



Photo: Ocean Week Victoria

# OCEAN WEEK CANADA

# REGIONAL HUB COORDINATOR GUIDE



**Ocean  
Week  
Canada**

Led by



**CENTRE for  
OCEAN  
LITERACY  
COLLABORATION**

# TABLE OF CONTENTS

- 
- 2** Welcome & Introduction
  - 3** What is Ocean Week Canada?
  - 4** Role of a Regional Hub Coordinator
  - 6** Core Values & Commitments
  - 7** Timeline Overview
  - 8** Hub Planning Roadmap
  - 9** Key Responsibilities & Tasks
  - 10** Resources & Support
  - 11** Hub Coordinator Toolkit
  - 12** Partnerships and Community Engagement
  - 13** Head, Heart, Hands: A Model for Success
  - 14** Event & Program Ideas
  - 15** Communications & Social Media
  - 16** Reporting & Evaluation
  - 17** FAQ & Contact Information

# WELCOME & INTRODUCTION

## Welcome to the Ocean Week Canada team!

As a Regional Hub Coordinator, you're a key part of a growing network across the country that celebrates people's and communities' connections to the ocean and local waterways. Whether you're by the coast or deep inland, your work helps to strengthen ocean literacy and community action to support a healthy ocean for current and future generations.



Photos: Colin Smith, Benjamin Foucault, Trash Panda, MerTales Ocean Journeys, Water Rangers

# WHAT IS OCEAN WEEK CANADA?

Ocean Week Canada is a national celebration of the ocean held annually during the week of World Ocean Day (June 8).

Events bring together individuals, organizations, communities, government agencies, scientists, artists, businesses, and more to raise awareness about the vital role the ocean plays in our daily lives, regardless of where we call home.



## GOALS



Strengthen understanding of, and relationship with, the ocean and local waterways



Organize and collaborate on a program of national events



Support and celebrate community events



Develop collaborations that are respectful and inclusive of all peoples and cultures



Promote ocean optimism and a focus on solutions



Empower youth engagement and leadership



Co-create accessible and inclusive activities, communications, and resources



Achieve measurable action and impact

# ROLE OF A REGIONAL HUB COORDINATOR

## What is a regional hub?

An Ocean Week Canada Regional Hub represents a dynamic region in Canada, serving as a nexus for community engagement. Each hub is led by one or more dedicated organizations ('Anchor Partners') that mobilize their community to host a large number of events during Ocean Week each year.

Within that group of anchor partners, one organization may take more of a leadership role. This organization acts as the overall 'Hub Coordinator'.



## What is your role as a hub coordinator?

**You are the lead contact and catalyst for Ocean Week Canada activities in your region. Your role is to:**

- Serve as the connective tissue, helping to bring together various organizations and community groups in the region to host and/or support various events for Ocean Week
- Empower local organizations to host events and support their initiatives through promotion, logistics, and other assets as needed
- Coordinate and promote a series of local events for the week
- Create events that are inclusive and accessible to diverse demographics, promoting a sense of community and unity in ocean celebration
- Ensure each event in your region is added to the [Ocean Week Canada website](#), including any host information, registration links, and other details for attendees
- Build collaborative partnerships with local organizations and community members
- Facilitate regional connection with the national campaign and the COLC project office
- Collect and promote OWC stories, photos, and data (like attendance numbers) to amplify and showcase your region's impact
- Share stories and event details through social media, traditional media, and news outlets when appropriate
- Provide COLC with photos, videos, quotes, and/or success stories from your region's events/activities
- Gather feedback from participants, hosts, and the community, facilitating continuous improvement and ensuring events meet the needs and expectations of your region

# CORE VALUES & COMMITMENTS

## OWC Values



Ocean Week Canada is nationally coordinated by the Centre for Ocean Literacy Collaboration (COLC) project office. COLC is a living lab for high impact public ocean engagement. COLC works with partners and communities to mobilize research and knowledge into collaborative action.

Launched in 2018, and formerly known as the Canadian Ocean Literacy Coalition, COLC is a nationally and internationally recognized leader in ocean literacy collaboration and innovation.

**As a coordinator, we ask you to commit to:**



Collaboration



Respect



Diversity



Inclusivity



Optimism



Creativity



Trust

# TIMELINE OVERVIEW

Here is presented a rough timeline of Regional Hub Coordinator duties leading up to, during, and after Ocean Week Canada each year.

Month	Milestones
Jan. - early Feb.	Outreach and coordinator onboarding with COLC
Late Feb. - March	Partner and event host recruitment. Ocean Week planning begins!
April	Event ideas confirmed, events registered on the OWC portal
May	Promotion begins, final event prep
June 1-8	Ocean Week Canada! Events are hosted.
June - July	Debrief, report back, share stories



# HUB PLANNING ROADMAP

Follow this roadmap! Lead your hub with local knowledge and autonomy, supported by national resources.

## Step 1: Gather Your Hub Team

Recruit partners, volunteers, and co-leads.



## Step 2: Review Helpful Resources

As a team, learn about other regional hubs and get familiar with event host materials



## Step 3: Brainstorm & Plan

Hold a planning meeting and outline your goals, audience, and event ideas.



## Step 4: Register Your Events

Add your events to the Ocean Week Canada event portal.



## Step 5: Promote Your Region's Events

Use provided communication assets, create social media content, and share local stories.



## Step 6: Host Your Events

Together as a hub community, deliver high-quality, engaging, and community-driven programming.



## Step 7: Reflect & Report

Complete post-event surveys and gather feedback, photos, and stories.



# KEY RESPONSIBILITIES & TASKS

Your key responsibilities and tasks as a Regional Hub Coordinator are:

Task	Details
Lead Hub Planning	Organize meetings, track progress, maintain communication, promote cross collaboration between partners and with the national coordinating team (COLC)
Host Events	Plan at least 2–5 public events throughout the week and support other regional partners in their event planning
Community Engagement	Build cross-sectoral partnerships with local schools, libraries, orgs, conservation and community groups, artists, Elders, youth, scientists, businesses, etc.
Promotion	Use social media, email, posters, news media, word-of-mouth to promote events in your region. Ensure photographer(s)/videographer(s) attend key events.
Reporting	Submit a post-Ocean Week hub report (form provided), stories, photos/videos, and feedback forms, and encourage local event hosts to do the same



# RESOURCES & SUPPORT

## Support from Ocean Week Canada includes:

- ✓ Monthly (Jan–May) open hub forums with the national team and other hubs across the country
- ✓ 1:1 support from the national team
- ✓ Access to shared Google Drive with OWC branded resources
- ✓ \$2,000–\$9,500 hub grant from COLC to support hub planning, event promotion, and hiring a local photographer/videographer
- ✓ Community grants for local event hosts and artists (call for applications in January each year)



Photo: Water Rangers

# HUB COORDINATOR TOOLKIT



**Event Portal** – centralized system for submitting, managing, and promoting OWC events, with individualized accounts for event hosts



**Branded Templates & Guidelines** – pre-made resources for outreach, event promotion, and partner engagement



**Virtual Open Hub Forum** – space for Hub Coordinators and Anchor Partners to discuss planning, best practices, and share resources



**Annual Impact Reports & Metrics** – COLC tracks engagement and participation data to inform future hub efforts

EN|FR

**Bilingual Communications & Resources** – promotional materials available in both English and French



**Branded Digital & Print Assets** – logos, event banners, posters, graphics, and discounted OWC merchandise



**Press Release & Social Media Promotion** – inclusion in national / regional press releases, and media release templates for local press



**Event Design Guide:** A dedicated resource to help you plan an impactful Ocean Week Canada event



**Photographer and local artist collaboration** – connection to local artists and photographers to enable cross-sectoral collaboration and event capture

# PARTNERSHIPS & COMMUNITY ENGAGEMENT

## Who to Connect With:

- Local environmental organizations
- Indigenous communities and knowledge holders
- Libraries, museums, parks, and aquariums
- Schools and youth groups
- Artists, storytellers, and performers
- Municipal governments and tourism groups
- Conservation and community science groups
- Local businesses



## Tips for Engagement

- Host a “Community Call” or info session
- Co-create events with partners
- Offer shared promotion
- Invite media to events and/or hold pre-OWC press conferences

Photo: Colin Smith

# HEAD, HEART, HANDS: A MODEL FOR IMPACT

Adopting the 'Head, Heart, Hands' model can help you maximize the positive impact of your event on the participants, on the community, and on the ocean as a whole.



## HEAD

There is someone who shares (or creates space to exchange) knowledge



## HEART

There is something that creates an emotional connection



## HANDS

There is a clear call to action

OWC is more than a series of events; it is a movement toward an ocean-literate society where everyone:

- Recognizes their **connection** with the ocean
- Understands their **responsibility** to the ocean
- Takes positive **action** for the ocean



Photo: Meg Callon

# EVENT & PROGRAM IDEAS

There are so many ways you can connect your community to the ocean! Here are a few ideas to get you started:

Event Type	Examples (a brief selection) - to view past Ocean Week Canada events, see <a href="#">here</a>
Outdoor Activity	River paddle, shoreline cleanup, nature walk
Family Event	Storytime, craft workshops, scavenger hunts
Educational	Expert panel discussions, "Ocean, Freshwater, & Us" Giant Floor Map, science cafés, citizen science activities, shoreline discovery walks
Art & Culture	Ocean art exhibit, mural project, performance
Digital	Film screenings, webinars, podcast episodes, video games, social media sharing
School-Based	Water testing kits, Blue Schools Canada/educational resource sharing

# COMMUNICATIONS & SOCIAL MEDIA

Social media is a powerful tool you can use to shine a spotlight on events being hosted in your region!

## Hashtags

- #OceanWeekCanada
- #OWC2026
- #OceanWeekCanada2026
- #COLC
- #OWC
- #OceanWeek[HubName]



## What to Share Online

- Event posters
- Team intros & behind-the-scenes
- Ocean facts & local water connections
- Local ocean-water champions and success stories ('bright spots')
- Partner spotlights
- Photos & videos from events

Photo: Shawn Thomson

# REPORTING & EVALUATION

## After Ocean Week Canada:

- ✓ Complete the Hub Report Form (link will be emailed)
- ✓ Submit photos, videos, quotes, and general feedback
- ✓ Meet with the COLC team to discuss reach, impact, and community response

This helps celebrate your work, tell a national narrative of ocean celebration, improve and sustain Ocean Week Canada for future years, and advocate for continued funding and support!



Photo: Shawn Thomson

# FAQ & CONTACT INFORMATION

## **Q: Can I run events outside June 1–8?**

Yes! Events from mid-May to late June can still be registered and promoted.

## **Q: I'm not near the ocean. Can I still host events?**

Absolutely! Celebrate lakes, rivers, wetlands – any water body, as all water connects us to each other and the global ocean.

## **Q: Is funding available?**

A 'hub grant' is provided by COLC to the lead coordinator / coordinating organization of each regional hub. The amount varies (approx \$2000–9500) based on the size of the regional hub, number of events, and scale of the hub community and region. In addition, local event hosts can apply for community microgrants that are provided annually by COLC to support Ocean Week Canada programming (call for applications is in January). See eligibility details [here](#).

## **National Team Contact:**

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