

LegaSea Accountability Report

November 2018 - March 2019



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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's role is to reach out to the wider public. Over the past five years LegaSea has successfully raised public awareness of the issues affecting our coastal fisheries. We are proud to have gained the confidence and support of so many trusted organisations and brands in New Zealand.

Supporter Engagement & Public Awareness

- 1. Events.** During this period LegaSea were involved in over 25 events, including the Tauranga Boat Show, various fishing competitions and the OK Dinghy World Championship yachting event amounting to 140 hours of contractor and volunteer time invested. We spoke directly with an estimated 3700 members of the public. Thanks everyone.
- 2. FishCare - The School of Best Practice.** Messaging continues to be well received by the fishing community. Over this period our messages were viewed an estimated 142,000 times through various events, print and digital publications.
- 3. The Kai Ika Project.** The project continues to gain traction. As the project evolves, we are reminded about the value of good partners who remain committed to seeing The Kia Ika Project succeed. The Outboard Boating Club (OBC) for trialling the fish filleting service this summer and Papatuanuku Kokiri Marae for their consistent and reliable approach. Kia kaha.
 - Filleting services at OBC generated \$9,400 of revenue. This income has helped to fund the project.
 - For the period of October 2018 - March 2019, 12000 kg of fish parts were collected. For the same period 12 months ago we collected 5200 kg.
 - The Auckland City Council owned Martins Bay Campground is investigating the establishment of The Kai Ika Project and at a recent executive meeting, The Mana Cruising Club also confirmed their desire to set up a similar system in Wellington.
 - Expansion possibilities have been made possible thanks to the funding provided by the Auckland City Council Waste Minimisation Fund and The Ministry for the Environment Waste Minimisation Fund.

12,000

kilos of fish parts collected between October 2018 and March 2019

142,000

the number of times FishCare messages and principles have been seen.

25

public events attended.

140

hours of volunteer and contractor hours invested to make these events successful.

14

Fisheries New Zealand Working Group and fisheries meetings attended

General Communications

- 1. Print publications.** 18 articles have been published in various publications including NZ Fishing News, Bay Fisher magazine, NZ Fisher eMagazine and The Adventurer newspaper. Selected pieces are published on the LegaSea website.
- 2. Digital communications.** Six newsletters were sent to our database. This included the popular '[2018 Year That Was](#)' video.
- 3. Website.** Our revamped website is now live. Eleven articles were published on the LegaSea website. Topics ranged from the MPI Fisheries Change proposals, fish dumping, and how the Quota Management System (QMS) stifles innovation. [Click here](#) for more.
- 4. Social Media.** In addition to the LegaSea Instagram account, we now have a Kai Ika Instagram account. Both have a growing number of subscribers. If you are an Instagram user please take a moment to follow both accounts use the hashtag #LegaSea.
- 5. Mainstream media.** One TV interview and three radio interviews were conducted. This included the acclaimed interview on RNZ by Scott Macindoe.

Partners and Fundraising

- 1. Grant Seeking - The Kai Ika Project**
 - [Bobby Stafford Bush Charitable Trust](#). Special thanks to the commitment made by the trustees LegaSea was able to purchase a three tonne refrigerated truck. This has allowed us to collect and distribute greater quantities of fish parts over the hot summer months.
 - **The Ministry for the Environment Waste Minimisation Fund** has provided funding to develop a feasibility study allowing us to investigate the nationwide rollout. This will support any NZSFC Club who may want to initiate their own Kai Ika Project.
 - **Auckland City Council Waste Minimisation Fund** has provided funding to support the projects regional development within Auckland.
- 2. Merchandise** - Barkers menswear has donated a limited edition product line of LegaSea merchandise. Pre-Christmas LegaSea ran an eDM promoting this product, on our behalf Marine Deals sold and distributed these products. This promotion generated over \$16000 in nett funds raised. If you haven't already, [click here](#) to buy some "O'fish'al" merchandise.
- 3. New Gold Partners** - Surtees Boats confirmed their commitment as Gold Partners.
- 4. Long term supporters:**
 - Chesters Plumbing held their 27th Fanatical Fishos fishing competition. This marks their 23rd year of support for option4, the Kahawai Legal Challenge and now LegaSea
 - Moa LegaSea Lager has been receiving fantastic feedback from those drinking it. We still need heaps of support from you all. Ask for LegaSea Lager by name.
 - Composite Developments renewed their commitment for a further 12 months for both LegaSea and the New Zealand Angling and Casting Association.
 - Black Magic have also stepped up in support of the New Zealand Angling and Casting Association (NZACA). They're supplying prizes for the NZACA Nationals and are looking to formalise the relationship with ongoing support.

Cover Photo - Guy Macindoe

5. Fundraising

Our new Fundraising Lead, Angela Janse van Rensburg (Ange) started in February. After a period of establishment we will see telemarketing efforts beginning in April.

Fisheries Management

Stakeholder Engagement

1. Fisheries New Zealand (FNZ) invited The New Zealand Sport Fishing Council (NZSFC) to a 4-hour meeting with Dan Bolger, Deputy Director-General FNZ, and Stuart Anderson Director of Fisheries Management FNZ to discuss the working relationship between FNZ and the Council.
2. A meeting with Eugene Sage, Minister of Conservation was also held. It was a helpful exchange of ideas and encouraging to have the Minister engaged in discussions around rebuilding NZSFC Fisheries Management Activity.
3. There was a meeting between the NZSFC and commercial skipjack fishers which has opened up lines of communication if there are any issues during the season.
4. Sanford is selling its purse seine boats to the Tauranga based company Pelco along with substantial numbers of shares in the Total Allowable Commercial Catch (TACC) for mackerel, trevally, kahawai. Note - there is no TACC for skipjack as this species has not been introduced to the QMS.
5. The New Zealand Sport Fishing Council (NZSFC) raised concerns declining recreational catch rates of swordfish and noted that commercial landings were also declining. FNZ will fund a project to review the swordfish fisheries and catch rates.

Submissions

1. Crayfish

In February the NZSFC jointly submitted with [Spearfishing New Zealand](#) in responding to the FNZ proposals for the future management of CRA 3 (Gisborne), CRA 4 (Hawke's Bay- Wellington) and CRA 8 (South coast/Fiordland). Spearfishing New Zealand's input was helpful given their knowledge of diving and diving interests. The submission included nine recommendations to improve the future management of our crayfish stocks. The submitters:

1. reiterated the need to remove the concession that enables commercial fishers to take male rock lobster with a tail width smaller than the 54mm minimum size limit that applies to public fishing in 3 stocks,
2. highlighted the ongoing issues and need for a review of the membership and role of the National Rock Lobster Management Group.
3. urged the Minister to make precautionary decisions for our crayfish stocks in acknowledgement of the uncertainty involved in the transition from current recording methods to electronic logbook reporting of commercial harvest.

2. Umupuia Beach s186A closure

In November the NZSFC submitted in support of the request for a 2-year temporary closure of Umupuia Beach, Manukau, to the harvest of cockles.

3. Hawkes Bay. Thanks in part to the efforts of LegaSea Hawkes Bay a Heads of Agreement was signed between The New Zealand Sport Fishing Council, Hawkes Bay Regional Council, LegaSea Hawkes Bay and the Port of Napier regarding their Resource Management consent to build another wharf and dispose of dredge spoils. The agreement committed the Port of Napier to 'post dispersal benthic monitoring' and several other conditions.

4. Fisheries Change proposals

In February Fisheries New Zealand issued its Fisheries Change proposals to remove size limits for commercial catch, to enable undersize fish to be recorded, landed and sold. FNZ promote the proposals on the basis that a land-all policy will incentivise commercial fishers to provide more information on actual catch and encourage them to avoid small fish.

In March The New Zealand Sport Fishing Council [submitted and highlighted](#):

- The serious concerns about the lack of detail about reporting, landings, monitoring and enforcement, or whether commercial quotas will increase.
- It is inevitable that quota owners will insist on TACC increases if they are required to retain small fish.
- Proposed change will be detrimental to the small-scale independent commercial operators and it would also heighten the risk to fish stocks, future productivity, the environment and public fishing access.
- The NZSFC submitted that if we are serious about rebuilding our inshore fish stocks and improving at-sea behaviour then comprehensive camera monitoring of commercial fishing and an increase in resources for fisheries compliance are necessary.
- NZSFC reiterated the call to ban bulk harvesting from inshore waters to protect small fish and vulnerable habitat.
- As per our policies, a Royal Commission of Inquiry into the QMS and principles of managing fisheries for the benefit of all New Zealanders are fundamental to achieving success.

The NZSFC urged the Minister to reduce fishing mortality, not increase it.

On going engagement

Since November 2018 New Zealand Sport Fishing Council (NZSFC) representatives have attended the 14 FNZ Working Group and fisheries meetings.

Research

Fisheries New Zealand (FNZ) has published John Holdsworth's paper: Recreational harvest of southern bluefin tuna in New Zealand, 2017-18. It is available from the [FNZ database here](#).



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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Warren Hay Marine
True Kit Inflatables
Tollesbury Enterprises
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Greenfingers Growing Mixes
Nacsan Products
Firstflex Cables
Wilco Precast
Novelli
Arthurs Emporium

MEET YOUR NEW FISHING COMPANION



We at Moa reckon that fishing with your mates is one of the most precious kiwi occasions and we need to look after it. So we've hooked up with LegaSea to help ensure that mates, fishing and beer is something that's protected for generations to come. For every LegaSea Lager 12 pack purchased we'll make a donation to help towards their mission of "Fish for the People". We like fishing and we love beer, and this one's as crisp and refreshing as they come.

To find out more about
LegaSea's mission visit
www.legasea.co.nz



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