

IUCN Oceania World Conservation Congress

Documentary Content Focus

Three Key Brands

These three brands are central to the future of ORO's work and will be central in the documentary:

- **The Pacific Ocean Summit** – Meetings convened every three years to strengthen diplomatic ties and resolutions supporting the 2030 Pacific Ocean Partnership, providing opportunity to discuss progress and ways forward.
- **The 2030 Pacific Ocean Partnership** – The network of individuals, organizations, businesses, and governmental actors committed to actions and means of accomplishing change to guarantee the health of the Pacific.
- **The Moana Pasifika Voyage** – the symbol of the Pacific through which the partnership was born and both a figurative and literal vessel for the general public to connect with Pacific traditions, values, and engage and get involved with the communities reliant upon the health of the ocean.

Overarching Theme – Documentary Purpose

The underlying message of all three brands and the associated documentary is the Hawaiian Proverb: “E ola ke kai, e ola kakou - As the Ocean thrives, so do we”

We want to leave every viewer with a deep sense of responsibility & ownership in their role as a custodian of not only the Pacific, but *all* the world's oceans. We want to inspire action and a desire to become involved in the fight for our oceans at all levels – from individual citizens to Prime Ministers. We want every viewer to know they are a CENTRAL & VITAL part of the solution. A key part of this will be conveying why the ocean matters to each viewer, why it is worth saving, and how we can go about interacting and forging a network with the ability to deliver solutions.

Stories/Narrative Thread

Reviewing the events of the Congress, these thematic areas stand out as clear components of the journey and could potentially be used to form the basis of our plotline/storyline.

1. The Voyagers

The vakas and the voyagers form the foundation of the story. Their legacy and the resurgence of vaka voyaging have set the stage. The vaka is visible symbol for what has been accomplished so far and will serve as the continuing platform for human engagement.

2. The Preparations

With preparations beginning almost two years ago, there is a story to be told of the journey to the World Conservation Congress, involving numerous parties such as the ORO team, a variety of voyaging societies (especially the Polynesian Voyaging Society and the Hokulea's Worldwide Journey), the various governments, the Hawaii organisers,

the Pacific Voyaging Society and the Mua Voyage to the 2014 World Parks Congress in Sydney, etc.

3. The Moana Pasifika Vaka Arrival Ceremony

The tale of how the vaka arrival ceremony was undermined by the increasingly unpredictable threat of storms, to it becoming one of the most powerful moments of the Congress. It established the tone through everyone who attended and participated, and the unique significance it holds as a moment of unity amongst Pacific Island peoples.

4. The Pacific Ocean Summit and launching of the 2030 Ocean Partnership

This stands out as a climactic moment resulting from all these other stories leading into the Summit itself. Discussing how it came together (probably in the preparation section) and what transpired during a marathon seven-hour event, everyone who took part, lent their voice, and made a pledge, recognizing the significance the health of our Pacific Ocean plays in the survival of countless cultures.

5. The Future

A shorter segment about where to move from here is needed – what events are coming next, how people can get involved, what are the hopes of the people involved in the three overarching brands for the future planning and action on the Pacific Ocean.