

# experiencing

marine sanctuaries



Inspiring people to become citizen scientists and actively participate in marine conservation

*We provide a safe and professionally supervised  
'in water' experience of the marine environment*



**EMS**  
experiencing marine sanctuaries



A&K DIVING®

# What is Experiencing Marine Sanctuaries?



- Incorporated, not-for-profit non government organisation.
- Based on the highly successful New Zealand program 'Experiencing Marine Reserves' (EMR)
- Empowers schools and communities through **experiential learning** in the ocean
- Safe and professionally supervised 'in water' experience of the marine environment

# What is Experiencing Marine Sanctuaries?

- Professional equipment (free hire), staff and expertise
- Education about marine biodiversity and local marine environments
- Compares unprotected and protected areas
- Supports students to put their knowledge into action within the community.



# Aims

## Experiencing Marine Sanctuaries Aims to:

- **foster** appreciation and conservation of the marine environment.
- **promote** the establishment, effective monitoring and management of marine sanctuaries.
- **inspire** people to become citizen scientists and actively participate in marine conservation.
- **educate and engage** through experience in the marine environment.
- **demonstrate** the value of marine sanctuaries



# Committee and Volunteers

The committee is made up of a dynamic team of 14 qualified and experienced individuals including;

- PADI dive master and instructors
- marine biologists
- teachers and educators
- environmental consultants
- environmental managers
- business and community engagement managers
- science and sustainability professionals



# Committee and Volunteers



# Our Values



## *We value*

- Our marine environment and the unique plants and animals that it supports
- The importance of community support, appreciation and participation in marine conservation.
- Marine Parks and Sanctuaries and the important role they play in marine conservation.



# Community Guided Snorkel Day Events

The Experiencing Marine Sanctuaries project was implemented over the warmer months of the year between December 2015 – March 2016 with 11 Community Snorkel Day events with **630 participants**.

## **Locations:**

- Second Valley
- Port Noarlunga
- Port Willunga
- Port Lincoln
- Coffin Bay
- Tumby Bay

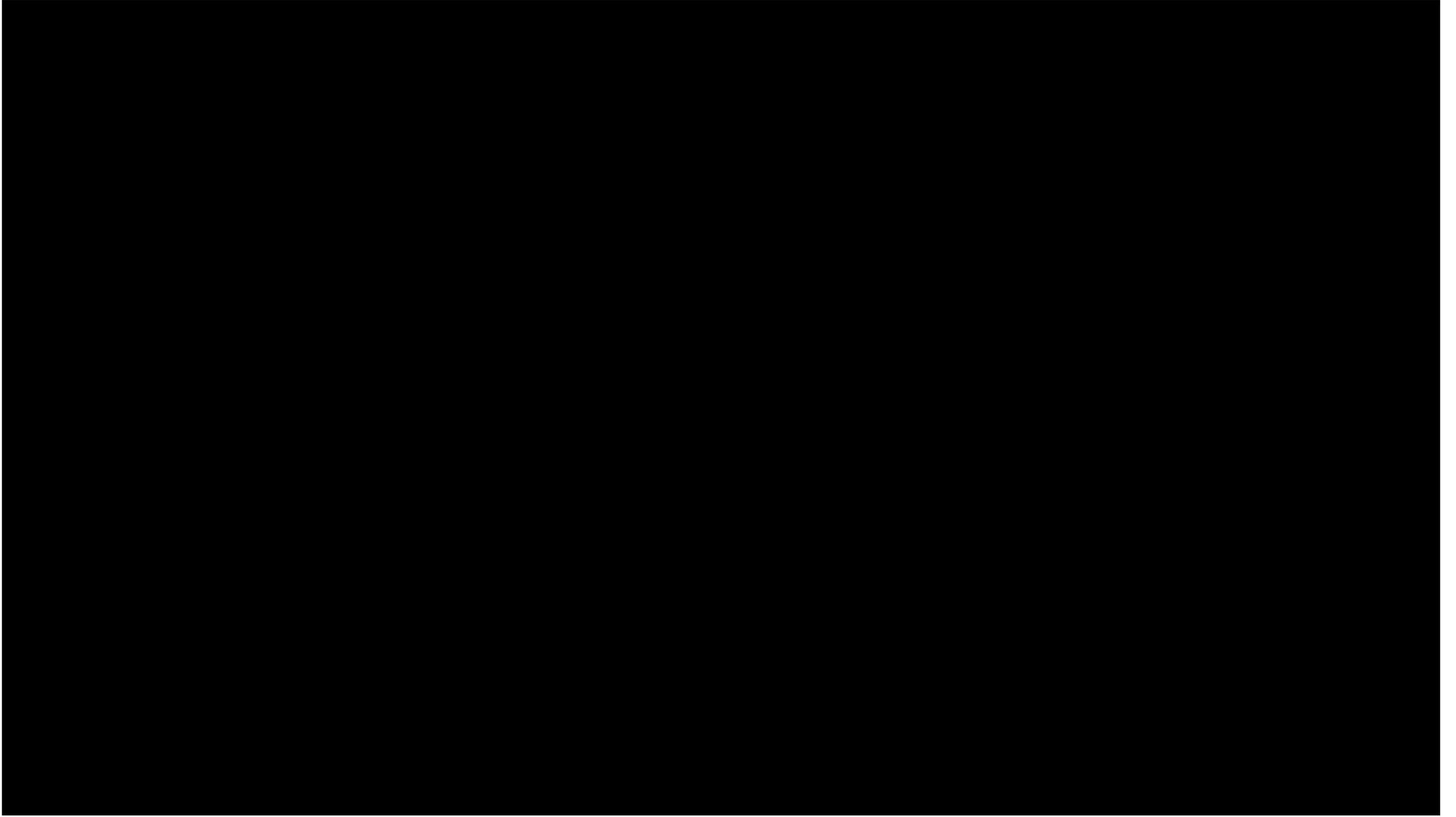




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<https://www.youtube.com/watch?v=i-g1BZSSSPU>



## Feedback has been very positive!

*“Brilliant. A celebration of our wonderful marine world. A world too good to miss. Get your goggles on folk and See what you can See in the Sea”*

*“We were lucky enough to go to 2 snorkelling events on the EP in January. Really well organised and very safe, all equipment provided if needed. Very friendly and knowledgeable guides, excellent opportunity!! Thank you”*

*“We saw star fish, zebra fish and lots of other fish. It was just a lot of fun!”*

*“It was really fun, it was really good! Our favourite parts were seeing the star fish, zebra fish and learning to duck dive.”*

*“It was awesome! Looking forward to the next one!”*

## Why We Do What We Do...

*"I want to say a HUGE thank you to the ladies from EMS today. I had the best experience today with Keller Road Primary. As a 45 year old who has never been in the ocean above my head before, I was a bit nervous about doing this (to the point of initially not wanting to let go of the jetty) but I am so glad I did it. It was amazing and you did a fantastic job working with the kids. An experience I will never forget."*

*"...on the walk back along the jetty Ben (an Aboriginal student) and his friends excitedly told stories of what they had seen during the dive – sharing stories of the cuttlefish, schools of fish, blue swimmer crabs and huge 11 armed sea stars. Back at the Beach House Ben was the first to thank me in front of his peers for 'an awesome dive' and said he was keen to snorkel again with his family and friends. You should join us next summer at one of our community snorkel days – maybe you could assist as snorkel guide.....During the EMS experience Ben had transformed from a shy, disengaged student to a fully engaged and respectful young man ready to follow his new passion for the ocean."*

# Key Milestones

- Developed partnerships with like-minded organisations and Govt. Departments:
  - DEWNR Marine Parks
  - Star of the Sea school/Marine Discovery Centre
  - SNUBA Noarlunga Jetty
  - SA Aquatics
  - Conservation Council SA
  - Diving Adelaide
  - KESAB environmental solutions
  - NRM Education
  - AAEE
  - Marine Life Society SA
  - Friends of Gulf St Vincent
  - Reef Watch SA
  - SA Whale Centre



# Key Milestones

- EMS has identified and started working five with schools.
  - Ocean View College
  - Warriapendi School
  - TAFESA
  - Keller Road Primary
  - Cambrai School
- Worked closely with NRM Education Team to develop a school resource hub and start to develop curriculum linked marine education resources.



# Highlights

- 2-week orientation of EMS Executive Officer; Carl Charter, by NZ sister project EMR.
- The exhilaration of both children and their parents (and grandparents) after a snorkel tour.
- To see families away from screens (TV, Computers, ipads, iphones) and instead **connecting with nature.**



# Highlights



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- Total of 603 participants (486 in AMLR NRM Region) in water – many now avid marine park supporters.
- In house training of EMS committee and supporters to be nationally recognised snorkel instructors - Qualification in Instruct Snorkelling Skills.
- Participants joining EMS supporters to volunteer on community days.
- Working with Warriapendi school (Aboriginal).

# Highlights

- Minister Hunt launching partnership between EMS and SA Govt. **Immerse Yourself in Marine Parks** program 21 December 2015.

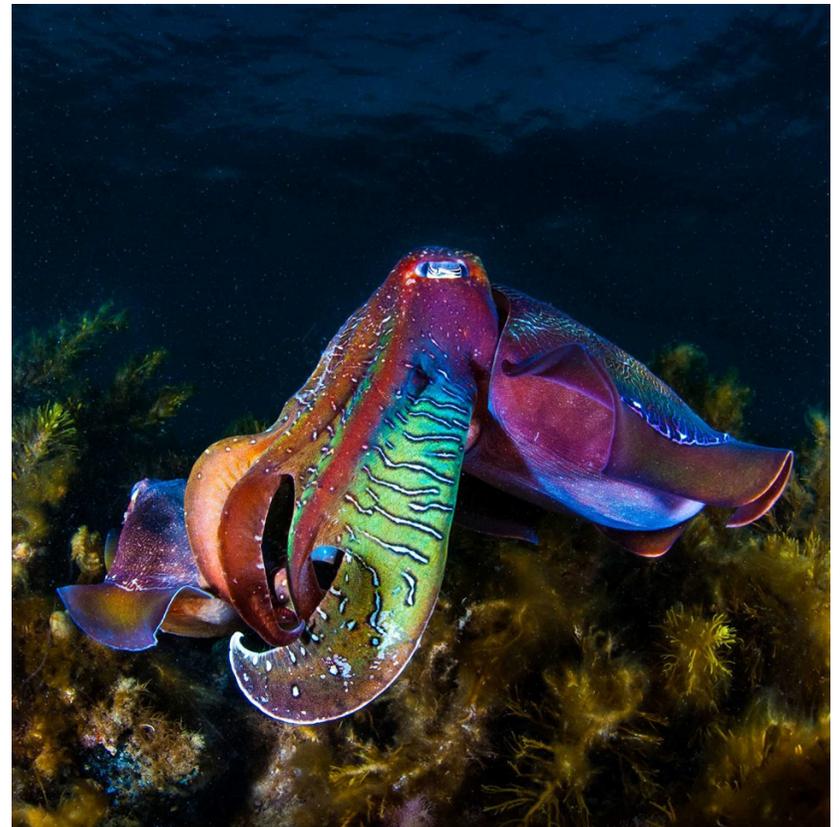


# Snorkel with Giant Cuttlefish

**When:** Thursday 30th June, 1st, 2nd & 3rd July 2016

**Where:** Stony Point (near Whyalla)

**What:** See 100's of breeding giant cuttlefish, putting on a colourful show.



## What's next?

- Commercialise EMS program over next 4 years with assistance from State Govt.
- Deliver programs supported through the Nature-Based Tourism Plan. \$350 million per year.
- Establish South Australia as a growing tourism destination choice for international and domestic travelers.
- Marine wildlife experiences with no equal; guided tours, sensory tours
- Experience based tours that further develop the unique appeal of South Australia



## What's next?

- Marine immerse tours – transport/accommodation/ gourmet food and wine/ marine wildlife tour.
- Installation of underwater trails and information.
- use EMS as a brand to market marine experiences in SA – an overarching brand for SA eco-tourism operators including dive shops.

# Get involved!



**website:** [www.emsau.org](http://www.emsau.org) (under construction)

**Facebook/EMS -**  
ExperiencingMarineSanctuaries

**Twitter** @EMS\_connect

**Email:** [info@emsau.org](mailto:info@emsau.org)

**phone:** 0466 278 187



# Get involved!

