

# Marine Recreational Fishing's Contribution to the New Zealand Economy



# Why This Study?

- a. Past fisheries policies have overlooked or underrated rec fishing
- b. Why? Rec fishing is not viewed as a major jobs generator.
  - i. Commercial fishing supported small business and jobs. QMS introduced to restructure commercial fishing and rebuild stocks
  - ii. Recreational Fishing Policy was not passed by Cabinet in 1989
  - ii. Export drive by government
- c. History –
  - i. NZMRF
  - ii. Small scale economic studies
  - iii. Wanted independent expertise. Opportunity to leverage off the Nation Panel Survey





**SOUTHWICK**  
ASSOCIATES

FISH AND WILDLIFE ECONOMICS AND STATISTICS

BETTER INFORMATION. BETTER DECISIONS.



# Economics = A Communication Tool!











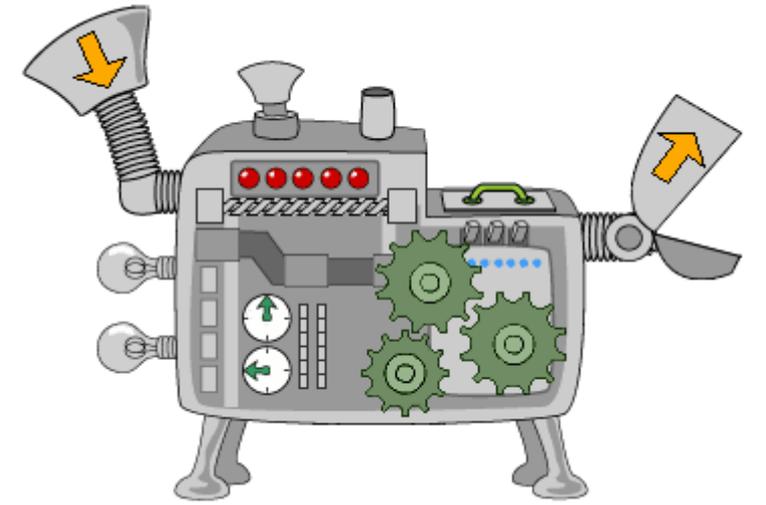


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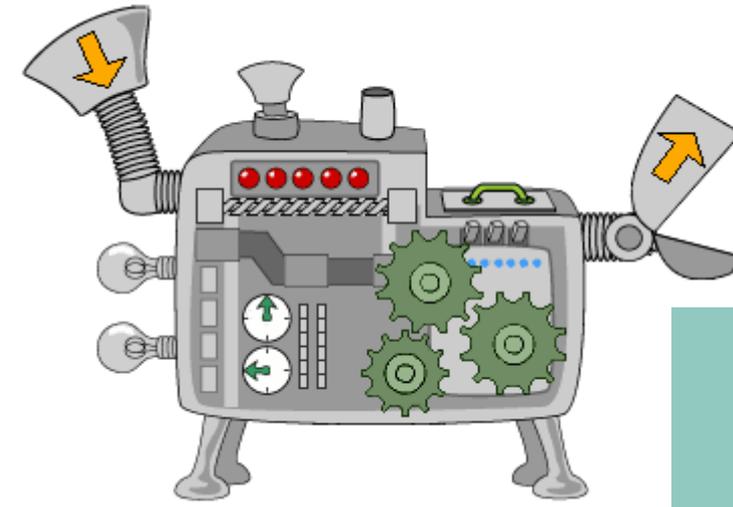




# To make a very long story really short...



\* Trish's **\$85** generates an additional \$131 in spending for a total contribution of \$216



700,000

Number of  
marine fishers





**\$1,590**

Average annual  
spending per  
fisher

# \$946 Million

Fishers'  
annual  
spending



# \$1.7 Billion

Output, or Total  
Economic Activity



# \$638 Million

Value-Added,  
or GDP



**8,124**

**Employment**



# \$342 Million

Salaries,  
Wages &  
Business  
Profits

	This Pay	Year
Gross Pay	388.27	
Pension	0.00	
AVC's	0.00	
Taxable Pay	388.27	
Tax	0.00	
NI	0.00	
FSP	0.00	
MP	0.00	



# But wait, there's more!

- Species
  - Snapper = \$403 million
  - Kahawai = \$254 million
  - Gamefish = \$225 million
  - Bluecod = \$119 million
  - Kingfish = \$79 million
  - Trevally = \$71 million
  - Hapuku/groper/bass = \$13 million

# But wait, there's more!

- **Region**
  - **Upper North Island = \$663 million**
  - **Lower North Island = \$110 million**
  - **South Island = \$172 million**

But wait, there's more!

- Residents & non-residents
- Platform

# Time to put these numbers to work!

1. Substantial industry dependent on recreational fishing.
2. Threats to success of this industry.
3. Reset policies to maximise economic opportunities.

# Thank you!

