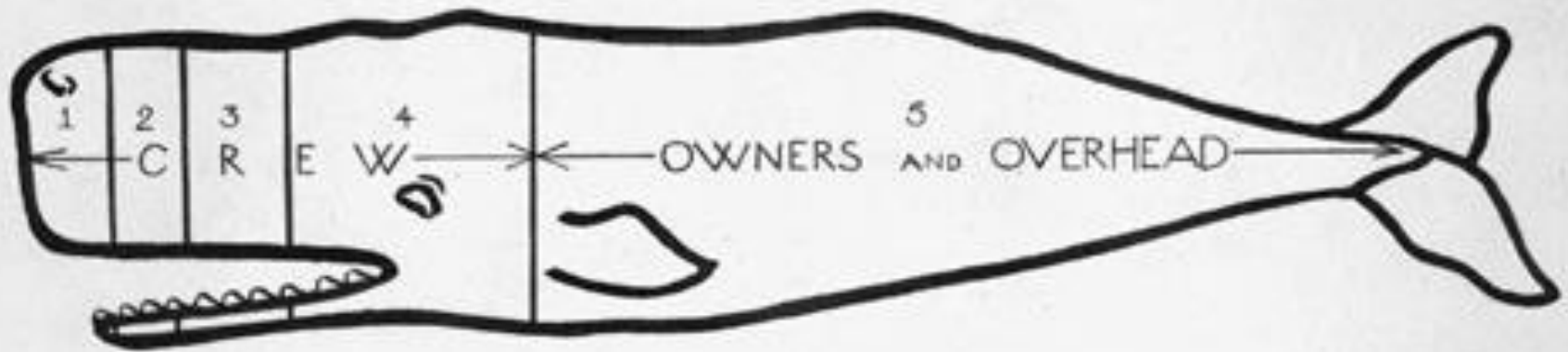


Valuing whales: strandings, cultural storytelling and community engagement



Anton van Helden
Marine Advocate
Forest & Bird

There are different ways of valuing whales



1	CAPTAIN'S SHARE	$\frac{1}{20}$
2	THREE OFFICERS DIVIDE	$\frac{3}{20}$
3	SIX BOAT-STEERERS DIVIDE	$\frac{6}{20}$
4	TWENTY CREW DIVIDE	$\frac{20}{20}$
5	OWNERS AND OVERHEAD	$\frac{100}{200}$

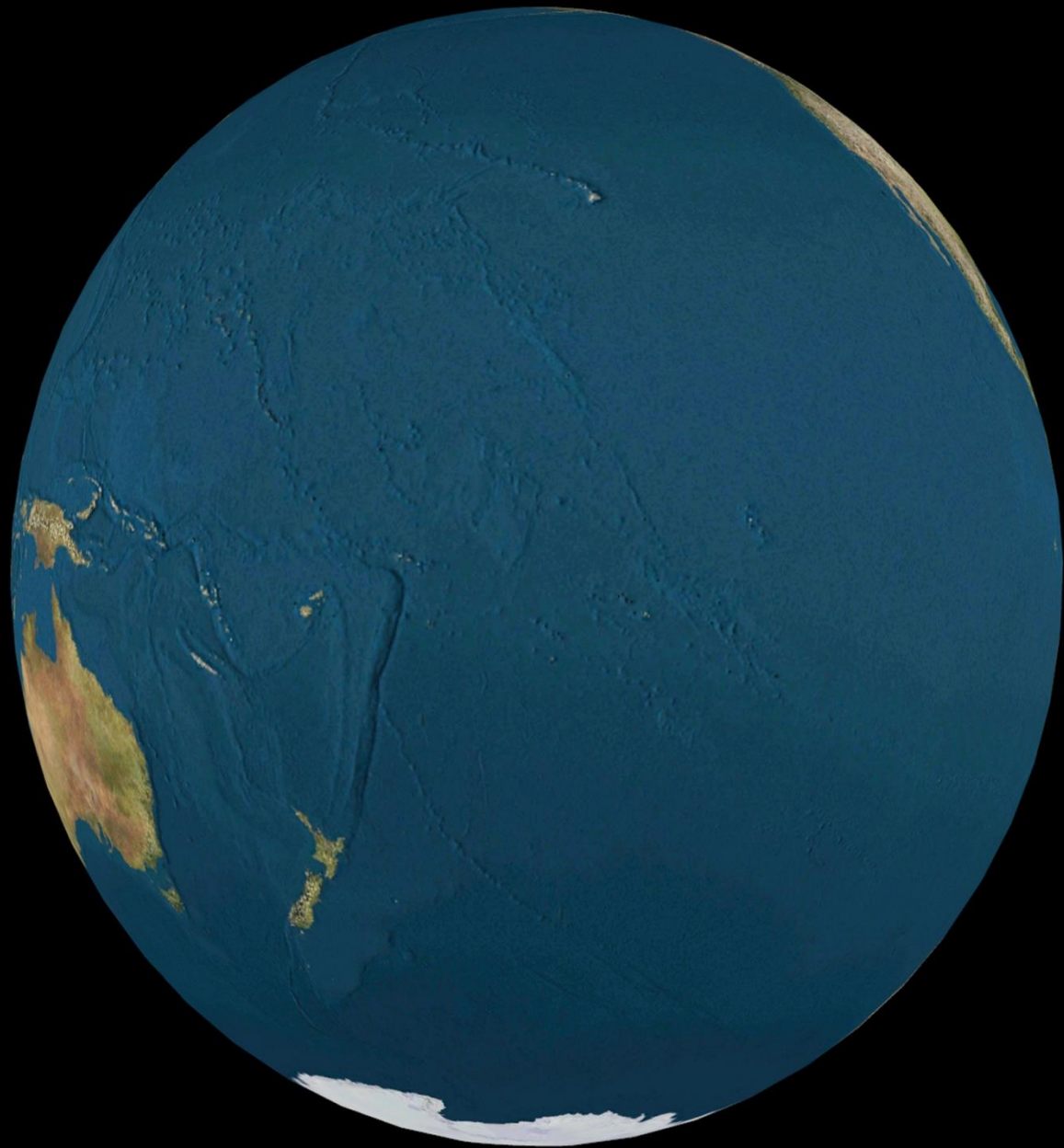






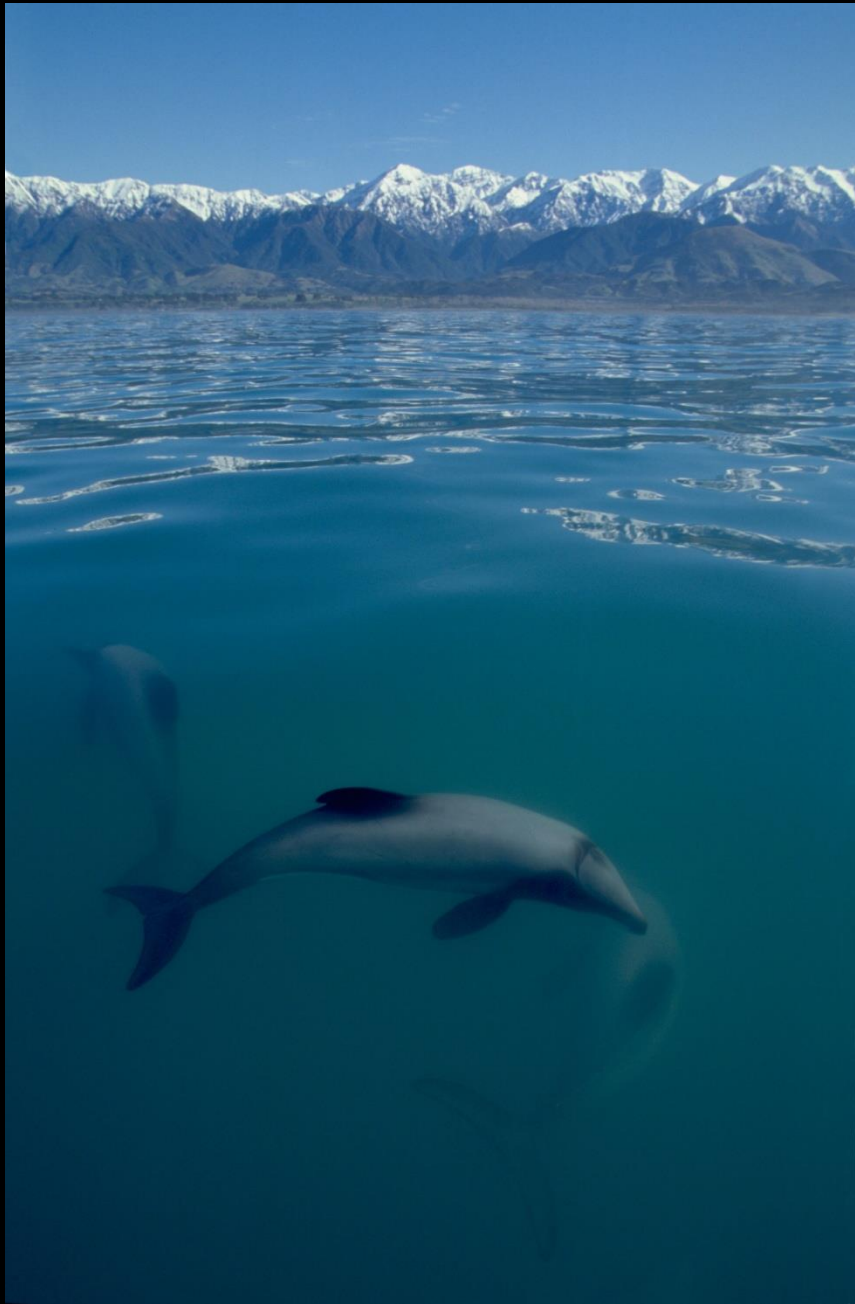
Photo: Bob Atkinson 2016



The image is a composite graphic. The background is a museum exhibit with a large blue whale skeleton suspended from the ceiling. In the foreground, a group of Māori people are shown in traditional attire, some with their arms raised in a celebratory or dance-like gesture. The overall color palette is dominated by blue and white, with a red and white diagonal stripe running across the bottom right. The text is overlaid on the center of the image.

TERE TOHORĀ, TERE TANGATA
WHERE WHALES JOURNEY, PEOPLE FOLLOW







Sir James Hector and Staff on the Museum lawn with a Pygmy Right whale Skeleton



Te Papa's Marine Mammal Collection



All specimens collected from strandings



Early collecting

Whale strandings

- Many species only known from strandings
- Opportunity to study offshore animals
- Some species seldom seen in surveys
- Stranding data almost always provides better diversity information about the cetacean fauna of a region than live surveys.
- Strandings give a window into the health and status of cetacean populations



Cultural values

- Strandings are emotional times in any community
- Histories and cultural practises and beliefs are integral in the interaction with animals





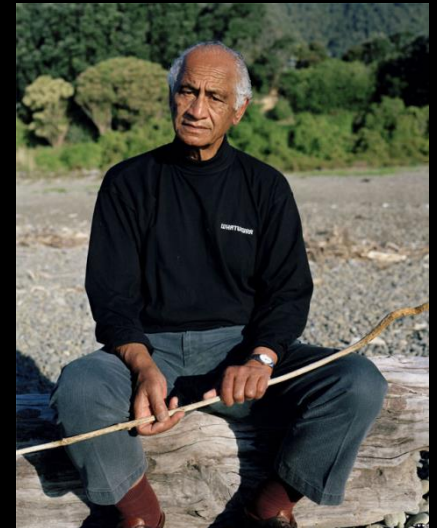
Key Values

- **Mana Whenua**
 - respecting the authority of tangata whenua
- **Mana Taonga**
 - respecting the whakapapa of taonga
- **Mātauranga Māori**
 - empowering the Maori world view
- **Kaitiakitanga**
 - protecting and preserving taonga for future generations
- **Manaakitanga**
 - giving unconditional support
- **Te Marae**
 - A place to stand and be heard



Mana Taonga Concept

- Central in laying the foundation for Māori participation and involvement.
- Recognises the spiritual and cultural connections of taonga with the people
- Acknowledges the special relationships that this creates









2003

Stranding of 12 sperm whales at Karekare on the West Coast of Auckland



Removal of Jaws for Te Kawerau a Maki

Tu Hononga on display in Whales Tohorä

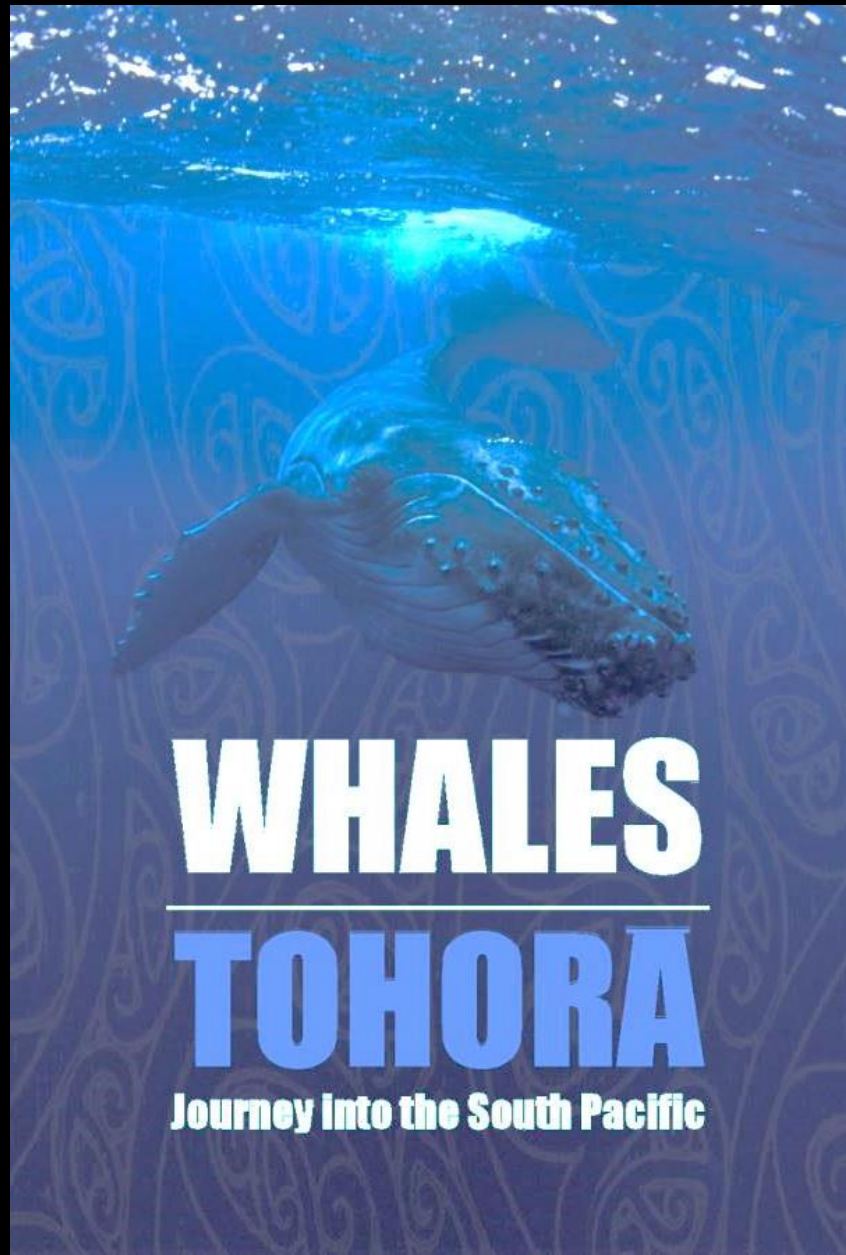




Tu Hononga – the Connection



WHALES
TOHORĀ



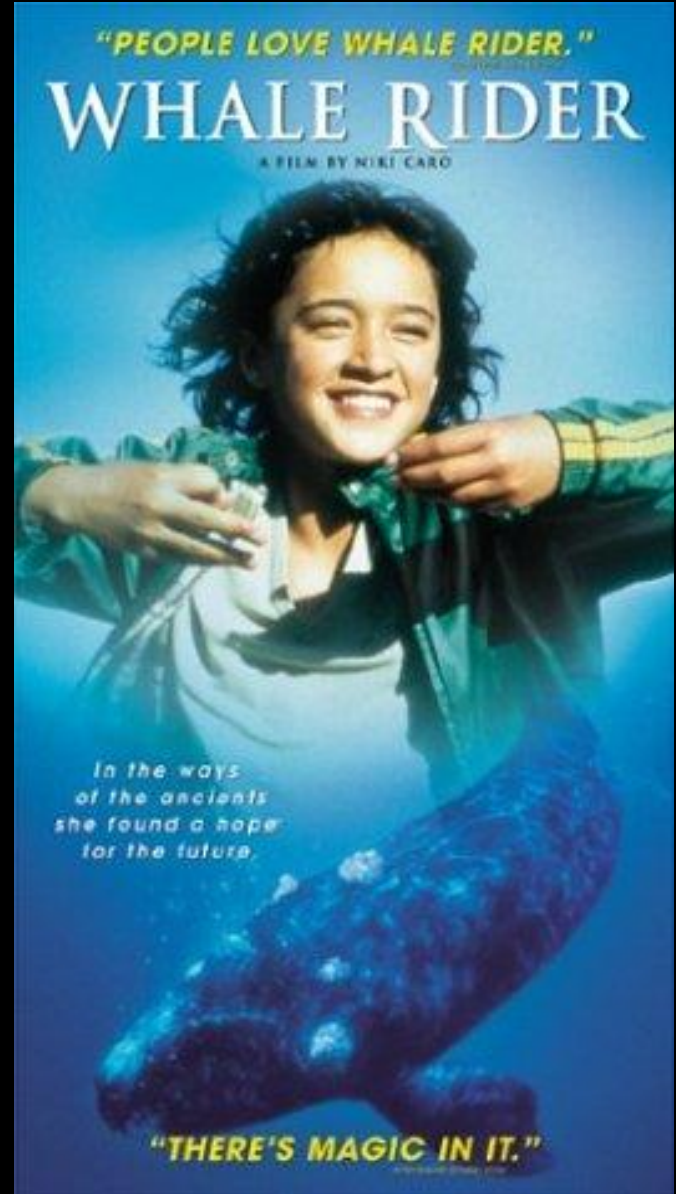
WHALES
TOHORA
Journey into the South Pacific

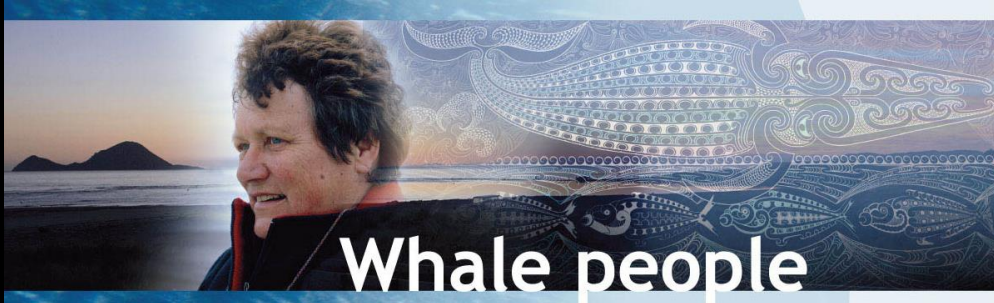
We all Tell Stories...

- Ownership
- Celebration
- Transformation
- Engagement
- Relationship



Ownership





Whale people



Whale people



Whale people



Whale people

Ownership

People telling
THEIR stories in
THEIR language in
THEIR voices.

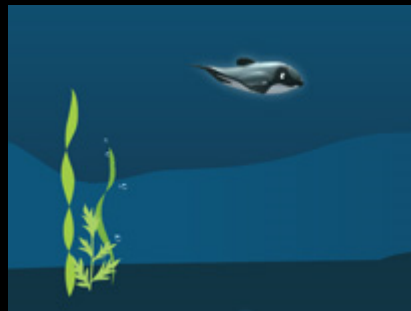
Non-Parallelism



Rich stories from different world views

Celebration

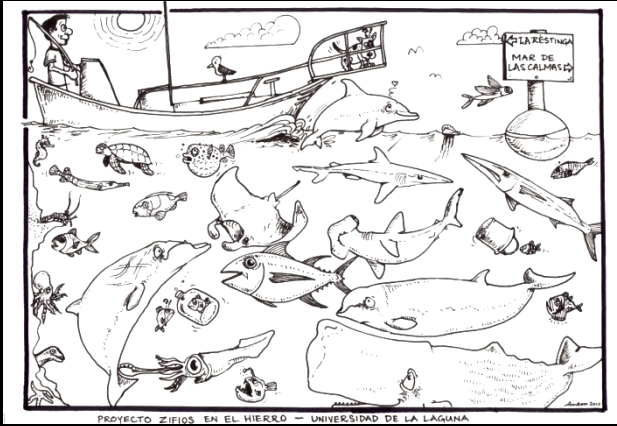
Reframing negative concepts



Transformation



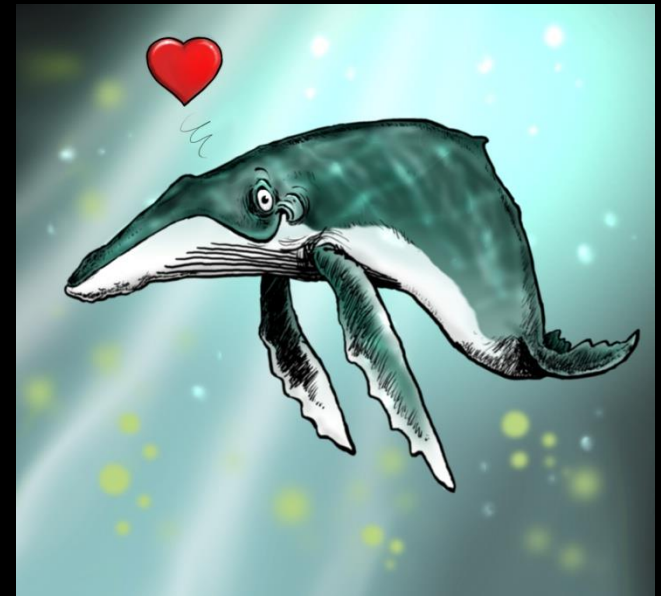
Engagement



Relationship

Be a Part of Community, not Apart from Community

- Create Champions
- Create community Pride/Ownership
- Create Opportunities
- Create responsibility







KaKiteAnō



Antoni'02