**

- Infrastructure for the economy (infrastructure survey).

### **Issue with highest 'not important' rating: 24%**

- Effects on natural character and the landscape (aquaculture survey).

### **Strongest response across all surveys: 92%**

- Respondents said we should aim to increase fish stocks in the Gulf (fish stocks survey).



## What do we do with this?

- These responses offer additional insight and potentially a useful complement to the Roundtable reports.
- ***Overall, these results show there is strong to very strong alignment between the priority issues identified by the Roundtables and the public's sense of priorities for the Gulf.***
  - Possible exception aquaculture: have some thoughts on why that might be the case – happy to discuss further.
- Your report gives you the analysed picture, plus:
  - raw data reports also available for each survey
  - analysis of the 107 late responses will follow by email
  - E&C team happy to drill down to further levels of analysis – just ask!
  - analysed results for the 'broad brush' Roundtable survey also available if desired
- For all, please just ask!



# OUR GULF. OUR FUTURE. YOUR VOICE.

*Thanks to everyone who added their voice.*

[WWW.SEACHANGE.ORG.NZ](http://WWW.SEACHANGE.ORG.NZ)

The logo for Sea Change, featuring a stylized wave graphic above the text. The text "Sea Change" is in a large, bold, sans-serif font. Below it, in a smaller font, is "Hauraki Gulf Marine Spatial Plan". To the right of the main text, in a smaller font, is "Tai Timu Tai Pari".  
**Sea Change**  
Hauraki Gulf Marine Spatial Plan  
Tai Timu Tai Pari