

LegaSea Quarterly Report

April 1, 2018 - June 30, 2018



LegaSea Quarterly Report

Introduction

Minister of Fisheries, Stuart Nash recently took a positive step to restore depleted crayfish populations, particularly between Parkiri and East Cape (management area CRA2). This was a small step towards rebuilding the health of our inshore fisheries and providing benefits for generations to come.

Our fisheries are publicly owned, and at LegaSea we are concerned that current management decisions do not take adequate account of the social and cultural values associated with healthy fish populations or recreational fishing.

Fisheries management is a complex task, and 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 was met with widespread condemnation from LegaSea, the public, and others.

The Minister needs to remember he has the statutory authority to apply ministerial discretion when making decisions about fisheries. LegaSea continues to remind the Minister that he does not have to back down to undue pressure from commercial interests.

Colin Moyle, Minister of Fisheries in 1989 said it best. "To ensure recreational users have access to a reasonable share of fishery resources. Government's 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. This position reflects Government's resolve to ensure all New Zealanders can enjoy and benefit from our fisheries."

Now more than ever, we need to be proactive in the care of our marine environment. It is inspiring to have a growing number of organisations expressing a desire to work together. Together we can make a difference. Your dedication is not only motivating, but it also allows us to continue increasing public awareness, search for the truth and develop constructive alternatives which benefit all New Zealanders.

Thank you. Through your support this is possible.

The LegaSea Crew

"We're supporting LegaSea and helping protect one of the most important sociable occasions for future generations."

Geoff Ross, CEO, MOA Beer

Supporter Engagement and Public Awareness

1. Events

- a. Boat Show - The Hutchwilco Boat Show organisers have supported LegaSea since its establishment by generously gifting exhibition space, enabling effective public engagement. This year the objective was to promote:
 - i. FishCare. Educate people on how they can minimise their impact on the marine environment.
 - ii. Engage new and existing supporters. Daiwa donated a \$500 TL SOL III reel to assist in attracting new subscribers. The "show you care, wear the gear" campaign ensured existing supporters wearing LegaSea gear at the show were given an Edge flasher rig kindly donated by Burnsco.

An elevation of public appreciation for the work that LegaSea is doing seemed to resonate at the boat show. Examples of this include:

- i. LegaSea continues to enjoy increased awareness year on year. Since the Boat Show 2017, we estimate general awareness and positive response has doubled.
- ii. This year, we enjoyed a 318% increase in merchandise sales, a 142% increase in donations and the number of subscribers doubled.
- iii. The number of NZSFC affiliate members visiting the stand to express their support was motivating.
- iv. Show organiser, Dave Gibbs, has already confirmed we can have the same stand next year.

Special thanks to Premiere Exhibitions Ltd particularly Dave Gibbs, and our great crew of volunteers including Dave Thompson, Jenny Weren, Joel Bowden, Brett Rigby, Marty O'Donnell, Paul Carnahan, Ben Chissell, Claudia Sidhu, Ryan Hartley, Bronte Carr, Ben Sullivan and Phil van Loghem gave generously of their time - passion really counts!



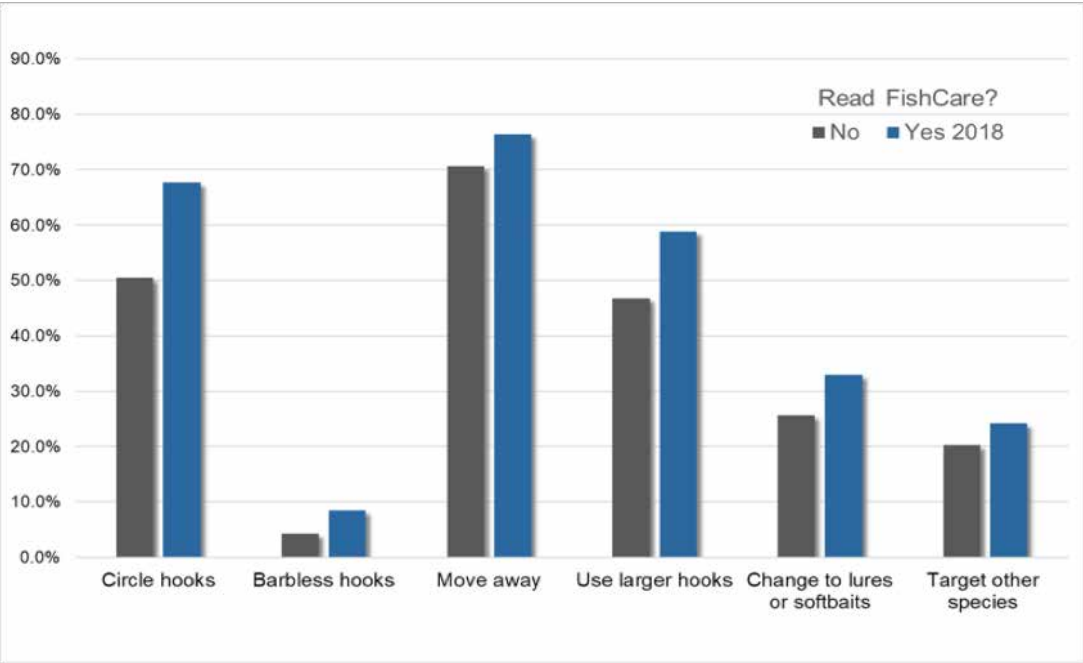
- b. Field Days. The Southern Hemisphere's largest agricultural event, Field Days provides a wonderful opportunity to raise awareness about the state of our fisheries and strengthen relationships with Platinum Partners ITM. For the second year ITM gifted space on their stand. Thankfully the weather didn't put many off and we enjoyed increased numbers of subscribers, donors and merchandise sales from 2017.

2. Projects

a. FishCare - The school of best practice.

The FishCare principles continue to be developed and reiterated via different communication channels. Introductory videos for all five principles have now been completed and are available on the [website](#). The FishCare messages have now been presented in excess of 748,000 times via the three key channels - Digital (440,000), Print (267,500) and at Community Events (37,000).

Annual survey. To understand people's fishing practices a baseline survey was conducted in 2017. Repeating the survey in 2018 provided an indication of how the FishCare programme is shifting awareness and improving the practices of recreational fishers.



There was a measurable change in awareness with people saying they had changed their behaviour and were willing to help others learn new techniques if it meant reducing our environmental impact.

This includes:

- The number of respondents who had read the FishCare guide rose from 15% in 2017 to 32% in 2018.
- Those who had read the guide “always or often” fished with circle hooks when using bait (68%), use larger hooks (60%), or move away from an area (76%) to avoid catching small fish. (figure 1).
- The FishCare programme is prompting people to think about the way they fish and how they could further minimise their impact. 86% of respondents stated they were “highly likely” to change their fishing techniques if it meant more juvenile or undersized fish are likely to survive. 68% said they were prepared to teach others better fishing and fish handling methods.

b. The Kai Ika Project.

Since the summer of 2016 unwanted fish heads, frames and offal are picked up from the Outboard Boating Club (OBC) by volunteers from the Papatuanuku Kokiri Marae. To date over 14,800 kg has been collected and distributed through the South Auckland community.

Word of this goodwill story continues to spread. A number of organisations including the Maraetai Boating Club and Food Rescue Whangarei have made contact expressing their interest in getting more involved.

In order to manage the increasing supply, a processing station and better logistical support is a necessity. A feasibility study in order to clarify the capital investment required as well as the compliance and Council regulations. A grant application has been presented to the Ministry for the Environment Waste Minimisation fund to assist with funding.



3.General Communications

- a. **Print publications.** Around 23 substantive updates, articles and opinion pieces have been written for a range of publications. Selected pieces are published on the [LegaSea website](#)
- b. **Media releases.** Our media releases were published 45 times in various publications including Stuff, Dominion Post and regional publications such as Bay of Plenty Times and the Northern Advocate.
- c. **Digital communications.** Seven electronic updates were sent to our subscribers.
- d. **Website.** The LegaSea website is undergoing a rebuild. Advocacy and fisheries management are complex issues so the objective is to simplify navigation and better integrate with the NZSFC website. Go live date is 31 August 2018.

e. Social media.

- i. [Facebook](#) - The Crayfish Crisis saw us reach 30,000 people during April thanks to key opinion leaders sharing the posts and the reactions expressed by the public who viewed the collaterals. Our reach and number of followers continue to grow.
- ii. [Instagram](#) - A fresh strategy to engage young New Zealanders has been initiated. Named "The Co-op", a group of passionate, young volunteers have committed to using Instagram in an attempt to inspire and raise awareness of the issues facing our inshore environment. At its core is Ryan Hartley and Bronte Carr. They're supported by respected marine cameramen and photographers including Mike Bhana, Sam Wild and Guy Macindoe. Welcome to the crew.

4. Partners and Fundraising

- a. The recent Crayfish Crisis resonated with both Moa Beer and Barkers Clothing. Iconic brands such as these offering support is incredibly motivating. Not only does this indicate a "coming of age" for the LegaSea brand, both Moa Beer and Barkers Clothing have committed to producing product lines which will assist in building brand awareness and fundraising this summer. Truly exciting times ahead.
- b. In addition, we are equally proud to announce:
 - i. The elevation of Haines Hunter from Gold to Platinum Partner status. Longtime advocates and supporters, Lionel Sands and Denis Kendall have been involved since the Kahawai Legal Challenge in 2005
 - ii. Burnsco has recommitted as a Platinum Partner for another 12 months.
 - iii. In May we launched our "[True Kiwis Lend a Hand](#)" initiative. Many of our partners have developed a rebate structure where they can provide LegaSea a contribution every time a LegaSea supporter engages with their products or services. We encourage you to [click here](#) and look at the offers available and support these organisations as they back us.

"Fresh seafood is too expensive to buy for the average household. Give recreational fisherman a chance to put it on the dinner table instead of exploiting it commercially and exporting it offshore. Families and communities across New Zealand rely on inshore areas to be abundant. Without Legasea's initiatives and continual commitment to this cause there is no chance for our future generations."

Antonio Guzzo, Managing Director, Marine Deals

New Zealand Sport Fishing Council Fisheries Management, Marine Protection sub-committee report.



Over many years, the NZSFC has earned a solid reputation for its consistent advocacy to protect the public's fishing interests, to eliminate wasteful and destructive fishing practices, and develop smarter behaviour by all fishers, to contribute to the rebuild of our depleted coastal fisheries.

In order to be more effective, LegaSea was established in 2012 as a wholly owned subsidiary of the NZSFC. A not for profit organisation, LegaSea is focused on raising public awareness and fundraising for the NZSFC Fisheries Management Sub-committee, which continues to be fully engaged in relevant Ministry led science and fisheries management working groups, and a wide variety of strategic and spatial planning processes.

Usually, there is no one else in the room representing public recreational fishing interests or promoting effective means to restore abundance and diversity in our coastal waters.

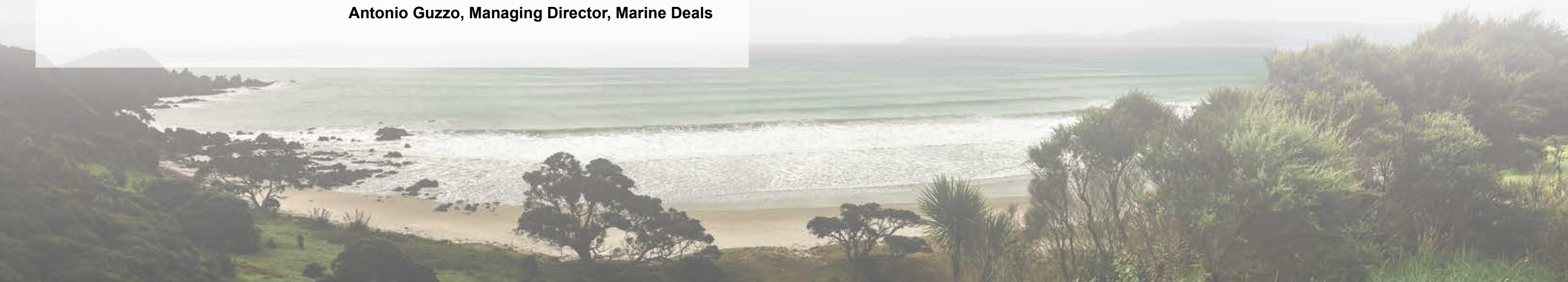
Collaboration and community involvement is critical. The focus of NZSFC and LegaSea is for an abundant fishery, a diverse marine ecosystem, and more fish in the water for future generations.

1. News

- a. Fisheries New Zealand (FNZ) is the new name for the fisheries management division of the Ministry for Primary Industries (MPI). Some functions such as fisheries policy remain with MPI. Ray Smith (ex-Corrections) is replacing Martyn Dunne as Director-General for Primary Industries. Dan Bolger is Deputy Director-General – Fisheries New Zealand. Stuart Nash continues as the Minister of Fisheries.
- b. In March, the New Zealand Sport Fishing Council (NZSFC) had a formal meeting with Nash in Wellington where the broad range of Council programmes and activities was discussed. Also a letter was sent to all MP's inviting them to meet with NZSFC-LegaSea representatives. Included in the package were several reports and submission summaries. Eugenie Sage, Minister of Conservation and Associate Minister for the Environment responded and a meeting was held in April.

2. Gamefish update

- a. **Southern Bluefin tuna.** The Waihou Bay Sport Fishing Club has proposed a voluntary limit of one Southern Bluefin tuna per boat, per day. This is a recommendation and the club will continue to weigh any fish on request when the weigh station is open. Please read the [FishCare Southern Bluefin tuna best practice guide](#) before you head out, this has been developed to help you make the most of your fishing.



3. Fisheries management issues



Crayfish

- a. On March 26th the Minister of Fisheries Stuart Nash announced his decision to reduce catch limits in CRA 2 & 7, Hauraki Gulf - Bay of Plenty and Otago respectively. Nash also announced Total Allowable Commercial Catch (TACC) increases for CRA 4 & 8, Hawke's Bay - Wellington and Southern areas. The new catch limits applied as of 1 April 2018.
- b. On April 9th the LegaSea team reported over 4000 responses were received in response to the Crayfish Crisis CRA 2 campaign. The widespread support for the campaign from our LegaSea Partners, Ambassadors, and like-minded organisations such as New Zealand Underwater Association, Spearfishing New Zealand and New Zealand Angling and Casting Association.
- c. At the last meeting the NZSFC Board recommended clubs support a voluntary reduction in the amateur daily bag limit, from 6 to 3 per person in the CRA 2 management area, for a limited time. This recommendation was discussed in the Next steps paper. Feedback has been received from some of you and is largely supportive of the Board's recommendation. We will work with NZ Underwater and other aligned organisations before publicising and promoting this recommendation.

4. Scallop 7 temporary closure

- a. FNZ are consulting on whether to continue a closure of the scallop fishery at the top of the South Island, including Scallop 7 (SCA 7) and Port Underwood. This area has been closed to commercial
- b. The fisheries team distributed a summary of the proposals on June 14th, asking for feedback by the 21st. Submissions are due with FNZ by June 25th. Feedback so far has been supportive of the recommendation to support the Ministry's preference for the temporary closure to continue for this year. Relevant documents can be read online here.

5. Tarakihi management review

- a. FNZ is reviewing the east coast stocks of TAR 1 E, 2, 3, and 7 (Cook Strait). A discussion paper with several management options is expected before the end of June. Submissions will then be expected by August.
- b. John Holdsworth and Josh Barclay have been involved in the earlier stock assessment process. In late May Trish Rea, Barry Torkington, John and Josh met with FNZ to discuss potential management options to include in the formal discussion paper. FNZ are having pre-consultation meetings with all interested parties prior to releasing their proposals.

- c. The NZSFC reiterated its strong objection to any phased reductions to the TACC. Decisive cuts of at least 60% were required now so the fishery could start to rebuild. The planned 3-years of phased TACC reductions for bluenose were not completed and consequently the fishery failed to rebuild.
- d. For the purpose of the stock assessment and review FNZ is treating all these east coast stocks as one. NZSFC noted that if TAR 3 (East coast, South Island) was assessed as a separate stock then the high proportion of young fish in the catch could be interpreted as an extremely high mortality rate and the fishery would have to be closed.
- e. FNZ are clearly looking for ways to limit the impact of TACC cuts on commercial interests. The NZSFC acknowledge there will be economic and social impacts of large TACC cuts. However, the stocks have been over-exploited for a long time while the cost has been passed onto the fishery, the environment and all New Zealanders.
- f. FNZ has indicated there will be changes to the recreational allowances and individual daily bag limits, without specifying details. The team will review the proposals as soon as they are available and develop a summary document for your information and feedback.

6. Area management issues

- a. **Tauranga Bylaws.** In May, the Tauranga City Council proposed new bylaws that could impact on recreational fishing in the Bay of Plenty. Peter Campbell has coordinated a submission in response to the draft bylaws. The submission was a collaborative effort between the NZSFC and local suppliers of longline, drone and kite fishing gear. The submission was made on behalf of the NZSFC's Bay of Plenty clubs and affiliated members who have regular access to Papamoa beach, and in the wider interests of maintaining fishing access to public spaces. The relevant documents are online here.
- b. **Kauaetangohia Mataitai reserve.** Te Whanau a Kauaetangohia hapu has applied to the Minister for a Mataitai around Cape Runaway, East Cape. Our closest members are the Waihou Bay and Te Kaha Sport Fishing Clubs. Both clubs have written a letter of support. The NZSFC will be responding in support of the application and our clubs. Submission deadline is July 5th, 2018.

7. Fisheries Management – Marine Protection meetings.

Since February 2018 New Zealand Sport Fishing Council (NZSFC) representatives have attended no less than 15 Fisheries NZ Working Group and fisheries meetings. Including Highly Migratory Species (HMS) Fisheries Plan and Working Group meetings, Highly Migratory Species (HMS) Working Group, and National Rock Lobster Management Group Meetings.

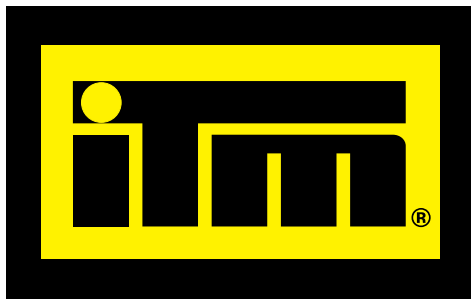


Our Partners are our lifeblood

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.

Platinum Partners



HAINES HUNTER

LegaSea Works



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
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
Yovich Hayward Pevats Johnston
Black Steel Mobile
Crystal Colour Graphics Edventure
Tours
Marlborough Marine
Moana Consultants

Mike Pero Real Estate
Whangaparaoa
Oceanblue Outriggers
Renovation Warehouse
Stabicraft Marine
The Hunters Club
Turangi Marine
Red Spectre Lures
Patterson Associates
Johannink Property
Lambie Builders
Martin & Riggall Engineering

Gold Partners



Building LegaSea



Avoca Lime Co
B-Line Rigging & Scaffolding
Bostik NZ
Culham Engineering
GJ Gardner Homes Hawkes Bay
Hawkes Bay Marine
Kalmar Construction
Kerr Construction Whangarei
PSL Construction
Innovision Boats
Waipukurau Construction
Vantage Windows North Shore
Warwick Fabrics

Symonite Panels
SkySolar
Pan Pacific Auto Electronics
PSL Construction
Hubands Whangarei
Firmans Marine
Bowling Infrastructure Group
Beauchat
Bayleaf Organics
Northland Parkcare
Greenfingers Growing Mixes
Nacsan Products
Firstflex Cables

Wilco Precast
Novelli
Arthurs Emporium
Creative Landscaping & Design
Patterson Associates
Just Workout

Do You Care?



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.



Lou and Iris Fisher
Charitable Trust



New Zealand Angling
and Casting Association

