

## EMR services

EMR is delivered by a team of passionate coordinators in our eight regions. EMR coordinators/snorkel leaders offer guidance, direction and coordination of classroom exercises and field trips to the ocean. We also provide snorkel equipment, instruction, resources and snorkel risk management and emergency procedures. Due to the seasonal nature of the programme, it is offered in terms one and four when the weather is warmer and more suitable for snorkelling.

### Our offer:

- Guided snorkel experiences at marine reserves or locations of your choice for schools and groups
- Innovative marine conservation engagement events
- Educational resource development
- Community Guided Snorkel Days
- Marine monitoring projects

We seek funding solutions to deliver our full EMR programme to schools and public community engagement events. 'Once off' EMR snorkel experiences are offered on a quote basis – contact your EMR regional coordinator to find out more about how to get involved in your area.

*"I promise to teach my family to protect the marine life, when I grow up I want to be a marine biologist just like you"*

## Sponsors and support

The Tindall Foundation, DOC Community Fund, Department of Conservation, Foundation North, Bobby Stafford-Bush Foundation, Wettle, Dive Tutukaka and contributions and generous donations from schools, councils, businesses and individuals

To see full list of current supporters and programme info visit [www.emr.org.nz](http://www.emr.org.nz)

## Get involved



- Like us on facebook to keep up to date with all our events and activities
- Become a member or donate - <http://www.emr.org.nz/index.php/support-us/join-donate-emr>
- Volunteer with EMR – share your passion for the sea with others
- Purchase top quality 'Wettle snorkel gear and support EMR at the same time! EMR snorkel gear and unique products such as our micro mollusc necklaces are available on [www.emr.org.nz/shop](http://www.emr.org.nz/shop)
- Advertise on one of our trailers
- Leave a lasting legacy in Northland – Northland Foundation make it easy for you to give to us [www.northlandfoundation.org.nz](http://www.northlandfoundation.org.nz)

## Get in touch

### Mountains to Sea Conservation Trust Experiencing Marine Reserves (EMR) programme:

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**GST** – 83968672

**[www.emr.org.nz](http://www.emr.org.nz)**

### National EMR programme areas and contact emails:

**Northland** - [info@emr.org.nz](mailto:info@emr.org.nz)

**Auckland** - [auckland@emr.org.nz](mailto:auckland@emr.org.nz)

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**All national and general enquires**  
**[info@emr.org.nz](mailto:info@emr.org.nz)**

**We have a sister programme operating in South Australia – Experiencing Marine Sanctuaries EMS**



# Experiencing Marine Reserves

A national programme of experiential learning about marine conservation  
Te Kura Moana 'School of the Ocean'



## What is EMR?

EMR empowers schools and communities by providing hands-on experience in the ocean. Our goal is to raise awareness, understanding and support for marine conservation throughout Aotearoa (New Zealand) through the provision of dynamic experiential marine education opportunities.

### The full EMR programme concept:

- Introduction to marine biodiversity
- Investigate local/unprotected marine areas
  - 1:2 adult/student ratio aim
  - = many whanau (family) share the experience
  - Look and learn – no hurting tangaroa's children (marine creatures)
- Experience/research a marine reserve
- Be engaged and inspired
  - Make comparisons, take ACTION
- Initiate your marine conservation kaitiaki action project

Check out our virtual marine reserve experience <https://tinyurl.com/m24hmjp>

## Our focus:

**Marine Education:** To provide quality experiential marine education opportunities to schools, communities and professionals.

**Marine Conservation:** Increase awareness, encourage action and support for marine conservation in New Zealand

**Empower Communities:** Provide schools and communities with the expertise and knowledge to experience their local marine environment first-hand, leading to understanding of local marine conservation issues and fostering kaitiakitanga (guardianship)

**Support and Encourage Action:** Facilitate projects that result in awareness and/or action to address marine issues.

## Statistics

Since 2002, EMR has expanded to eight regions, with a team of up to **20 coordinators**, EMR has guided snorkel experiences for over **40,000 students** and whanau in NZ marine reserves and over 15,000 people have been engaged in EMR organised marine conservation events. **The total number of kiwis engaged in EMR is now over 55,000!**

## Programme structure

The EMR brand is unique; we have an active focus on community engagement and marine conservation. We are committed to delivering safe snorkel excursions. EMR is a programme of the charity (CC #23406) - Mountains to Sea Conservation Trust (MTSCT), the trust is the national body for EMR. We are an adventure activity safety audit certified (AAO 534). Since its establishment in Northland in 2002, programme uptake has expanded and continued to increase throughout the country.

The national expansion of EMR is based on a non-profit franchise concept. Our EMR endorsed providers are organisations throughout the regions that have been given permission to use our brand. All EMR regional coordinators are fully trained by MTSCT and meet our endorsement criteria. All snorkelling is run in accordance with the EMR Standard Operating Procedures (SOP's for snorkelling), Mountains to Sea Conservation Trust Safety Management System (SMS) and Safety Audit Standard.



## EMR action

- be connected kaitiaki (guardians)
- make a difference!

EMR students are involved in a range of action projects, from writing letters to their local authorities and Members of Parliament, presentations in front of assembly and public events, investigating where marine protected areas would go, supporting community groups and addressing local issues in their community such as sand dune erosion.

### EMR action criteria

- In response to a marine issue
- Relevant to New Zealand
- Taking action beyond the classroom



## Community engagement

Experience the wonders of your local marine reserve or marine environment! The EMR programme has planned Community Guided Snorkel Days in marine reserves and special places around New Zealand. We provide free hire for all the snorkel equipment and provide experienced snorkel guides to lead your discovery.

