

LegaSea Accountability Report

November 2020




**Fish filleting
today**



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 engage 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 Kai Ika Project

We have reached a new milestone. 100,000 kgs of fish heads and frames have been distributed through the Kai Ika Project.

Thanks to the support of Auckland Council - Waste Minimisation Fund, the Kai Ika project has recently completed construction of a specially designed filleting trailer. The trailer is located at Westhaven, Z Pier and is operating Thursday to Sunday (weather dependent) to service the public and charter boat fleet. We fillet fish for a nominal fee and repurpose the unwanted fish heads and frames via Papatuanuku Marae.

The filleting service is creating employment opportunities and 100% of the income generated is reinvested in the project allowing us to cover the cost of a growing distribution network.

To see the filleting trailer in action, [click here](#) to watch Clarke Gayford's recent Fish of The Day episode.



Rescue Fish

Over the last quarter the Rescue Fish campaign has continued its steady progress. We had 6570 additional people sign the petition.

We launched a Billboard campaign with associated media going out on street posters, radio ads and paid social media. Our social media our ads received over 1 million impressions with a reach of 355,000.



The Price of Fish - The LegaSea produced documentary from Mike Bhana went to air late July on TV Three and was on demand for a month after that. It received good viewer numbers with over 270,000 views. It has since been on YouTube with another 8000 views.

You can watch The Price of Fish full documentary on YouTube [here](#).

General Communications

Public Events

After a tumultuous year, it was refreshing to return to some level of normality. This allowed us to attend the Tairua Pauanui Boat Show, the Tauranga Home show and various other events around the country. It also gave us the chance to connect with the public and present Rescue Fish.

In addition to public events we also gave a number of radio interviews. The interviews on 95Bfm, The Rock and Radio New Zealand reflected the diverse and engaged audience who are passionate about our marine environment.

Print publications.

Our print partners support the work we continue to do, they generously provide space for us to communicate with the public and share what is going on. Over this period we had 16 articles go to print in various magazines and newsletters.

Anyone wanting material for their own newsletters/communications just need to contact Trish for a written piece. Trish@legasea.co.nz.

Digital communications.

Database communications - We sent 7 newsletters to our database of 60,000 which has also risen by 4000 people.

Website - The LegaSea website has received 6000 unique visitors.

Articles - 12 news articles were published.

Social Media - We published 50 posts on social media which reached 355,000 people.

Crew

As interest in our Rescue Fish Programme continues to grow, demand for high quality content and LegaSea attendance at stakeholder meetings is ever increasing. To assist and provide some much needed horsepower, Momoko Burgess has joined our team. Momoko brings with her a Bachelor in Marine and Environmental science and a real passion for being involved in the ocean.

Fundraising

Grant Seeking

To support the Kai Ika Project through the second lockdown, the Ministry of Social Development contributed \$15,000. Foundation North once again came to the party with emergency funding of \$15,000. This will help cover extra distribution costs and funds towards securing chilled refrigeration. We are proud to have earned the ongoing support of these partners. It is only through their support that we have been able to navigate this year effectively.

We applied for a grant from the Ministry of the Environment - Waste Minimisation Fund to complete a business case for the next phase of growth for the Kai Ika Project. We were granted \$85,000. At present we are working through the deed document and hope to kick things off in the new year together with BECA to complete this.

Thanks to the overwhelming community support, we have been able to repurpose a whopping 49,944kg of kaimoana this year.

Partners

Our Partners have stepped up through this quarter. Plenty of fresh initiatives and new sponsors coming aboard.

1. Whitehaven Wines relaunched Kōparepare with an expanded range and fresh new label. To celebrate, they donated 100% of the proceeds from the first 125 cases sold to LegaSea. In a little under one month the initial target was reached and over \$32000 was raised for LegaSea. The fundraising continues with \$1 per bottle from now on donated to LegaSea. Order the wine at www.koparepare.co.nz
2. Barkers are about to release the new LegaSea range of apparel with some exciting changes to the merchandising. Watch this space.
3. Burnsco have renewed the Platinum sponsorship and additionally helped us out a lot with materials for the new Westhaven Kai Ika filleting trailer.
4. Four new Gold Partners joined us. [Makaira Boats](#), [Wettie](#), [NZ Fishing Charters Directory](#) and [Better](#).
5. It is also important to mention the sponsorship contributions provided to us through our recent redacted campaign. Thanks must go to Lumo Digital, SPECIAL, Radio Hauraki, MetService, Monster Print and Shout Media.
6. On a sad note we lose ITM who have been with us for many years. Especially sad for us are all the fantastic store owners and workers we have engaged with from around the country through this time. ITM remain solid friends of LegaSea and have cited Covid related consolidation as the reason to cut back on their sponsorships. We are hoping to see them back with us again soon.

In a year of uncertainty, the support we have been receiving has been so uplifting. Thank you all.



Public Donations

LegaSea Legends continue to support the important work being undertaken by LegaSea and the New Zealand Sport Fishing Council. In the last quarter we received over \$34,000 in donations. If you want to learn more about becoming a LegaSea Legend and funding ongoing efforts, [click here](#).

Fisheries Management

Representatives for LegaSea and The New Zealand Sport Fishing Council attended a whopping 43 meetings and events. 191 hours we're invested working with MPI, Mana Whenua, the commercial sector and other stakeholders. The focus of these sessions included; Aggregation Limits, Sea Birds, National Blue Cod Strategy, Highly Migratory Species, Resource Management Act, Inshore Trawl Survey, National Rock Lobster Management Group, Rock Lobster Plenaries, Waiheke Marine Project's Future Search Hui Deep Sea Conservation, Climate and Changing Baselines, among others.

"Once I saw The Price of Fish documentary and researched the work being done by LegaSea I had to get better involved. Looking after our marine environment is something I am truly passionate about and I feel sure our investment in LegaSea will be well channelled into addressing the issues and achieving results that really matter. We couldn't find a better team to get alongside than the LegaSea crew" CEO Samuel Cavanagh

Samuel Cavanagh - CEO of Better

49,944kg

of kaimoana tonnes of kaimoana utilised as food was distributed to the community via the Kai Ika Project in 2020.

12

news articles published in the media and 7 newsletters sent to our growing database.

Our social media content received over

1 million

impressions with a reach of 355,000 kiwis

8

speaking engagements and/or radio interviews.

52

meetings and events.

237

hours we're invested working with MPI, Mana Whenua and the commercial sector and other stakeholders.



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.



Whitinga Farm
Warren Hay Marine
True Kit Inflatables
Tollesbury Enterprises
Steve Burling Builders
Stabicraft Marine
Sea Y Limited
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The Hunters Club
A2Z Translate
Whangamata Ocean Dental
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Epic Adventures
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Awatoru Foods
Ecoefficient Solutions NZ
End 2 Pain
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Lambly Builders
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RESCUE FISH

IKA RAUORA

**A pathway to fish abundance and
marine ecosystem recovery**

Sign the petition

RESCUEFISH.CO.NZ