

LegaSea Accountability Report

November 2019 - March 2020



LegaSea Accountability Report

November 2019 - March 2020

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

FishCare - The school of best practice

1. The LegaSea Crew attended 5 events presenting the FishCare principles and encouraging the audience and all NZ to adjust their behaviour to minimise their impact on the marine environment.
2. Our relationship with Kelly Tarltons continues to strengthen as we collectively work to develop resources to disseminate messages through schools nationwide.
3. We had 8 articles published in nationwide magazines.
4. We published a video about how to best care for fish destined for the table. [Click here](#) to learn more from commercial skipper Gavin Perry.

The Kai Ika Project

1. Thanks to the generous investment by Foundation North, Kai Ika has accelerated. We have been able to fund part time roles and build capacity to support Lionel Hotene who has been the glue holding Kai Ika together.
2. The community focus to develop social resilience and establish food sovereignty of our kai moana is gaining public interest. It was most recently featured on One News. [Click here to see the clip.](#)
3. Auckland Council Waste Minimisation Fund has approved the amendment to a grant to construct a purpose-built mobile filleting trailer which will be situated at Westhaven this coming summer with the option to use it at fishing competitions and other facilities.
4. We have been piloting filleting services at fishing competitions. Early indicators are all positive and we will provide more detail in the next report.

15,620

unique visitors to the website between November and March

20

press releases and articles were published in media nationwide

23

days at public events.

130

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

18

Fisheries New Zealand Working Group and fisheries meetings attended

Supporter Engagement

1. **Voucher books.** Pre-Christmas, to provide value to NZSFC clubs, partners and associated organisations we created a voucher booklet with a range of giveaways, discount coupons, vouchers and prizes mainly to giveaway in angler packs at their fishing competitions throughout summer and autumn.
2. **Events.** The LegaSea team attended 16 events for a total of 23 days. This included the Tauranga Boat Show and the Marlborough A&P Show among others. Piet Battaerd is deserving of a special mention. His passion and commitment were well recognised by the judges with the award of Best Trade Exhibitor Gold Ribbon at the Marlborough A&P Show.

General Communications

1. **Print publications.** No less than 20 communications and press releases were drafted and published in media nationwide.
2. **Digital communications**
 - a. Newsletters - We sent 4 newsletters to our database over the period covering a variety of subjects.
 - b. **Website** - Traffic - Over the period the LegaSea website had 15,620 unique visitors, compared with 7,678 from the previous time last year.
 - c. **Social Media**
 - i. We published 78 posts on our Facebook page. This generated over 14,000 engagements (4000 more than the previous period). Our social media presence remains steady at circa 47,000.
 - ii. Photo competition - Over the holiday period we ran a photography competition to increase the LegaSea photo library. We had around 200 entries with winners receiving a LegaSea x Barkers T-Shirt.

Partners and Fundraising

1. **Grant Seeking - The Kai Ika Project.** A substantial multi-year grant application was awarded by Foundation North to focus on the development of Kai Ika into a sustainable business model.
2. **Partners.** All our Partner relationships have remained solid through the summer period. A highlight has been the release of the new summer 2019/20 range of LegaSea X Barkers clothing thanks to the generous support of Barkers and Marine Deals.
 - a. Through November we supported the Movember men's health initiative alongside Barkers coordinating a fishing trip for the biggest Movember fundraiser. Hauraki Express stepped up to help us deliver the winners experience on the water.
 - b. Radio Hauraki 'Name Your Boat' promotion saw us alongside a group of our Partners (Radio Hauraki, Boating & Outdoors, FC Boats and Hutchwilco). There were close to 30,000 entries with the winner naming his boat Pablo Escaboot.

Finally, a huge, thank you, to the NZSFC Clubs, Affiliate Members, Partners, Sponsors, Legends and Volunteers. Your support is crucial. In these uncertain times having such authentic solid ground to stand on allows us to stay focused on increasing public awareness for the need to restore our fisheries

Fisheries Management

Gamefish update

The Western and Central Pacific Fisheries Commission met in December and discussed the results of the 2019 stock assessment for striped marlin in the South West Pacific, which concluded that the stock was likely to be overfished.

The proposal to extend the no targeting of striped marlin rule into tropical areas was set aside until next year. New Zealand and many Pacific Island countries noted the need for more effective measures to reduce the overall striped marlin catch and these would be included in developing new management proposals for the 2020 Commission meeting.

One of the recommendations was to gather more information using pop-up satellite (PSAT) tags. New Zealand has taken the lead on this. With support from the IGFA Great Marlin Race project and the NZ Marine Research Foundation, The New Plymouth Sportfishing and Underwater Club raised funding for 6 PSAT tags. A further 6 PSAT tags are to be deployed by members of the Bay of Islands Swordfish Club.

The southern bluefin tuna recreational catch for 2018/19 has been estimated at 26 tonnes. Most of this was taken in the fishery off Bay of Plenty and East Cape in June/July. The current allowance for recreational catch is 20 tonnes. The bag limit of one southern bluefin tuna per person was introduced in 2019 and has generally been accepted by fishers.

Rock lobster management

We await decisions by the Minister whether they will reduce the Total Allowable Commercial Catch (TACC) of rock lobster (crayfish) in CRA1 and CRA3.

The New Zealand Sport Fishing Council has nominated Josh Barclay as representative to the National Rock Lobster Management Group (NRLMG) and supports the nomination of Andy Stewart from NZ Underwater Association (NZUA).

The Government has allowed commercial CRA fishers to carry over up to 10% of the Annual Catch Entitlement (ACE) they hold to the next fishing year in response to the collapse of the Chinese market for CRA due to COVID-19 outbreak. This will probably not apply to CRA1 and CRA3 where TACC cuts have been proposed, the decision is pending.

Review of (North Island West Coast) SNA 8 Total Allowable Catches (TACs)

The new SNA 8 stock assessment results will be available April 2020. Initial results show the stock has increased from about 10% to around 30% of unfished biomass. This pronounced increase in the biomass has also been seen in West Coast trawl survey data and in surveys of recreational catch.

Commercial interests want the SNA 8 model included in the May Plenary meetings so the TAC can be reviewed/increased in 2020.

Review of Kingfish Total Allowable Catches (TACs)

There is evidence of a significant increase in KIN CPUE from the jack mackerel trawl fleet

for trips with observers on board. It is likely that there will be a review of the KIN 8 TAC in 2020. Currently the KIN 8 TACC is at 45 tonnes and over caught each year.

Submissions - The following were submitted/published over this period

1. Review of rock lobster management in CRA 1, 3, 4, 7, and 8. Once again, the Council asked for the removal of the commercial concessions on undersized rock lobster. The very poor process with last minute changes to the management targets in CRA 1 and CRA 3 were highlighted. The proposed TACC increases in CRA 4 and CRA7 were not appropriate at this time and were opposed. If the Minister approves the TACC increase in CRA 8 for the fourth consecutive year then the recreational allowance must also be increased to 35 t.

2. National Inshore Finfish Fisheries Plan. This is a rehash of the draft plan that was never formally adopted. The focus seemed to be on “Enhancing benefits for customary, recreational and commercial fishers” rather than rebuilding and managing stocks. There will be plenty of resources spent on writing an Annual Plan, followed by an Annual Review Report, and multi-sector stakeholder meetings. Meanwhile the cost cutting on research and basic stock monitoring will continue. The council submission focused on identifying underlying problems and recommending solutions.

3. Temporary closure submission Thames Coast. The Council, NZACA and LegaSea supported the request by Ngāti Tamaterā Treaty Settlement Trust for a 24-month temporary closure of the Te Mātā and Waipatukahu (Tapu) Mahinga Mātaaitai to the taking of kūtai (mussels), pipi, and tuangi (cockles).

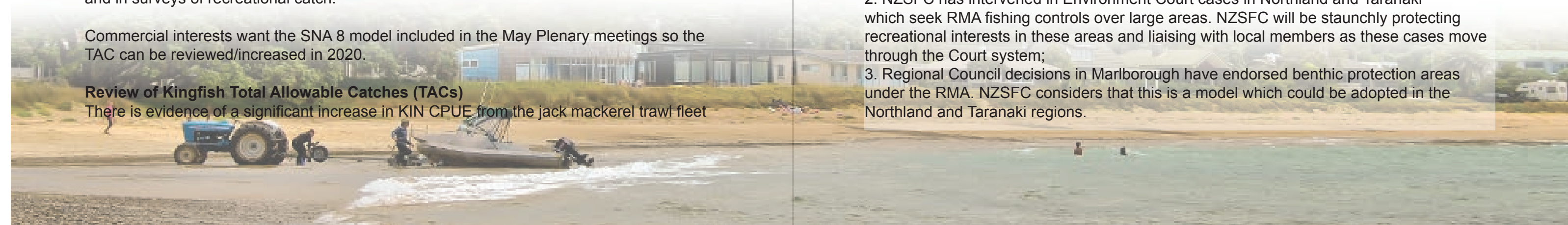
4. Aquaculture submission, Ponui and Firth of Thames. The council opposed the application and supported the Clevedon Game Fishing Club and Kawakawa Bay Boating Club to retain existing recreational and amenity value of the area.

5. Aquaculture submission, salmon farm, Marlborough. The Council opposed the application by King Salmon because of the adverse effects on wildlife, marine mammals and fish populations especially around the McManaway and Witts Rocks which are close to the applicant site.

Update on Motiti, RMA fishing controls, and the NZSFC response

Recent court decisions concerning waters around Motiti Island have surprised the recreational fishing public. These decisions mean that there is potential for the closure of fishing areas in the territorial sea all around New Zealand. NZSFC is taking to protect recreational interests. In short:

1. NZSFC has received legal advice that it would be futile to seek to challenge the existing court decisions concerning Motiti. The best approach - work with the Bay of Plenty Regional Council to monitor the situation, while seeking the re-opening of these areas to low impact fishing.
2. NZSFC has intervened in Environment Court cases in Northland and Taranaki which seek RMA fishing controls over large areas. NZSFC will be staunchly protecting recreational interests in these areas and liaising with local members as these cases move through the Court system;
3. Regional Council decisions in Marlborough have endorsed benthic protection areas under the RMA. NZSFC considers that this is a model which could be adopted in the Northland and Taranaki regions.



Our Partners are our motivation

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.



Whitinga Farm
Warren Hay Marine
True Kit Inflatables
Tollesbury Enterprises
Steve Burling Builders
Stabicraft Marine
Sea Y Limited
Rothbury Insurance Brokers Nth
Reel Kitchens
Peter Campbell
Paul's Fishing Systems
Parkit Management
Orange Door Music Video
Marine North
John Hewinson Canvas
Jackson FRP
Industrial Refrigeration

Hikutaia Honey
Golden Mile Fruitpackers
Fishing Boats NZ
Davey Painters
Corporate Transport Services
Consilium Residential
BBS Timbers
The Boat Shed and Auto's
Black Steel Mobile
Moana Consultants
Stabicraft Marine
The Hunters Club
A2Z translate
Whangamata Ocean Dental
Browne Engineering
Bunting Brothers Construction
Epic Adventures

Decoro Fishing Supplies
Awatoru Foods
Ecoefficient Solutions NZ
End 2 Pain
Fogden Builders
Intents Outdoors
Lambly Builders
Loan Market Whagarei
Martin Riggall Engineering
RNR Charters
Stevos Fishing Charters
Topcat Bobcat Excavations
Waiheke Truck Services
Workhouse Marketing
SBA Accounting Hibiscus Coast
Planet Fun



Proudly Supporting

**BUILDING
LEGASEA**

Culham Engineering Co
GJ Gardner Homes Hawkes Bay
Hawkes Bay Marine
PSL Construction
Waipukurau Construction
Vantage Windows North Shore
Warwick Fabrics
Pan Pacific Auto Electronics
PSL Construction
Hubands Whangarei
Firmans Marine
Bowling Infrastructure Group
Beauchat
Bayleaf Organics
Northland Parkcare

Greenfingers Growing Mixes
Firstflex Cables
Wilco Precast
Arthurs Emporium
Just Another Fisherman
AllTrans
Aotea Electric Auckland
Build-it NZ
Cert Systems Ltd
Culham Engineering Co
Creative Landscaping and Design
Development Construction
Justworkout

Sansom Construction
Strait Construction
Synthetic Technologies
Thermosash Building Envelope
Solutions
Waimea Orchard

Do you Care?



THE SCHOOL OF BEST PRACTICE

FishCare promotes best practice techniques to help recreational fishers reduce their impact on our coastal fisheries.

Our vision is an abundant fishery enjoyed by today's and future generations.

www.fishcare.co.nz



Lou and Iris Fisher
Charitable Trust

