



## INNOVATIVE LEARNING TOOLKIT

**PROJECT TITLE: Beachcare**

**Tags: beach, restoration**

**Overview:**

Beachcare groups care for beaches around the Waikato region by carrying out building and planting projects. They also seek to educate and involve the wider public regarding dune care through signage, seminars, newsletters and the Environment Waikato website.

Beachcare groups are made up of people who care about a particular area of coastline. They work together to help protect and care for it. They are partnerships between local community, iwi, district councils and Environment Waikato. There are currently 16 beachcare groups throughout the Waikato region. Some have been running since at least 1993.

In terms of activities, the beach care groups come together to plant native trees and plants, build accessways across the dunes, along with fences and lookouts, as well as erect signs and run local workshops to raise awareness and educate local community members about the dunes.

Local identity and community champion Kahu Hohaia has been involved for a number of years and this has helped to promote the project and raise awareness - they featured on TV One's Closeup in May 2007.

**Why is it relevant to PTS?**

Involves the local community working together to improve the environment in their area  
Is a partnership model between the community, iwi and councils  
Uses local people and community groups to raise awareness and educate

**Ideas and tips for PTS:**

Involving a local celebrity as a champion helped them raise awareness of the project and get good media coverage

**Contact:**

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<http://www.ew.govt.nz/Projects/Beachcare>