SUMMERAMA
CONNECTING PEOPLE WITH THE COAST
SUMMERAMA ACTIVITIES PROGRAM

• A regional coastal activities program

• Run annually throughout January

• Designed to enhance community awareness, & develop a sense of place by increasing the community’s interaction and connection with Sydney’s coastline
## COASTAL ACTIVITIES & PARTICIPATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Activities</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>75</td>
<td>4700</td>
</tr>
<tr>
<td>2017</td>
<td>84</td>
<td>2202</td>
</tr>
<tr>
<td>2016</td>
<td>60</td>
<td>2200</td>
</tr>
<tr>
<td>2015</td>
<td>66</td>
<td>6000</td>
</tr>
<tr>
<td>2014</td>
<td>64</td>
<td>1962</td>
</tr>
<tr>
<td>2013</td>
<td>69</td>
<td>1800</td>
</tr>
<tr>
<td>2012</td>
<td>74</td>
<td>1888</td>
</tr>
<tr>
<td>Feedback</td>
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<tr>
<td>“Summerama is great in focusing attention on the whole of the Sydney coastline and the issues affecting it”</td>
<td>“Loved the under the sea craft activity – the children learned a lot about animals in the ocean and were able to create their own sea creature”</td>
<td>“One thing I will do after today’s activity is stop using plastic bags”</td>
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<td>“My daughter (aged 8) was excited to meet her first real marine biologist as she now wants to become one herself”</td>
<td>“I was amazed to discover what is living below the surface and how important it is to protect our coastal environments and its inhabitants”</td>
<td>“Wow it was fantastic to learn about the history of the Aboriginal people in the local area and their use of coastal plants for food and medicine – we need to learn this culture to protect and appreciate the land”</td>
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<td>“We all enjoyed the activity as a family – it really reached my eldest son – he’s being sharing it and talking to people about it non-stop since the weekend”</td>
<td>“It is good to get the message to the children early – they had a great time on the coast”</td>
<td>“I’m really behind this. It’s the best thing you’ve done and the whole beach is talking about it”</td>
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On average ~2000 visits to the website during Summerama.

Summerama Facebook has 495 likes.
During Summerama 2018 reached over 3600 people.

• Instagram - Photo Competition
Plastic pollution never truly goes away. It can even enter the food chain...

There is a solution to water pollution - that solution is you. Help make a difference!

50-80 million plastic bags enter the Australian environment as litter every year.

Clean Up Australia

Marine litter affects more than 290 species of marine animals worldwide.

Explore Sydney’s amazing coastline this January.

Learn about, experience & celebrate our marine and coastal treasures during Summerama – Sydney’s Summer Activities Program, supported by the Sydney Coastal Councils Group.

Coastal walk ‘n’ talks

Beach safety talks

Snorkelling tours

Rockpool rambles

And loads more... find the full list of Summerama activities at summerama.com.au
REACHING OUT TO CALD COMMUNITIES

• Longreef Aquatic Reserve Walk and Talk for Chinese speaking community

• Greater Sydney Local Land Service and Chinese Aquatic Champions

• Take home messages to share with their community
REGIONAL COLLABORATION IN ACTION

• Participation of SCCG Member Councils

• Support and involvement from government and non-government agencies

• Sponsorship
BENEFITS OF SUMMERAMA

• Working with project partners
• Providing accessible community activities
• Bringing together people in the community
• Connecting people to the coastal space
• Promoting the message around ‘caring for our coast’