KIA ORA

and welcome to Whale Tales 2022!

We are thrilled to bring the truly immersive experience, celebrating Aotearoa’s marine conservation, to Tāmaki Makaurau. Inspired by the threatened (nationally critical) Bryde’s whale, the trail is made up of six Tail sculptures dotted around Auckland’s streets, parks, and open spaces to provide you with a fresh opportunity to explore Tāmaki Makaurau.

Explore the unique and stunning Tail sculptures, designed by talented artists, students, and sponsored by generous businesses and organisations. Every Tail has its own tale too, so soak up the rich stories as you journey through the trail.

And the legacy of Whale Tales continues long after the trail ends. The sculptures will be auctioned to raise funds for WWF-New Zealand’s vital work to protect and restore the Hauraki Gulf and the Bryde’s whales that call it home.

So let the Tail watching, tale telling begin! Share your tale with us on the Whale Tales App or our social pages!

WWF - NEW ZEALAND

Whale Tales New Zealand is part of the World Wide Fund For Nature (WWF) global network - the world’s largest conservation organisations.

Since 1975, WWF-New Zealand has worked on the ground with local communities, and in partnership with government and industry, using the best possible science to advocate for change and effective conservation outcomes. Our mission is to build a future where all people live, thrive, in harmony with nature. Our ambition is to sadly reverse our current trajectory and enhance New Zealand’s natural world from sea to sky.

We work to protect and restore our marine (coast) and it’s system of Tales. Whale Tales is inspired by our sea work and the Bryde’s whale, a symbol for a healthy ocean.

Sadly, our Bryde’s whales are in serious trouble because their home in the Gulf is no longer safe. Together, we can restore the wonder of the Gulf so that our natural history and future generations can enjoy these amazing whales for years to come.

Ko ngā paie tauriti, uruha kia tata
Ko ngā paie tale, whakamaua kia tama.
‘The potential for tomorrow is determined by what we do today.’
(Awhiwhi, Edgar Powells)

CONNECT WITH WWF - NZ

www.whaletales2022.org

WWF New Zealand CEO

Livia Esterhazy

“Whale Tales is the story of a healthy ocean. Whales have been singing their own stories for generations and now it’s our opportunity to amplify their voices. Whales, a taonga species, are an indicator of a healthy ocean. Unfortunately, many of our ocean species, including whales, are facing extinction. So, what better way to tell the ocean’s story than a tale inspired by, Hauraki Gulf resident, the endangered Bryde’s Whale? Together it is possible to protect and restore the marine of our ocean. It is possible to feel sustainably, to find true innovative solutions for our changing environment, combat climate change, and protect our future in Aotearoa is a place where people live in harmony with nature.”

Livia Esterhazy, WWF-New Zealand CEO

“Whale Tales is a fitting theme for our city – Auckland is a place deeply connected to the sea and to the marine life that inhabits it. We are blessed with three harbours, nearly 4000-kilometres of coastline, and over a thousand beaches. Whale Tales is not only a chance to celebrate our environment and biodiversity, it’s also an opportunity for all Aucklanders to experience the ‘Art from the Ocean’ art brings, by taking it out of the gallery and into the outdoors.”

Phil Goff, Auckland Mayor

“Thank you for joining Whale Tales 2022! We are very excited to be returning to Auckland – our second art trail in the city. At Wild in Art we champion the importance of accessible art to everybody, along with its inspirational social, cultural and educational values for the community.”

Charlie Langhorne, Director Wild in Art

Don’t miss out on Whale Tales ‘Freebie Tales’ available from Soul Cafe at The Maritime Museum. Chia Sistern ‘Fruity Tales’ from Tile Depot stores or employees of Whale Tales 2022 sponsors.

Donation To WWF - New Zealand

Donate now to support work to restore the Hauraki Gulf and help save our Bryde’s whales.

Here’s how:

• Text Whale to 92952 to donate $3
• Go to donate.wwf.org.nz
• Scan the QR code below

More information on whaletales2022.org and through the Whale Tales App!

Check out the activations and experiences happening around our theme weeks!

1. 1 April - 5 April
   Blue Backyard 9 am - 5 pm
   Friends and Family 10 am - 12 pm
   The Final Splash 10 am - 5 pm

2. 6 April - 10 April
   Coastal Action 9 am - 5 pm
   Health and Wellbeing 10 am - 5 pm
   Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

3. 11 April - 15 April
   Health and Wellbeing 9 am - 5 pm
   Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

4. 16 April - 20 April
   Blue Baccardi
   #WHALEFINDER

5. 21 April - 25 April
   Climate Action 9 am - 5 pm
   The Warehouse
   Free Whale Tales app

6. 26 April - 30 April
   Taste 10 am - 3 pm
   Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

7. 1 May - 5 May
   Wear the Whale Tales light show across the Harbour Bridge. See dates on whaletales2022.org

8. 6 May - 10 May
   Health and Wellbeing 10 am - 5 pm
   Health and Wellbeing 10 am - 5 pm
   Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

9. 11 May - 15 May
   Green Light 9 am - 5 pm
   Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

10. 16 May - 20 May
    Health and Wellbeing 9 am - 5 pm
    Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

11. 21 May - 25 May
    Health and Wellbeing 9 am - 5 pm
    Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

12. 26 May - 30 May
    Health and Wellbeing 9 am - 5 pm
    Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

Limbited Edition Merch Range

Explore our array of merchandise and support WWF. Visit shop.whaletales2022.org

• Or
• Go to donate.wwf.org.nz

Donation to WWF - New Zealand

Donate now to support work to restore the Hauraki Gulf and help save our Bryde’s whales.

Donors can find across Auckland using the hashtag #WHALEFINDER

More event info at whaletales2022.org and through the Whale Tales App!

Facebook

Maria P. Cordero

Hauraki Broc

Mini Dolphin and Bryde’s Whale soft toys also available from Tile Depot stores

LIMITED EDITION WHALE TAILS

Take a selfie with as many of the Whale Tails as you can and get updates on events and special offers.

The Hauraki Gulf (Tāmaki Makaurau) is home to 2.4 million hectares of marine life, stretching from Mangapohue, north of Auckland, to Whangaparāoa. Of those 2.4 million hectares, 331,500 hectares is protected by the Hauraki Gulf Marine Park. With three harbours, nearly 4000-kilometres of coastline, and over a thousand beaches, the Hauraki Gulf is the largest haven for marine life in New Zealand.

The Hauraki Gulf Marine Park (Hauraki Gulf Marine Park) was established in 1988 to protect the marine life in the Hauraki Gulf. The park is managed by the Auckland Council and the Ministry for Primary Industries. The park includes 331,500 hectares of marine protected area, including 31,900 hectares of marine reserve.

Hauraki Gulf Marine Park is one of the most important marine protected areas in the world. It is home to a diverse range of marine life, including over 200 species of fish, 60 species of eels, and 100 species of reptiles. The park is also home to some of the most endangered marine species in the world, including the white whale, the totoaba, and the dugong.

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