

NORFOLK MARINE PARK MULTIMEDIA PROJECT - What next?

By now, most of the Norfolk Island community may have heard something about the multimedia campaign to educate and empower responsible care and use of the Norfolk Marine Park. This *Our Marine Parks Grants* project received grant funding from the Australian Government. Activities so far have included the community and business survey and the community workshop. But as the months tick by, and the 'waste conscious' community seek guidance for methods to make positive impact, the general whisper is... what next?

Over the last three months the waste reduction initiatives on island have gained serious momentum through positive projects such as the recent Norfolk Island Waste Reduction Challenge. Everywhere we go, we now hear discussions about reducing waste, re-using items, recycling, and even the occasional robust conversation about rotting food! But again, the community ask... what next?

As Nat Grube and I began working on the Norfolk Marine Park Multimedia Project, we soon realised that by just providing 'project deliverables' we may generate some positive impact, but we asked ourselves how do we make a BIG impact? How can two people attempt to fix the ever-increasing waste problems on the island? How do we influence the entire community and create a positive wave of enthusiasm? What next? And then, our Project transformed into a Campaign.

We are very excited to announce the launch of The Norfolk Wave Campaign!

The Norfolk Wave Campaign aims to unite the Norfolk Island community in a bid to reduce our ocean outfall of waste to zero. In doing so, we will enhance the long-term sustainability of the Norfolk Island environment and economy, and create waves of positive influence far beyond our waters.

CAMPAIGN VISION STATEMENT

Miekduu, Mainaut, Miekhies - Be Resourceful, Mindful and Act Now!

Join the Norfolk Wave Campaign and help keep our marine truly pristine.

The Norfolk Wave Campaign vision statement is a 'call to action' for each person who lives on or visits Norfolk Island. The term 'wave' has a trifold meaning in this campaign. Firstly, it speaks of the affectionate 'Norfolk Wave' that is shared between all passing vehicles, local and visitor alike. Secondly, it speaks of the beautiful waves that teem with life as they flow around the Island. These waves also return the rubbish dumped from Headstone tip back to the island's shorelines. Thirdly, it refers to the ripples of impact that this campaign will have within the Norfolk community and far beyond its shores.

This campaign aims to combine the deep connectedness between the Norfolk Island people and their love of their homeland with a sustainable vision for the future, where better waste choices are the norm. This new vision for Norfolk Island will help provide a natural environment and economy that the Norfolk Island people will be proud to hand on to future generations.

CAMPAIGN IMAGE

Combining elements of the ocean with the promise of a sustainable future, the logo represents Norfolk's deep connection to the sea. It is the ocean surrounding Norfolk that isolates it from the rest of the world, though this separation is why the Norfolk Island people have forged such deep connections with their community and environment. In Polynesian lore, the whale represents generational wisdom. This campaign will combine the handed-down knowledge of the Norfolk Islanders with new technologies and innovations - creating a symbiotic way forward that honours past present and future Norfolk Islanders.



COMMUNITY SUPPORT – WHAT NEXT?

It is essential that The Norfolk Wave Campaign is supported by Norf'k salan. Our united community, can make a difference! How can you help?

- Spread the word about the Campaign (tell your friends & family)
- Share information (digitally tell the world via social media)
- Use the website as a reference guide: www.thenorfolkwave.com
- Like the Facebook Page: The Norfolk Wave Campaign
- Follow Instagram @norfolkwave

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For further information about The Norfolk Wave Campaign, contact Rose Evans
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Rose Evans

TEAM LEADER TOURISM & HERITAGE

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