



AOTEAROA NEW ZEALAND
SEAWEED ASSOCIATION

ANZSA

STRATEGIC IMPACT REPORT

AOTEAROA NEW ZEALAND
SEAWEED ASSOCIATION (ANZSA)

2025

www.anzsa.org.nz



INTRODUCTION

Since its founding in December 2021, the Aotearoa New Zealand Seaweed Association (ANZSA) has become a leading voice for the country's emerging seaweed sector. With a mission to foster a high-value, nature positive, and inclusive industry, ANZSA has made significant strides in uniting stakeholders, supporting research proposals, promoting marine regeneration, and catalysing policy change.



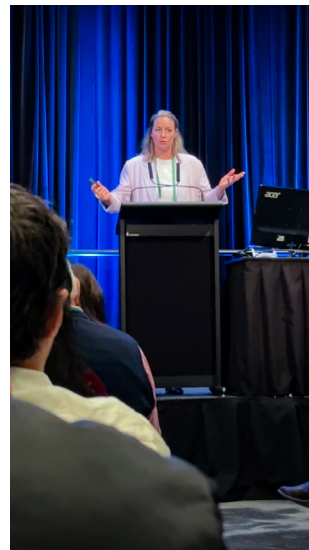
KEY ACHIEVEMENTS OVER THE PAST THREE YEARS INCLUDE:

MEMBERSHIP DEVELOPMENT

ANZSA has cultivated a robust and inclusive base of 56 diverse members including iwi and Māori, researchers, students, start-ups, and commercial operators. Ensuring accessible membership fees, ANZSA encourages broad participation. Our membership has grown steadily, in pace with the growth of this emerging industry.

IMPACT

- **Community:** Built a community.
- **Interdisciplinary Collaboration:** Enhanced collaboration across disciplines and regions.
- **Te Ao Māori:** Strengthened involvement of Māori interests and bicultural partnerships.
- **Capability Building:** Keep our community informed, share stories, experience and learnings and build capability.



CONNECTING STAKEHOLDERS

We also have a wider network of nearly 400 people on our broader e-communications and our annual Seaweed Summits have grown from 80 attendees in our first year to 150 in the most recent year, with demand exceeding capacity. Importantly, participation from Iwi and Māori has increased each year, reflecting our commitment to bicultural partnership and sector inclusivity. Through our ongoing Member Meet Ups webinar series, we've hosted sessions on food safety, R&D, and navigating the regulatory landscape creating accessible knowledge-sharing opportunities for members, with more in the pipeline.

In parallel, ANZSA is committed to fostering a *nature-positive* approach for the marine environment by promoting sustainable practices that enhance biodiversity, restore ecosystems, and mitigate climate change impacts. Many of our members are actively involved in marine ecosystem regeneration through their commitments to their businesses 'giving back' to the marine environment.

A key highlight of ANZSA's community-focused efforts was its first "Seaweed Mingle", a networking event during the first national Love Rimurimu Seaweed Festival (2025). This provided a space for 60 seaweed passionate people to meet, and a platform for the Under Secretary of Fisheries and Oceans Ms Jenny Marcroft to speak of the Government's support for the sector. ANZSA was delighted to also sponsor the Festival which was held in Wellington and celebrated the ecological and cultural importance of seaweed through over 30 diverse events, including edible seaweed tastings, expert talks, and community involvement. Reaching an estimated 4500 people over the ten days, the festival not only raised public awareness about the vital role of seaweed in marine ecosystems but also showcased active successful, restoration initiatives including successfully beginning the re-planting of kelp forests in Wellington Harbour. During the Festival our member Pacific Harvest also showcased product in Commonsense Organics.



IMPACT

- **Building a Constituency:** Connected innovators with investors, partners and regulators.
- **Best Practices:** Accelerated the development of industry best practices.
- **Keeping Ahead:** Offered channels for timely dissemination of emerging challenges and opportunities.
- **Regenerative Aquaculture:** Advanced the integration of regenerative aquaculture with ecosystem restoration.
- **Community Involvement:** Supported community involvement and education through events like Love Rimurimu, fostering a collective sense of responsibility for marine health.
- **Regenerative Blue Economy:** Positioned seaweed as a cornerstone of New Zealand's regenerative blue economy through reinforcing its ecological benefits.

By supporting innovative seaweed restoration and public engagement initiatives, ANZSA continues upholds efforts toward a thriving, resilient marine environment.





REGULATORY AND POLICY ENGAGEMENT

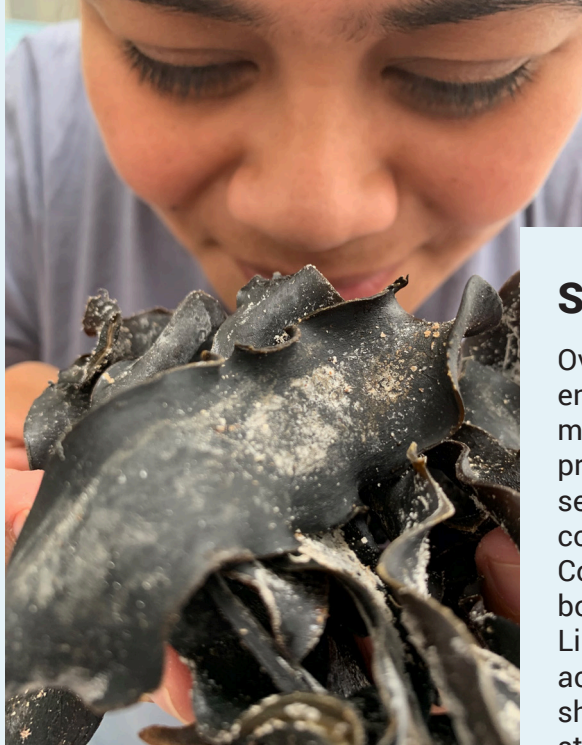
ANZSA is emerging as a strong partner for Government in shaping the regulatory and policy landscape to support the sustainable growth of the seaweed aquaculture sector. By advocating for fit-for-purpose regulatory frameworks under the Fisheries Act and related legislation, ANZSA is laying foundations for efficient industry expansion while ensuring nature positive practice underpins economic development.

Through consistent dialogue with government agencies such as the Ministry for Primary Industries (MPI), ANZSA has established itself as a credible advocate for the sector. Its early input into policy development has ensured that industry needs are reflected in national strategies, positioning ANZSA as a trusted advisor in shaping policies that foster innovation and sustainability.

IMPACT

- **Regulatory Improvements:** ANZSA has clarified necessary regulatory changes and cultivated strong relationships with government entities to enable streamlined seaweed cultivation and commercialization.
- **Nature Positive:** Discussions have focused on ensuring economic growth is nature positive.
- **Policy Alignment:** The association has facilitated alignment between government priorities and industry aspirations, ensuring policies support sustainable practices while promoting industry innovation.





STRATEGIC COMMUNICATIONS

Over the past three years, ANZSA has strategically enhanced its online presence including maintaining a modern website and increasing the use of our LinkedIn presence to amplify visibility and engagement within the seaweed industry. Recognizing the importance of effective communication, the association hired a dedicated Communications Specialist, which has significantly bolstered our outreach efforts. As a result, ANZSA's LinkedIn profile has grown to over 1,600 followers and achieved 50,000 impressions in the last twelve months, showcasing the association's initiatives and success stories globally. This growth has positioned ANZSA as a credible voice in the sector while fostering stronger connections with stakeholders.

HIGHLIGHTS

- **Follower Growth:** The LinkedIn profile expanded its audience to over 1,600 followers, reflecting growing interest in ANZSA's work.
- **Annual Impressions:** Achieved over 50,000 impressions annually, amplifying visibility for industry advancements and partnerships.

IMPACT

- **Enhanced Stakeholder Confidence:** Increased media coverage and engagement have strengthened trust among stakeholders and collaborators.
- **Membership Growth:** The improved communications strategy has attracted new members and amplified global success stories, further solidifying ANZSA's influence in the seaweed sector.



INTERNATIONAL COLLABORATION

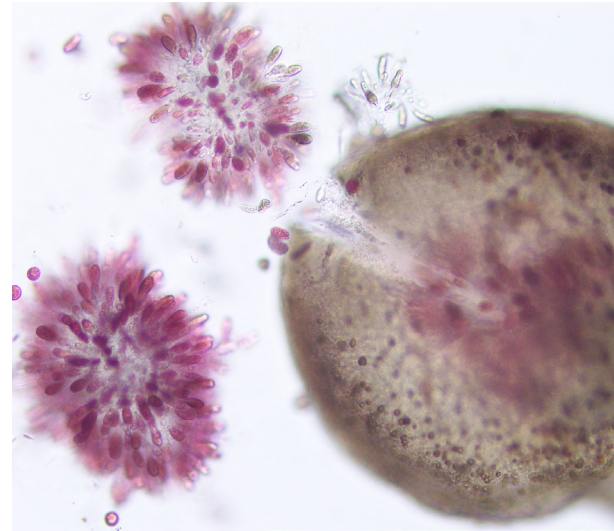
ANZSA has forged strategic partnerships with organizations like the Australian Sustainable Seaweed Alliance (ASSA) and participated in international events such as Seagiculture Asia-Pacific. Outreach has also been established with the Scottish Seaweed Association. ANZSA is also being approached by a number of international research interests seeking to better understand the New Zealand seaweed context.

HIGHLIGHT

- In March 2025, ANZSA board members attended Seagiculture Asia-Pacific in Adelaide, representing and promoting Aotearoa New Zealand's seaweed sector to a global audience.

IMPACT

- **On the Radar:** Positioned New Zealand as a key node in the global seaweed blue economy network.
- **International Collaboration:** Facilitated cross-border collaboration on investment and knowledge exchange.



GROWING ANZSA

ANZSA relies upon membership, sponsors and Summit participation to operate. Please get in touch if you'd like to share your seaweed interests and/or learn more about and support our work through chair@anzsa.org.nz



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