

# Our Estuaries: an online hub where to next?

#### Helen Kettles

Technical Advisor - Marine Ecosystems Team Estuaries overview role





We trust others

Governing with citizens

DOC as service facilitator, collaborator, enabler, partner

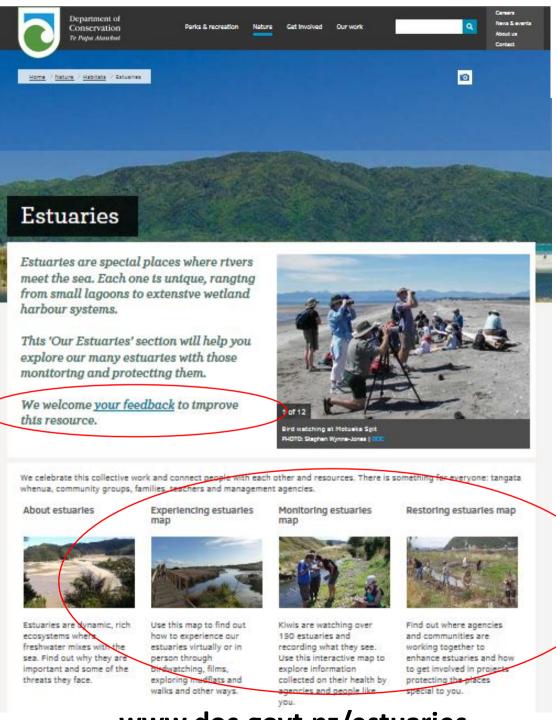
Outwardly focused

DOC and citizens' own outcomes

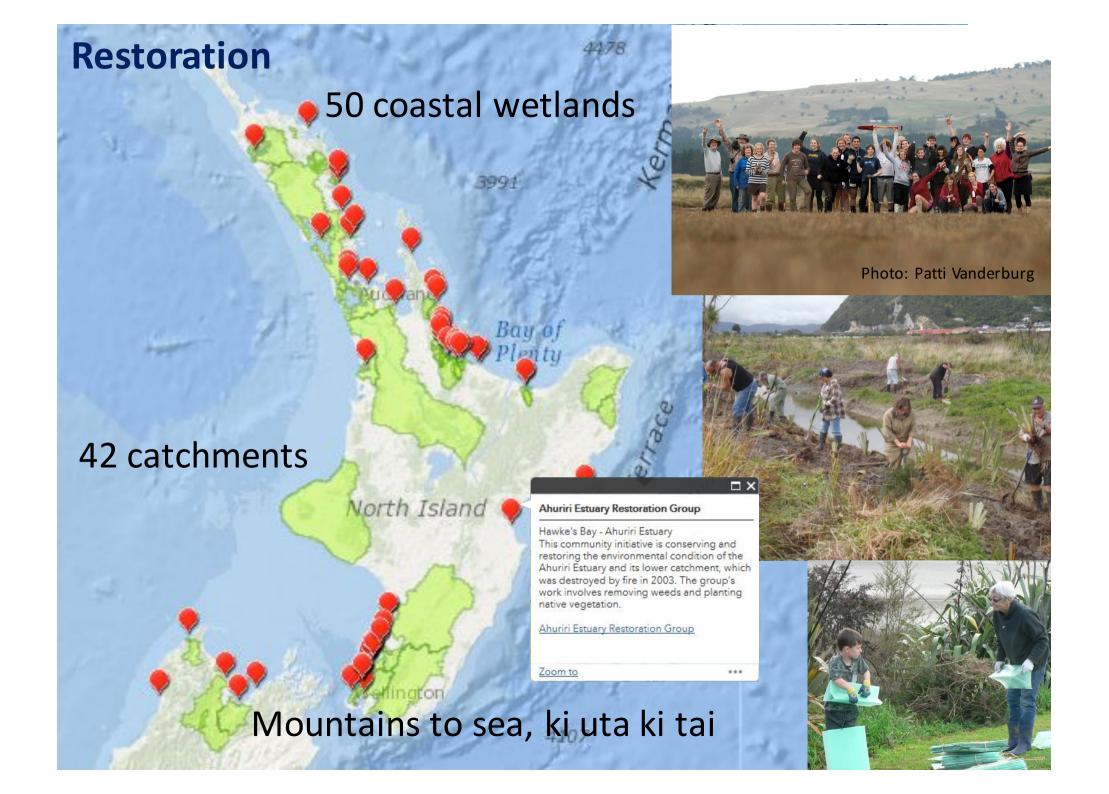
Agility

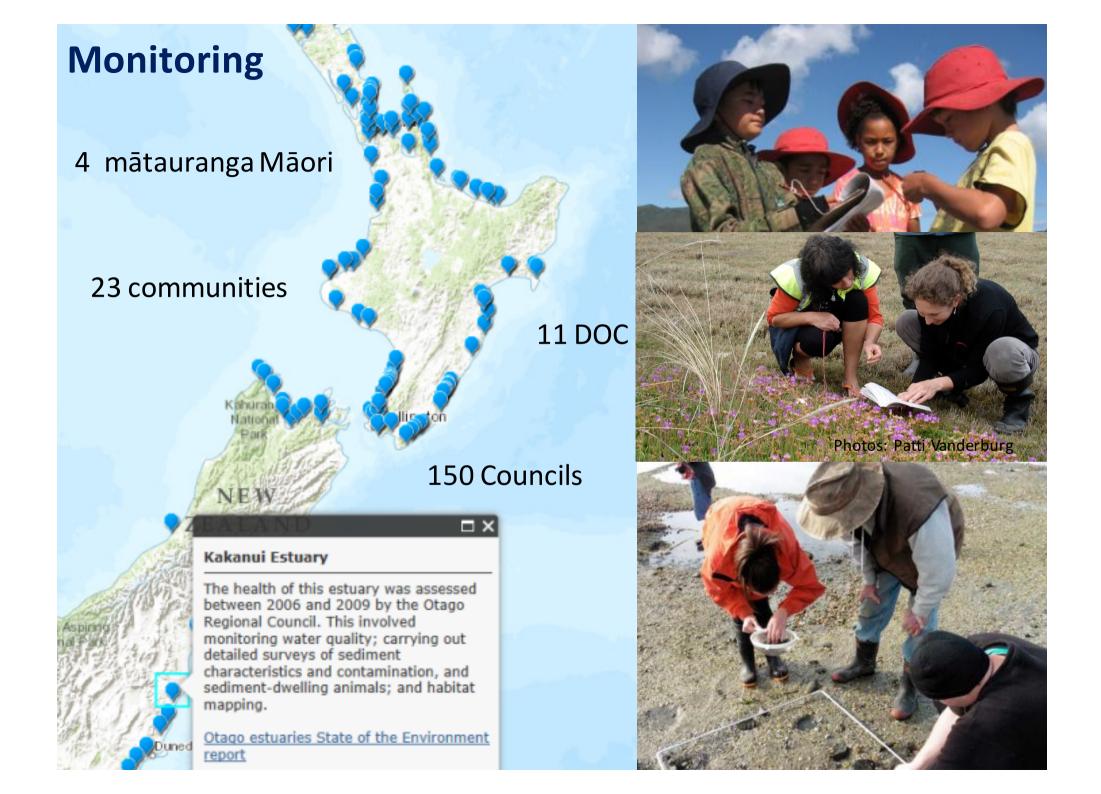
Managedrisk

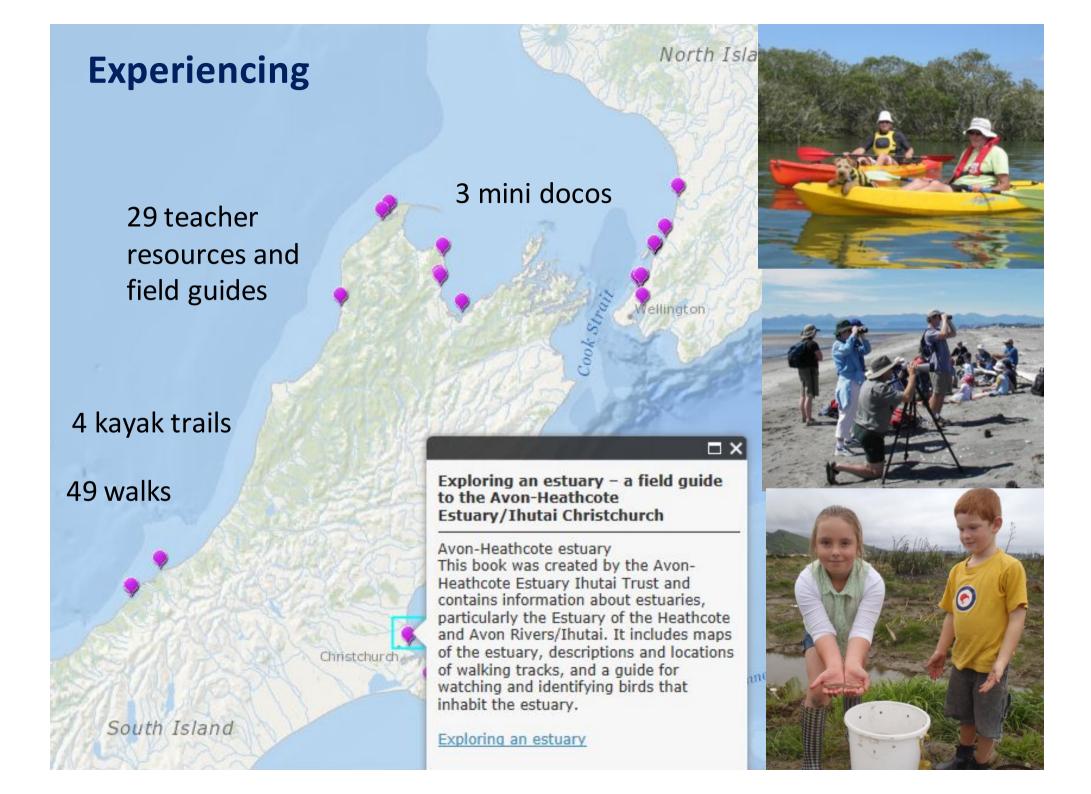
Organisational networks



www.doc.govt.nz/estuaries







#### Estuaries on social media

#### Over 100 posts

Feeling inspired by one of #OurEstuaries? Share your photos on social media and you may have your experiences featured here.









It's always worth having a good look around I'm in... with the #habitatcascade in never know what you might see. This shore skink was spotted at the new hide by some



undefined a month ago





when you are at Pukorokoro Miranda, as you #OurEstuaries. pic.twitter.com/IVolKrvqPT



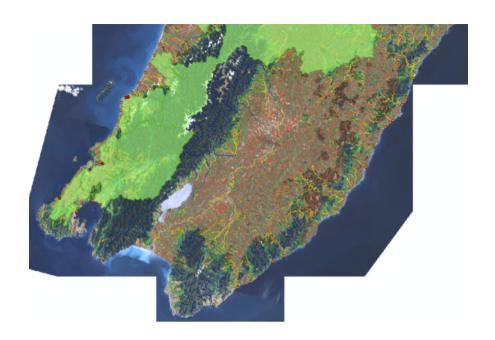


MERG @MERG NEWZEALAND a month ago



# Google Analytics

- 25,000 page views
- 3,500 users 53% return users
- 75% are from NZ
- 20% Auck, 14 % Wgtn, 11% Ham, 8% Chch, 5% Napier, 4% Tauranga, 3% Dunedin.
- 6 mins average
- Use of the 3 maps about the same.
- Social media page becoming more popular.



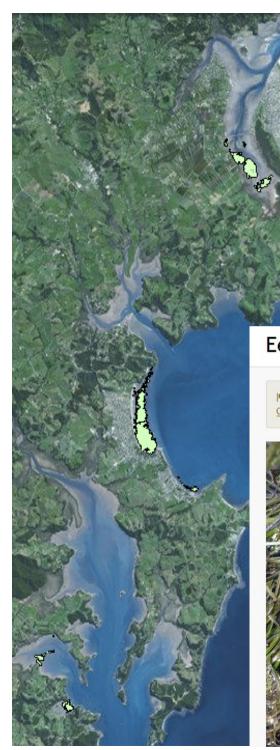
#### Welcome!

Nature WatchNZ, where
you can record what you see
in nature, meet other nature
watchers, and learn about the
natural world.





*Photos:* Oliver Wade, Sebastian Leuzinger, Derrylea Hardy, Guardians of Pauatahanui Inlet



X 36 observations

 $\pmb{Eelgrass} \ \textit{(Zostera muelleri ssp. novozelandica)}$ 

|<sup>®</sup> At Risk- Declining- 2012 (Ar) In New Zealand (Source: New Zealand Threat Classification System)







Reports available to users

### Keen for feedback

- Do you currently use NatureWatchNZ?
- Would you use a Seagrass App to record sightings?
- Would you be able use the data it collates for your own work?
- Have you got other ideas for seagrass citizen science?
- Are we on the right track with doing this?

## Improving connectivity – you can help

- Explore "Our Estuaries" with questions in mind and please give feedback
- Share with networks around the country citizen scientists living near estuaries, restoration groups.
- Provide a link on your webpages back to the hub
- Hand out pocket cards at events
- Display posters
- Use #OurEstuaries on social media to promote what you are doing

# Take home messages

- DOC estuaries overview and partnerships
- Active interest communities, agencies, researchers
- Great online tools Our Estuaries hub, NatureWatch, Twitter
- This is an evolving process watch this space and get involved! Help grow your work & impact



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## With Thanks!



- Our Estuaries hub team Melissa Reid, Dion Fabbro, Sarah Wilcox, Peter Badalamenti, Kurt Sharpe
- Seagrass Shane Orchard (NatureWatchNZ), Richard Unsworth & Adam Rogers (Project Seagrass)
- DOC cit sci project -Don Neale (lead)