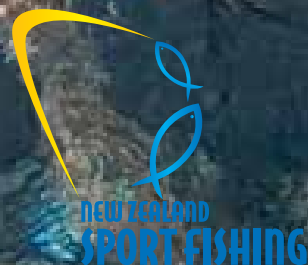


LegaSea Report

July 2017 - October 2017



LegaSea Quarterly Report

First Quarter. July-October 2017

Introduction

LegaSea was established by the New Zealand Sport Fishing Council in 2012. The Council is the largest representative organisation of recreational fishers in the country.

LegaSea role is to reach out to the wider public. Over the past five years LegaSea has successfully raised public awareness of the issues affecting the inshore marine environment. LegaSea is proud to have gained the confidence and support of so many trusted organisations and brands in New Zealand.

Supporter Engagement & Public Awareness

1. Subscribers. Knowledge is power. We now have an additional 1160 subscribers added during this period to the 46000 current subscribers keen to learn more about what is happening in our fisheries.

To be successful we need as many people as possible engaged and learning about the state of our inshore fisheries. You have the contacts, you understand the issues. Ask your friends, family ... any fishing folk *"May I please have your permission to add you to the LegaSea subscriber database"* - then [click here](#) to enter their details.

2. Television. The first episode of Matt Watson's new show ITM Hook Me Up! saw the WBO champion, Joseph Parker and his father as Matt's guests. Both showed their support by proudly wearing LegaSea Hoodies throughout the inaugural episode. With 74,000 people tuned in, this type of support has a significant impact. Thankfully, we have heavyweight supporters like Matt and Joseph in our corner. [Click here](#) to watch an excerpt from the show. Kia kaha Matt and Joseph.

3. Volunteers. Have committed a minimum of 66 hours to LegaSea. It was their contribution which made it possible for LegaSea to be present at two major events in two different cities (On Water Boat Show and Tauranga Spring Home Show) over the same weekend. This is in addition to the countless hours invested by the LegaSea Governance Advisory Subcommittee and Scott Macindoe who are also committed volunteers.

6000 people engaged at 27 different events

200 dollars. The contribution from Haines Hunter to LegaSea for every boat sold

4 Platinum Partners sharing our vision for more abundant fisheries

38 Gold Partner brands committed to helping restore our marine environment

20000 dollars granted by the Tindall Foundation to support FishCare

7000 kilos of fish heads, frames and offal distributed through the Kai Ika Project.

560000 the number of people we reached on Facebook in July and again in August

Interested in volunteering? It makes no difference if you're a salty dog or just a little wet behind the ears. Email volunteers@legasea.co.nz and we will contact you as soon as possible.

4. Communications

- a. **Print publications.** At least 32 substantive updates, articles and opinion pieces written for various publications.
- b. **Media releases.** Five media releases including the NZ Sport Fishing Council Recreational Fishing Manifesto were published.
- c. **Digital communications.** Nine electronic updates were sent to LegaSea subscribers.
- d. **Social Media.** The parameters of Facebook is constantly changing and we are continually having to improve the way we communicate so we maximise the social media opportunities. Our reach and number of followers are growing. August saw the highest number of new likes since March 2016 and in both July and August our messages reached around 560,000 people.
- e. **Radio.** A number of radio interviews were conducted this quarter. Of note, Radio Live and Planet Green.

5. Website. The LegaSea website is being updated. This will be more than just a makeover of the existing website. New functionality will include:

- a. A knowledge base of Frequently Asked Questions (FAQ)
- b. Comprehensive website search functionality (similar to Google)
- c. A range of interactive components including surveys, polls and increased video content.

6. Campaigns

- a. **[I Fish. I Care. I Vote. Campaign.](#)** The campaign was intended to encourage political parties to announce their fisheries management policies. We received a strong response, mostly from an appreciative audience glad to receive some analysis. [Report attached.](#)
- b. **[The Crayfish Crisis Campaign](#)** was launched July 11 to highlight the dwindling number of crayfish in Fisheries Management Area 2 (between Pakari and East Cape) due to mismanagement. [Report attached.](#)

1. Projects

- a. **The Kai Ika Project.** Every week fish heads, frames and offal are picked up from the Outboard Boating Club (OBC) by volunteers from the Papatuanuku Kokiri Marae and distributed through the South Auckland community. In order to assist with expenses and facilitate growth, we have been encouraged to submit a grant application to the Ngapuhi Hapu Fund.

Word of this goodwill story is spreading fast. People in Tauranga have expressed strong interest in setting up a similar model in the Bay of Plenty. Most recently, the Bayfisher magazine has published a story celebrating the Kai Ika Project.

- b. **FishCare.** The school of best practice. The FishCare programme has seen more positive uptake. In September, the Tindall Foundation granted \$20,000 for FishCare. With four major grant providers now invested it is clear the wider community see the value in this project. The general feeling is that this programme is long overdue. An awareness campaign was launched in conjunction with the On Water Boat Show in late September.

Key advancements include:

- i. Tony Orton, Mandy Kupenga and Matt Von Sturmer have accepted invitations to become FishCare Ambassadors. They were invited to the role because of their record of promoting ways in which recreational fishers can minimise their impact on the marine environment.
- ii. TV Time. A segment on [Fishy Business](#) where Adam Clancey and Mandy Kupenga generously provide air time to introduce their viewers to FishCare (segment at 32 minutes)
- iii. NZ Marine provided a stand at the On Water Boat Show which enabled LegaSea to present FishCare to the estimated 18,000 attendees.
- iv. Honda Marine, Catch Fishing and most recently Westhaven Marina have stepped up to contribute their resources in order to help the programme grow.
- v. The Coastguard, Sustainable Coastlines and Southern Seabird Solutions are supporting the programme. They are providing expertise and experience to help make the programme more robust and informative for recipients.

Adoption and input by the wider community is what will make FishCare successful. We can all do our part to support the programme.

"Let's be the first generation to give our kids a better fishery than the one we inherited."

Matt Watson
ITM Hook Me Up!



Fund raising

1. Partners and Sponsors

- a. Haines Hunter are now contributing \$200 to LegaSea for every boat sold
- b. Catch Fishing, Whitehaven Wines and Salt-Away have confirmed as new Gold Partners

2. Promotions

- a. **Top Up for Legasea.** Top Catch are launching this exciting 'round up your change' promotion. It will be rolled out throughout the 13 Top Catch stores on the 1st November. This promotion will run throughout the summer.
- b. **The LegaSea ITM Sea Wall** "Let's rebuild our fisheries" has been a big success. Used promotionally on our stands it draws in the public and creates a theatrical way for them to understand, participate and contribute to rebuilding our fisheries. Make a donation, sign a fish stick it on the wall. The Sea wall continues to deliver through this period with large installations at the Auckland On Water Boat Show, Tauranga Spring Home Show and the Hawkes Bay A&P Show.
- c. **The Triple Hookup.** This promotion encompassing Burnsco and Switch Utilities was sent to our supporter database in August. It encouraged them to change utility provider. In return, LegaSea will receive a rebate each year they remain a Switch Utilities customer.

The electricity market is highly competitive with many companies offering big incentives for new connections. With a target of 250 switches, to date, only 105 property owners have switched. For this effort, LegaSea will receive an annual rebate of around \$7500 per annum. If you haven't yet, please consider switching Burnsco is offering a \$200 voucher for those that get onboard. [Click here](#) to learn more.

"We wouldn't be Hunting & Fishing without fishing. After 30 years of successful growth we must turn our minds to the next 30 years.

With a recreational fishery in decline it doesn't take much foresight to invest in the best organisations to be looking after our recreational fishing interests - LegaSea and the New Zealand Sport Fishing Council.

Without them the management of our fisheries would go unchallenged."

Trent Smith - General
Manager Hunting & Fishing



Our Partners are our lifeblood

They help us with funding, communication, social engagement, materials support and motivation.

Their commitment here demonstrates a real commitment to the people of New Zealand, Restoring our inshore fisheries to an abundant level is now a shared vision.

Please [contact us](#) if you wish to join our growing list of outstanding contributors.



Yovich Hayward Pevats
Johnston
Whitinga Farm
Warren Hay Marine
True Kit Inflatables
Tollesbury Enterprises
Tawapou Coastal Natives
Stevos Fishing Charters
Steve Burling Builders
Stabicraft Marine
Sea Y Limited
Rothbury Insurance
Brokers Northland

Reel Kitchens
Peter Campbell
Paul's Fishing Systems
Parkit Management
Orange Door Music Video
Marine North
Marine & Watercraft
John Hewinson Canvas
Jackson FRP
Industrial Refrigeration
Hikutaia Honey
Golden Mile Fruitpackers
Fraser Carr Communications

Fishing Boats NZ
Davey Painters Ltd
Corporate Transport Services
Consilium Residential
Complete Plumbing Services
Colin Waite
Classic Builders
BBS Timbers
Alliance Media
The Boat Shed and Auto's
Marsden Cove Fishing Club Inc



Proudly Supporting

BUILDING LEGASEA

Waipukurau Construction
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SkySolar
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PSL Construction
Hubands Whangarei
Firmans Marine

Bowling Infrastructure Group
Beauchat
Bayleaf Organics Ltd
Northland Parkcare Ltd
Greenfingers Growing Mixes
Nacsan Products
Firstflex Cables
Wilco Precast
Novelli
Arthurs Emporium

Do you Care?



THE SCHOOL OF BEST PRACTICE

FishCare promotes best practice techniques to help recreational fishers reduce their impact on our inshore fisheries.

Our vision is an abundant fishery enjoyed by today's and future generations.

www.fishcare.co.nz



Lou and Iris Fisher
Charitable Trust

