

# LegaSea Accountability Report

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April 2019 - June 2019

Photo Credit: Sam Wild



# LegaSea Accountability Report

## 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

The LegaSea crew continues to grow. Brie Handford has joined us as the newly appointed Supporter Engagement Coordinator. Brie will be responsible for increasing the number of financial supporters and strengthen relationships with our supporter base.

## Events

Since the establishment of LegaSea the organisers of the Hutchwilco New Zealand Boat show, which is run by Premiere Exhibitions under Dave Gibbs, have generously gifted LegaSea stand space.

Attending this event is a major opportunity made possible thanks Dave, Premiere Exhibitions and our passionate, committed volunteers Marty O'Donald, Brett Rigby and Phil van Loghem who helped out on the stand. Kia kaha guys.

- 1. Projects
  - FishCare** - The school of best practice
  - A. Events:
    - II. **OBC Family Fishing Competition** - while the weather didn't cooperate there were many participants. [Click here](#) to view the video.
    - III. **Westhaven Open Day** - we shared smoked fish with the public to promote principle number three utilisation is conservation. An estimated 400 members of the public stopped and chatted about FishCare and better utilisation of our inshore species. [Click here](#) to view the video
    - IV. **Hutchwilco Boat Show** - show participants were engaged and surveys were collected on fisher's habits. The team spoke with an estimated 4,000 people over the four day event. [Click here](#) to view the video.
  - B. **Publications** - Westhaven and NZ Bayfisher magazines continue to promote the project by generously publishing FishCare articles. Our print audience regularly totals 43,500 people across five key publications.
  - C. **Digital channels** - FishCare principles were viewed in excess of 202,000 times across social media channels and eDM's.
- The Kai Ika Project:** With the generous assistance of BECA and the Ministry for the Environment we are currently focused on expanding the project.
  - A. We have established the Kai Ika project in Wellington. [Click here](#) to see the powerful letter of support provided by the Mayor of Porirua.
  - B. The Kai Ika Project continues to supply grateful communities with fish parts. Over 4,000 kg were collected during the months of April - May.

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

- 2. **General Communications:**
  - A. **Print publications** - Thanks to the staunch ongoing commitment of our media partners, LegaSea had nine articles published in magazines such as NZ Fishing News, Bayfisher and Fishing in Godzone.
  - B. **Digital communications**
    - I. **Newsletters** - Two newsletters were sent, a total of 92,000 emails were delivered, 31,000 people opened and read these newsletters with 5,300 people feeling compelled to click on the provided links in search of a deeper understanding.
    - II. **Deep Sea Coalition petition** - LegaSea is part of the [Deep Sea Coalition](#), a collective with the objective to stop deep sea trawling in South Pacific. The first step: a petition was sent to 35,000 subscribers, 16,000 opened and read it. This resulted in 5,000 clicking through to the petition. If you haven't already, [click here](#) and sign the petition.
  - C. **Website** - The LegaSea website received 5,000 unique visitors. That's a 50% increase on the preceding period with an average viewing time of 1 minute 42 seconds.
  - D. **Social Media**
    - I. Our **Facebook** page remains an active and engaging medium with followers now exceeding 46,000. We published 86 posts, engaging 5,600 people with 342 responding to requests for action or clicking on the links.
    - II. With only 1,600 followers, our **Instagram** account has a smaller audience but with 552 engagements, it seems to be the more engaging medium.
- 3. **Partners and Fundraising**
  - A. **Gold Partners** - Surtees Boats held an auction at their fishing competition and donated over \$4,000 to LegaSea. The beginning of what we hope to be a strong, long lasting partnership.
  - B. **Platinum Partner, Barkers Clothing** have again committed to providing a further 1500 custom items of LegaSea branded apparel for next summer free of charge. This has the potential to generate over \$50,000 in fundraising income for LegaSea. The success of last summer's launch was amplified by the commitment of Marine Deals. Their logistical support ensured supporters received their merchandise in a timely manner. Having these two partners work together has seen apparel sales exceed anything the LegaSea crew could have achieved. A great representation of the power of partnerships.

## STOP PRESS.

As we finalise this report we are delighted to announce that our long supporting Gold Partner Whitehaven has elevated their commitment to LegaSea and we are therefore now recognising their contribution as Platinum. Additionally the Boating & Outdoors Group have also agreed to support LegaSea at a Platinum Partner level. Our next quarterly report will provide a more comprehensive announcement as to the details of both those commitments.



## Fisheries Management Standing Committee activity April-June 2019

### Gamefish update

- There are still striped marlin around in June, but April and May were slow months and fishing effort has switched to other species. The 2019 season was another poor one for yellowfin tuna with a few large fish around but no run of younger fish.
- The abundance of king fish has been increasing, coming off the low levels of the early 2000s. A project funded by commercial fishers found significant increases in kingfish catch rates from bottom longline and trawl fisheries since 2003. The Council has ensured that data from the much larger recreational fishery is investigated before any conclusions about the size of the population increase can be made. No doubt commercial fishers will be asking for increases in kingfish TACCs.
- Fisheries Management**
- Southern bluefin tuna**  
In April the Minister announced that a new bag limit of one per person per day would apply to the recreational catch of southern bluefin tuna. This bag limit applies nationwide and came into effect on 1 June 2019  
  
The Council originally submitted for a 2-bag limit to account for the smaller fish in the South Island. The Ministry and commercial interests were interested in more stringent measures.  
  
Southern bluefin tuna turned up off Cape Runaway/East Cape in the second week of June, even though the water is still reasonably warm. The Council and Waihou Bay Sports Fishing Club will continue to contribute to the monitoring of catches from the eastern Bay of Plenty and collection of otoliths for ageing.
  - Skipjack meeting**  
A second meeting between NZSFC and commercial skipjack fishers was held in June. There was agreement that the abundance of skipjack has been declining for 20 years. FNZ was asked to raise our concerns for skipjack and yellowfin with the Western and Central Pacific Fisheries Commission. There was some discussion about the politics and power base at commission meetings, with many Pacific Island Countries dependant on income from fishing access schemes. The Council will supply the dates and locations of 2020 club fishing contests to purse seine operators and a meeting will be held prior to next season.
  - Rock lobster management**  
The National Rock Lobster Management Group terms of reference and membership is under review. The Council has been asked not to attend the next few meetings in our observer capacity.  
  
Work is well underway to estimate targets and reference points for all rock lobster stocks to replace the current targets mostly based on historic commercial catch rates. The models are based on fishery data from depleted stocks, so while the new targets will probably be more conservative, they may not rebuild stocks as much as needed to meet ecosystem and social objectives. Significant changes will need to be made before the Council puts someone forward.
  - Blue cod management**  
In March the NZSFC sent a submission to MPI in response to the review of blue cod fishing regulations in the South Island. The Council made seven recommendations addressing national issues more than local area management issues. No announcement has been made.
  - Umupuia Beach s186A closure.**  
In November 2018 the Council submitted in support of the request for a 2-year temporary closure of Umupuia Beach, Manukau, to the harvest of cockles. No decision has been announced.

## Policy issues

### Fisheries Change proposals.

- In March the NZSFC submitted in response to the Ministry's Fisheries Change Programme proposals. One of the proposals was to remove minimum size limits for commercial catch. We submitted against such a change and instead advocated for implementing ways to reduce juvenile mortality and waste.
- We stressed that it was important for the Minister and Ministry to address serious failures in the current system so abundance and diversity is restored in the marine environment.
- On June 7th the government announced that up to 28 commercial vessels operating in the Maui dolphin zone on the west coast of the North Island will be required to have on-board cameras to monitor fishing activity as of 1st November 2019. They shouted themselves a hefty budget of \$17,100,000 to be spent over the next four years to administer this.
- As part of the earlier changes, all commercial fishing vessels will be required to report their catches and positions electronically from December this year.
- The team continues to monitor and will report on any further developments.

### Rescue Fish

- In September 2018 the Council AGM adopted the Fisheries Management System policy which includes Fisheries Manifesto and the specific policy of: The NZSFC supports the research and study of fisheries management systems that will deliver abundant fisheries and a diverse marine environment.
- From early 2019 Lewis Avenell took responsibility for leading the establishment phase of Rescue Fish. He was well qualified to take this role after delivering such sterling results with the Council's Constitutional restructure.
- The structures are now in place for the project to be progressed and implemented. Lewis has now stepped aside, and the project management responsibilities have been handed over to Sam Woolford and Trish Rea. This arrangement will ensure there is coordination between the efforts of the Fisheries Management team and LegaSea.
- The Fisheries Management Standing Committee has oversight of all activities. The Rescue Fish team includes the Committee and our contractors. External service providers are engaged on an as-required basis. The team are planning a special briefing to the upcoming AGM, so all delegates and member clubs are informed of progress.

## Fisheries Management meetings

From April 2019 New Zealand Sport Fishing Council (NZSFC) representatives have attended the following Fisheries New Zealand (FNZ) Working Groups and other external meetings:

Northern Inshore Working Group, Southern Inshore Working Group (2x), Deep Sea Conservation Coalition meeting of NGO's, HMS Working Group meeting, HMS Fisheries Planning Group, Hauraki Gulf Forum, Marine Amateur Fisheries Working Group, Recreational harvest estimates, Rock Lobster Working Group, Purse seine multi-interest meeting

## Club meeting

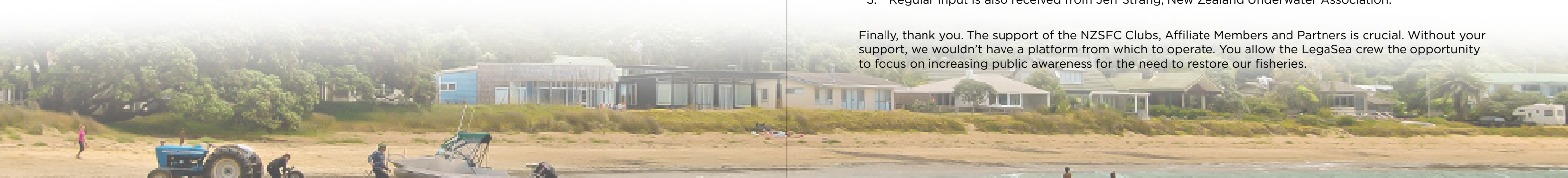
May 28, Mark Connor made a presentation to the Canterbury Sport Fishing Club in Christchurch. It was an informative meeting. Lots of great questions with evidence of what work the Council has done, and is doing, on fish stocks of importance to South Island fishers. A raft of issues were covered, from the Kahawai Legal Challenge through to the latest work we do with other organisations, including New Zealand Angling & Casting Association, the New Zealand Underwater Association and Spearfishing NZ.

Feedback from the club delegate afterwards was positive.

## Fisheries Management Standing Committee

- This Committee is made up of NZSFC Board members; Lewis Avenell (chair), Peter Campbell, Mark Connor, Wayne Bicknell, Bob Gutsell, Dave Wallace, Richard Baker and Scott Macindoe.
- Other Committee members are Jim Yeoman, President of NZ Angling and Casting Association, Dirk Sieling, Mercury Bay Sportfishing Club.
- Regular input is also received from Jeff Strang, New Zealand Underwater Association.

Finally, thank you. The support of the NZSFC Clubs, Affiliate Members and Partners is crucial. Without your support, we wouldn't have a platform from which to operate. You allow the LegaSea crew the opportunity to focus on increasing public awareness for the need to restore our fisheries.

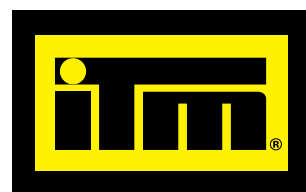


# Our Partners are our lifeblood

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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