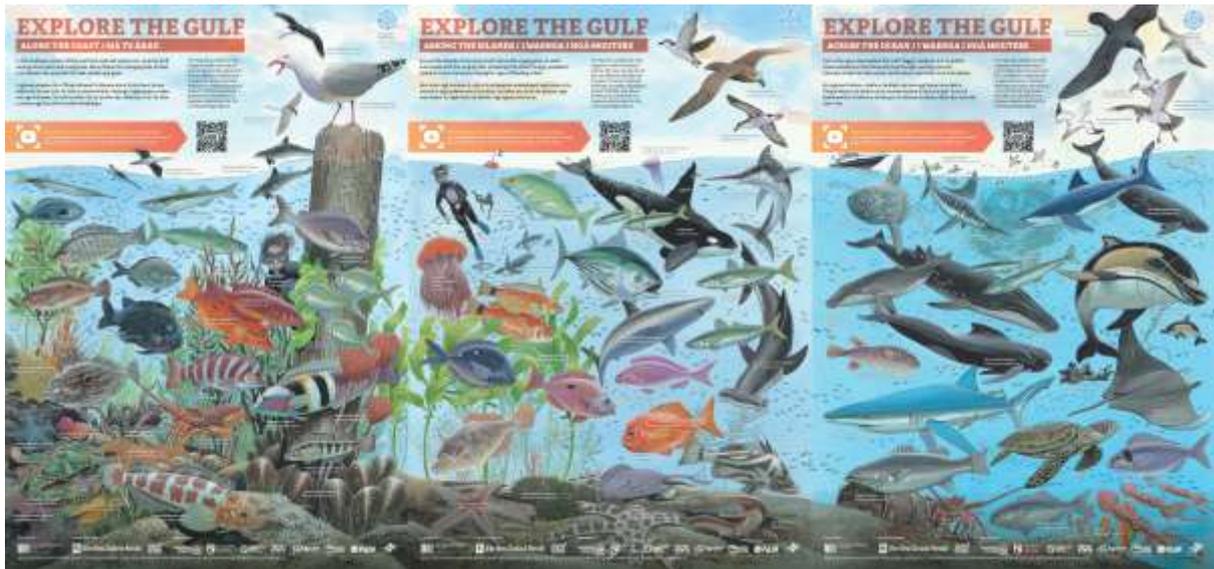


2018 Hauraki Gulf Marine Park Poster

The **Hauraki Gulf Forum** has received support from the **New Zealand Herald** to produce a Hauraki Gulf Marine Park poster in 2018, continuing a partnership into its seventh year.

The posters are a popular addition to the New Zealand Herald, and NZME has invested over \$100,000 worth in marketing the poster insert through its media channels in recent years.



The posters translate the story of the Hauraki Gulf, its state and the opportunities for care and restoration into engaging artwork and text (see previous series at <http://gulffjournal.org.nz/poster/>).

A print run of 130,000 copies enables insertion in a full run of the New Zealand Herald. The posters have also been provided to every school in New Zealand and used within the educational programmes of sponsoring agencies Auckland Council and Department of Conservation.

In 2017 the posters were produced in association with **Young Ocean Explorers**, enabling the incorporation of Augmented Reality. Scanning elements of the posters with a mobile device and App triggered a dozen videos hosted by Riley and Steve Hathaway, presenters of the TV series Young Ocean Explorers.

The App has been downloaded thousands of times and the posters have become the most popular content on the Gulf Journal website <http://gulffjournal.org.nz/>.

This year we plan to extend the Augmented Reality component of the poster, produce it at twice the size, insert in the Weekend Herald on Saturday, the most read edition of the paper, and lift promotion through schools.



The 2018 poster will invite you to **Dive into the Gulf**.

As well as immersion in compelling artwork by renown wildlife artist Dave Gunson the Young Ocean Explorer App will be reveal new video content linked to the interactive documentary <http://www.youngoceanexplorers.com/>

The poster will also encourage exploration of dive locations around the Hauraki Gulf and consider some of the issues requiring greater awareness and care.



The poster will be published during Seaweek - Kaupapa Moana (March 3-11, 2018).

Sponsorship of this year's poster is now being sought.