

LegaSea Report

November 2017 - March 2018



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Five months into the new government's term and a Minister of Fisheries has been appointed and one of our five [Manifesto policies](#) implemented, namely the creation of a separate Ministry for Fisheries. A welcome first step.

It is clear that our fisheries ought not to be managed alongside primary industries. Our fisheries are publicly owned and current management does not take adequate account of the social and cultural values associated with our fishing. Secondly, the key indicator of success for primary industries is predicated on how much export receipts have increased.

Fisheries is a challenging portfolio, Minister of Fisheries, Stuart Nash is now faced with making some critical decisions. Imminently, the decision on how to rebuild depleted crayfish populations, particularly CRA 2, between Parkiri and East Cape. These decisions will have an impact on the health of our inshore fisheries for generations to come.

The process is not simple. Commercial fishing interests have recently been lobbying hard to i) [not have cameras on fishing boats](#) and ii) [suppress any damaging footage](#) which is recorded. Needless to say, this has been met with widespread condemnation from [LegaSea](#), the public, and others. We urge the Minister to stand firm and not back down to this undue pressure.

Now more than ever, we need to be proactive in the care of our marine environment. The recent [State of The Hauraki Gulf](#) report paints a sad picture of the health of our Gulf, especially its rate of declining fish stocks. This is ours to lose.

Recently, much has been revealed about the systemic poor management of our fisheries. With more appearing to be swept under the carpet. On the positive side of the ledger it is inspiring for us to be able to work together, because together we can make a difference. Your dedication has allowed us to focus on increasing public awareness, search for the truth and develop constructive alternatives which benefit all New Zealanders.

Your generous support is making this possible.

1 Inaugural LegaSea award. Matt Watson the recipient.

51 Platinum and Gold Partners

82 LegaSea Works and Building LegaSea sponsors

4000 the number of people who completed the Crayfish Crisis survey.

69500 magazines distributed with FishCare messages in them.

\$77000 raised at the Big Workup Gala Dinner

78000 the number of people the Crayfish Crisis campaign video reached.

Supporter Engagement & Public Awareness

Events. LegaSea presented at 13 events over this period, engaging with over 2000 people. The highlight being our inaugural Gala Dinner - The Big Workup, held in November 2017. 300 people attended and enjoyed a three course meal and entertainment at the Royal New Zealand Yacht Squadron. The feedback has been overwhelmingly positive. The event raised a nett surplus of \$77,000. We were delighted to present the inaugural LegaSea Award to [Matt Watson](#) for his long term and invaluable commitment to the establishment of LegaSea and the adoption of better fishing practices. Scott Macindoe was presented with a special taonga, award, for his ongoing commitment to restoring our fisheries to abundance.

Projects

The Kai Ika Project - Every week fish heads, frames and offal are picked up from the Outboard Boating Club (OBC) in central Auckland by volunteers from the Papatuanuku Kokiri Marae in Mangere. To date over 12,000 kg has been collected and distributed throughout the South Auckland community.

Word of this goodwill story continues to spread. Most recently [TV3](#) presented the Kai Ika project to a nationwide audience. A number of organisations including the Maraetai Boating Club and Food Rescue Whangarei have expressed their interest in getting more involved.

We are currently seeking support to facilitate growth and allow the Kai Ika project to fulfil an increasing community appetite. If you would like to learn more or feel you could add value, please send us an email – support@legasea.co.nz

FishCare - The school of best practice - The FishCare programme continues to enjoy positive exposure. Key opinion leaders and organisations are consistently stepping up to support the programme. Most recently, recreational fishing magazine Fishing in Godzone offered a complimentary full page to use in their publication.

Recent activity includes:

- 1. Events.** We presented FishCare at seven events and engaged with over 1900 people.
- 2. Volunteers.** Public support continues to grow. The most notable efforts from:
 - Ian Twist of the Maraetai Beach & Boating Club. Their recent Kids off Couches fishing competition was structured around the FishCare principles. Here is a [video clip](#) of the event.
 - FishCare Ambassador Mandy Kupenga from Fishing Advisor for her wonderful presentation at the Whangamata Nauti Girls Competition.
 - South Auckland MPI Honorary Fishery Officers who have embraced the FishCare programme. They are now using the FishCare collaterals when engaging with recreational fishers. These HFO's are constantly in the public eye and engaging with hundreds of recreational fishers every month. A powerful resource
- 3. Digital Channels.** Messages were presented 54000 times via social media and various electronic newsletters of programme partners.
- 4. Print Publications.** 69500 magazines distributed with FishCare messages in them.

General Communications

1. **Print publications.** At least 23 substantive updates, articles and opinion pieces have been written for a range of publications. They're also published on the [LegaSea website](#)
2. **Media releases.** Our releases were published 49 times in various publications including the New Zealand Herald, Newshub, Dominion Post and other regional publications.
3. **Digital communications.** Eight electronic updates were sent to subscribers.
4. **Social media.** With the Facebook algorithms being constantly adjusted we are continually evolving the way we use social media to maximise opportunities presented. Our reach and number of followers continue to grow.

Crayfish Crisis. In order to increase awareness and involve the public in MPI's Fisheries Management submission process we launched the [Crayfish Crisis](#) campaign in February. Elements of the campaign included:

1. A [media release](#).
2. A [video](#) focused on the depleted state of CRA2, on the northeast coast.
3. [Webinar](#) offering in-depth information for people who want more data.
4. [Survey](#) of public opinion.

Outcomes include:

1. Survey - In 12 days 3900 individuals submitted survey responses, we now have over 4000. There is overwhelming support for a conservative approach to managing our crayfish.
2. Video - On Facebook, the video was viewed 78000 times. Attracted 216 comments and was shared 259 times.

In conjunction with the public survey results a joint submission from New Zealand Sport Fishing Council - LegaSea and the New Zealand Angling and Casting Association was presented to the Ministry for Primary Industries. Spearfishing NZ submitted a strong letter in support of the joint submission. The New Zealand Underwater Association submitted in support of the joint recreational submission on CRA 2, and advised MPI they needed more time to submit on the proposals for three other management areas. MPI denied the NZUA any time extension.

Fundraising

Partners

1. **Whitehaven.** We launched our co-branded Koparepare wine at The Big Workup Gala Dinner. Every case of Koparepare sold attracts a \$25 contribution to LegaSea. In addition, Koparepare is quietly being adopted as the wine of choice by NZSFC fishing clubs. Special thanks to the Tauranga Sports Fishing Club and Whangamata Ocean Sports Club for being early adopters. A more comprehensive promotion will be rolled out in the coming months. Interested in sampling the wine? Click here. Want to learn more? Email us on support@LegaSea.co.nz
2. **Haines Hunter.** Their commitment to donate a percentage of every boat sold has already generated over \$8000. Their incredible generosity and long term commitment will enable LegaSea to focus on getting the job done.
3. **Sullivan Plumbing & Gas along with Around Sheetmetals.** Our newest Gold Partners. Long term Building LegaSea supporters, they bid \$4000 plus GST for the Gold Partner package at The Big Workup and are providing further in-kind support. LegaSea are proud to recognise their generous support.
4. **Top Catch.** The Top Up to Give Back campaign commenced early November and remains active. Please get down to your local Top Catch store and support this initiative.
5. **MOA Brewing Company.** We are pleased to announce that Geoff Ross CEO of MOA Brewing has committed to becoming a long term LegaSea partner. An exciting development which represents solid financial and strategic opportunities.
6. **Merchandise Promo.** A merchandise promo was run in November and December 2017. This generated over \$13200 in sales. With an ever-increasing amount of product in the marketplace people are clearly taking a growing pride in wearing the LegaSea brand.

Fundraising

We are awaiting decisions on four grant applications. Three for the Kai Ika project and another for FishCare. All successful grants are followed-up with comprehensive reporting and accountability reports, as required by the granting organisation.

"Governments position is clear, where a species of fish is not sufficiently abundant to support both commercial and non-commercial fishing preference will be given to non-commercial fishing."

Colin Moyle, Minister for Fisheries, June 1989



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.



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[True Kit Inflatables](#)
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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

Programme Contributors:



Funding Partners:



Lou and Iris Fisher
Charitable Trust

