

LegaSea Accountability Report

November 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. 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 many trusted organisations and brands in New Zealand.

Supporter Engagement & Public Awareness

Nationwide Roadshow.

In September, we started a nationwide roadshow with the New Zealand Sport Fishing Council (NZSFC) AGM at Mana Cruising Club, Wellington.

This was immediately followed by the On Water Boatshow. Special thanks to Haines Hunter and NZ Marine. The America's Cup dramatically altered the show layout and our presence would have been impossible without their support.

In between, we squeezed in the ITM Supersprint in Pukekohe. An outstanding weekend. [Click here](#) for the event report.

Then, in quick succession, then the Poverty Bay and Hawkes Bay A&P Shows. Staunch volunteers and regional support from The Gisborne Tatapouri Sport Fishing Club, the Hawkes Bay Fishing Club and the impressive LegaSea Hawkes Bay crew made these events the success they were.

Finally we rounded off the roadshow with the Tauranga Boatshow and the Marlborough A&P Show. Once again the regional support was unwavering. Volunteers from Tauranga Sport Fishing Club, Mt Maunganui Sport Fishing Club and Marlborough Recreational Fishing Association all stepped up to generate real value.

The key learning - community support and engagement is vital. None of this would have been possible without the support of our clubs, partners and aligned organisations and, in particular the tireless efforts of Pieter Battaerd. He traveled to every event, setup the stand, manned the stand. Then, once everyone had left, packed away the stand. Kia kaha Piet.

Crew

The LegaSea crew continues to grow. Most recently, Jess Beetham has come aboard in a part time grant seeking and accountability role. As the demands on LegaSea's resources continue to increase, her role will be to assist with resourcing the long term growth.

13

events attended
around the country

3000

conversations about
the state of our
fisheries during our
nationwide roadshow

77%

of New Zealanders
believe coastal
fish stocks are less
abundant

54%

believe some coastal
fish stocks are facing
a crisis of depletion

Projects

1. FishCare - The school of best practice.

- Media. FishCare messages have consistently reached over 270,000 people. Thanks to our media partners - New Zealand Fishing News, New Zealand Bayfisher and Fishing in Godzone messages were printed in over 46,000 magazines.
- Collaboration. With the Auckland Whale & Dolphin Safari a series of five videos on fishing around workups and how to interact with whales and dolphins have been produced. These will be disseminated over the coming months.
- Species specific content. A kingfish best practice guide has been created from source material provided by various stakeholders including charter operators, and fishery scientists including John Holdsworth. [Click here](#) for more details or keep an eye on our media partners for more.
- Burnsco have started to promote their Fish Care orientated product's so that customers know which items support better behaviour, eg rubber nets and circle hooks.

2. The Kai Ika Project

During this period we surpassed 50,000kg of fish parts saved from waste streams and shared parts of the community who revere them. Filleting services resumed over Labour weekend at the Outboard Boating Club of Auckland and The Mana Cruising Club filleting station is about to open. We are preparing for what we hope will be our busiest summer yet.

General Communications

- Print publications.** Our print partners remain committed to growing public awareness of how our fisheries are being mismanaged. Thank you to New Zealand Fishing News, New Zealand Bay Fisher, Waterline, Fishing in Godzone. Without fail they make space for the LegaSea updates.
- Digital communications.** Three digital newsletters and/or press releases were sent to our supporters' database, and at least 126,000 emails were distributed.
- Website.** The number of people using the LegaSea website as a reference tool is steadily increasing. Users were up 14% and 13 new articles were posted.
- Social Media.** Our social media channels remain an active way to and engage the community. Engagements are up 33%.

Fund raising

Grant Seeking. Efforts over the past two months have been focused on The Kai Ika Project. Multi- year funding applications have been made to the relevant City Councils and we are in discussions with the Ministry for the Environment.

Partners. We would like to acknowledge our new Platinum Partners. SOPERSMAC, Whitehaven and Boating & Outdoors. They join Burnsco, ITM, Rod & Reel, Haines Hunter, and Barkers in the Platinum space. We also have a new Gold Partner, Radio Hauraki, who have offered advertising slots and rich advertorial time.

Our partners continue to initiate creative and constructive ways to support restoring our coastal fisheries. Platinum Partner, Whitehaven Wines has developed the Koparepare range of wines, LegaSea receives a percentage of every sale and Whitehaven is currently offering a promotion for LegaSea supporters.

Order Koparepare online. [Click here](#) - enter the discount code **DIRECT2U** and enjoy a **15% discount**. Enjoy quality wine at a great price and know a contribution from every bottle is being made to LegaSea - a win, win, win!

Public Donations. A focus to upgrade existing LegaSea Legends has resulted in increased contributions which will boost recurring revenues. Gratifying to have people valuing and supporting the important work being undertaken by LegaSea and the New Zealand Sport Fishing Council. If you want to learn more about becoming a LegaSea Legend and funding ongoing efforts, [click here](#).

Fisheries Management

Gamefish

Having caught and released most of the 5,200 fish tagged and 350 fish recaptured over the last three years. Sport fishers are important contributors to the New Zealand Gamefish Tagging Programme.

The numbers of striped marlin, yellowtail kingfish and mako sharks tagged and released over the last three years are below the 10 year average.

Southern Bluefin Tuna. The commercial boats started fishing early off the Otago coast, and good catches were taken out wide off East Cape and the Bay of Plenty. A meeting was held with Fisheries New Zealand and some commercial reps in mid-August to discuss management and harvest.

The Commission for the Conservation of Southern Bluefin Tuna met in mid-October and there was some discussion about whether New Zealand will support a new management procedure that will increase the global catch allowance for SBT. New Zealand's share is just 6% and the Japanese market is already over supplied for most of the year. It will be 2021 before any increase to the TACC or allowances could be made.

Inshore Fisheries

1. **Yellowtail kingfish.** In October, Trident made a presentation on trends in catch rates from the recreational fishing surveys and charter boat reporting. No doubt there will be pressure on Fisheries New Zealand to increase the Total Allowable Commercial Catches (TACCs) for kingfish in Northland – Cape Runaway (KIN 1) and the west coast of the North Island (KIN 8) in the 2020 management round.
2. **Rock lobster management.** MPI has not responded to the Council's submission in July on the membership review of the National Rock Lobster Management Group.
3. **Submissions.** In June Fisheries New Zealand released proposals that would affect the future management of 13 inshore finfish and shellfish stocks, seven deepwater stocks, and the amateur charter boat reporting scheme.

The New Zealand Sport Fishing Council and LegaSea teams worked with the New Zealand Angling & Casting Association and **developed eight fisheries management submissions** and a response to the proposals to amend the Amateur Charter Vessel reporting scheme and the animal welfare regulations.

Recreational harvest estimates

MPI released the 2017-18 National Panel Survey estimates of recreational harvest. This is a repeat of the 2011-12 survey, so the results are directly comparable. Since 2012:

1. There has been a 20% reduction in recreational fishing effort.
2. There are fewer participants in recreational fishing.
3. Total recreational harvest –
 - a. Total finfish catch has reduced in numbers by 19%; and
 - b. Harvest of non-fish ie. Shellfish and crayfish have reduced in numbers by 41%.
 - c. In Snapper 1, including the Hauraki Gulf, catch by weight is down by 21%.
 - d. In Kahawai 1, including the Hauraki Gulf, catch by weight is the same.

Note: The press release from MPI including some key survey results was not appropriate. For example, in one statement Stuart Anderson, Director of Fisheries Management, says, "The average recreational snapper catch has almost tripled in the last 30 years, and the average recreational kahawai catch has more than quadrupled in the Hauraki Gulf". Comparing the most recent results to old estimates that have known biases is indefensible.

Bay of Plenty

1. The NZSFC has registered as an "interested party" with the Bay of Plenty Regional Council in respect to any resource consent applications or planning processes within the coastal marine area of the Bay of Plenty (BOP) that may affect recreational fishing interests.
2. This is in response to the High Court decision that is still under appeal, acknowledging that Councils can use their powers under the Resource Management Act to protect or manage indigenous biodiversity in the coastal marine zone out to 12 nautical miles, in the Territorial Sea.
3. Local NZSFC representatives, will engage as required to provide constructive feedback on any proposals that may impact on recreational fishing interests.
4. The NZSFC has also requested a position on the Scientific Advisory Group that is scoping out the baseline and ongoing monitoring requirements to meet the conditions specified in a related Environment Court decision. It is anticipated that this role will be shared between Tony Wood, a local, and John Holdsworth, dependant on meeting requirements and availability.

Previous accountability reports can be found on the [LegaSea Financials page](#).

13 multi-stakeholder meetings and working groups were attended by representatives.

20% reduction in recreational fishing effort.

19% The amount total finfish catch has reduced.



Our Partners are our lifeblood

They help us with funding, communication, social engagement, materials support and motivation.

Ours is a shared vision. Our partners commitment demonstrates they believe it is time to restore our coastal fisheries to an abundant level. Their generosity inspires us and provides us the capacity to do more.

Please [contact us](#) if you wish to join our growing list of outstanding contributors.



Whitinga Farm
Warren Hay Marine
True Kit Inflatables
Tollesbury Enterprises
Tawapou Coastal Natives
Stevos Fishing Charters
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