

LegaSea Accountability Report

March 2021



Photo by Wendy Parsons, joint winner of the 2021 Summer Photo Competition

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

Rescue Fish

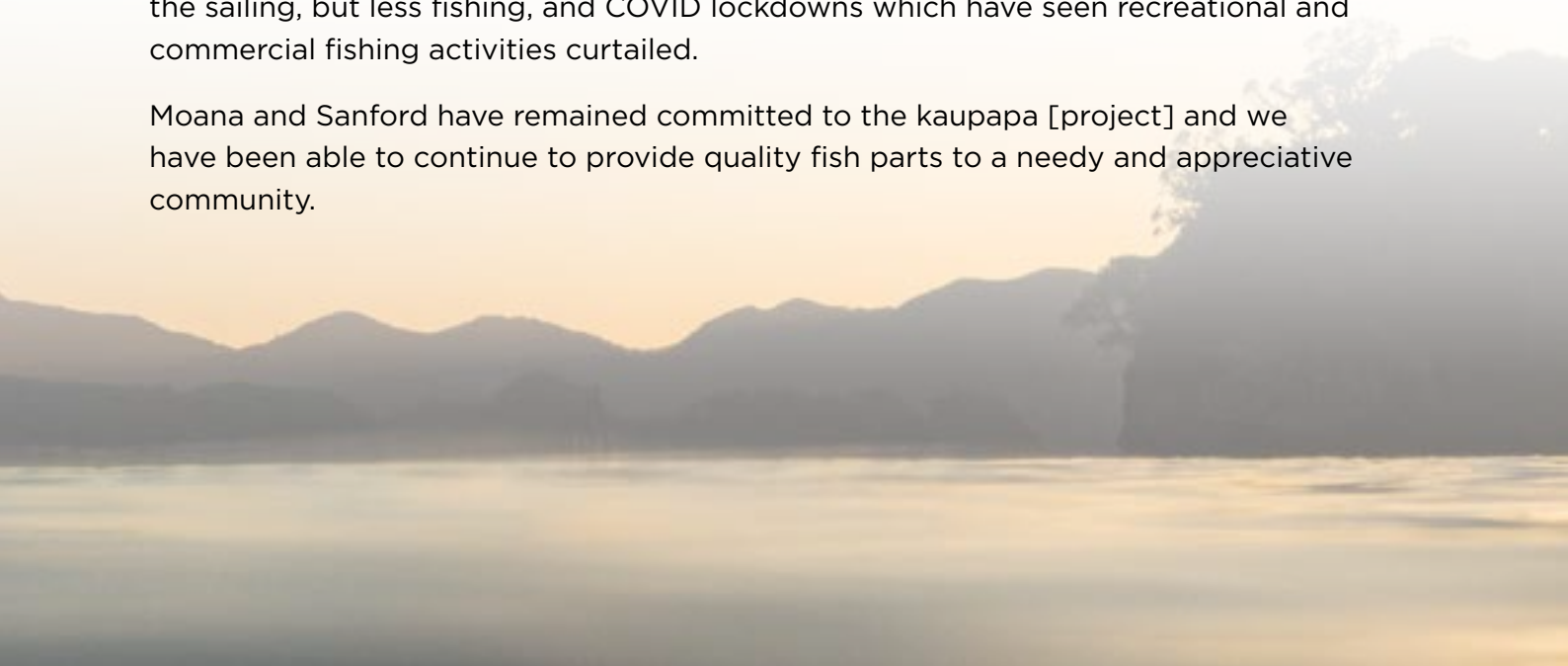
Part of our strategy has been to invest in case studies and/or localised projects which demonstrate the Rescue Fish policy in action. As concern from local fishing and environmental interests about the poor health of the Hauraki Gulf Marine Park continues to grow, so too the community has engaged. We have seen the application of two rāhui in two months around the Hauraki Gulf. Initially it was the Coromandel scallop restoration plan and then more recently the Waiheke rahui on crayfish, paua, scallops and mussels. Both the NZSFC and LegaSea have invested in these localised management efforts as they represent Rescue Fish policies in action. This includes co-management, removal of destructive fishing techniques and the establishment of conservative management plans.

The Kai Ika Project

We continue to enjoy growing public awareness for the initiative. This includes pieces in [The New York Times](#), [Maori TV](#) and [Re: News](#).

Rollout of filleting services has been challenging. While the weather has been settled, we have had constant interruptions from the America's Cup - lots of boats watching the sailing, but less fishing, and COVID lockdowns which have seen recreational and commercial fishing activities curtailed.

Moana and Sanford have remained committed to the kaupapa [project] and we have been able to continue to provide quality fish parts to a needy and appreciative community.



In breaking news, in 2021 we will be collaborating with Matt Watson to take [Free Fish Heads](#) to the next level. Free Fish Heads already has 16,000 registered users. With the appetite for fish heads only accelerating in Aotearoa supporting Matt to increase the nationwide awareness for this platform was an obvious next step. We are confident this investment will create immediate value for our clubs and create new relationships within the local community.

[FishCare](#) - The school of best practice.

With an objective of improving kiwi kids' knowledge of species found in our coastal waters we have developed a kiwiana version of the quintessential kids game 'Go Fish'. The game uses a lot Te Reo Maori, including for the names of the fish, and our version is named - Hi Ika [Go Fish].



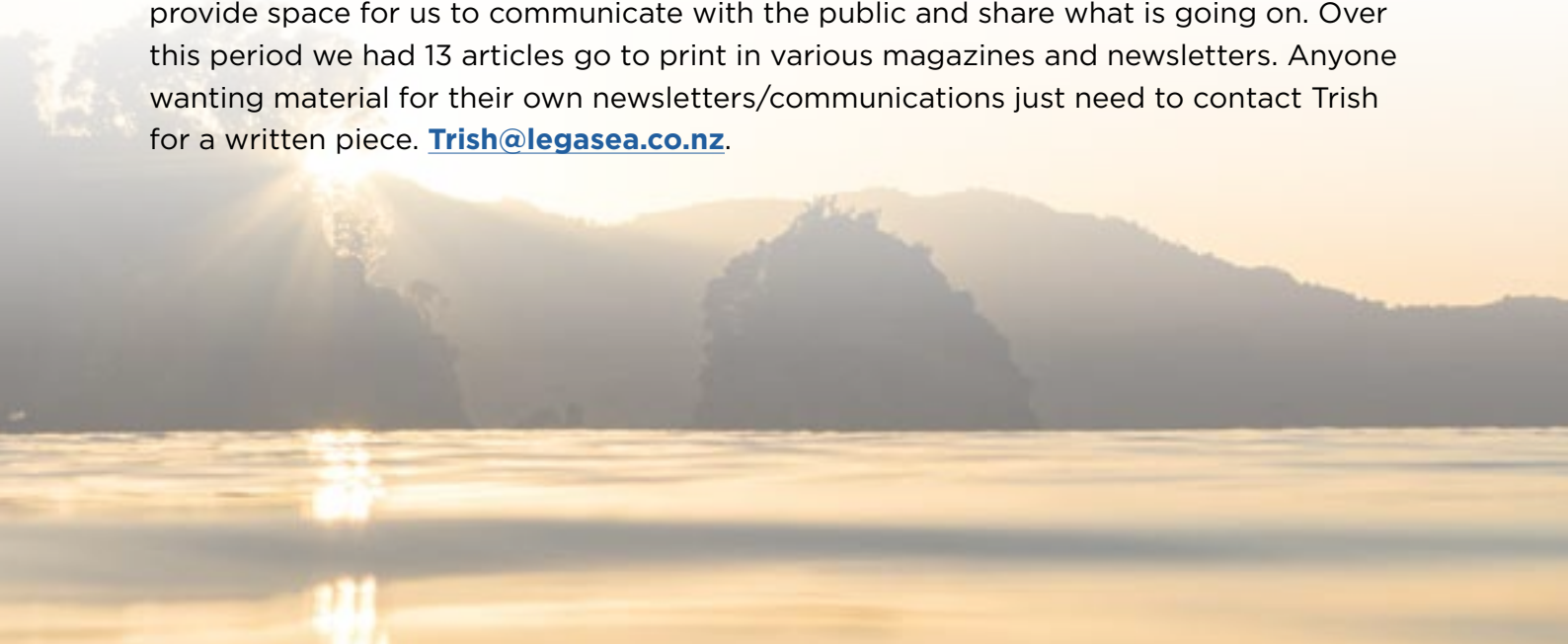
[General Communications](#)

Public Events

Even with two Covid lockdowns and the summer holiday period we still managed to attend seven events including the karakia and launch for both Opito Bay and Waiheke rāhui.

Print publications

Our print publication 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 13 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 out 9 Electronic Direct Mail (eDMs) to the LegaSea database of 60,000 supporters.

Website - Over 9000 people referenced the LegaSea website over the period, a minor increase over the previous quarter.

Social Media - On Facebook we engaged with almost 160,000 people. Our number of followers stays steady at 47,000. Our most popular post reached 39,000 people.

Summer holidays photo competition. We received 134 high quality photographs from 62 supporters. Prizes were donated by our partners and have been distributed to the winners. (Winning photos below, plus the cover image).



Crew

Dallas Abel came on board with LegaSea in December to assist with much needed additional capacity. Dallas has extensive experience in marine conservation, particularly in scientific research and education. Upon completion of a bachelors degree in Marine Science and Management. He then progressed to becoming a Fisheries Observer with the Ministry for Primary Industries in New Zealand and logged over 350 days at sea.

Fundraising

Grant Seeking

The wonderfully generous Bobby Stafford Bush Foundation provided funding towards completing design and the first print run of 2000 packs of Hi Ika [Go Fish]. These packs were given free to children attending the Eye on Nature event. Thank you for your incredible generosity.

Partners

Despite a particularly disruptive 2020 year our Partners have stuck with us. We entered 2021 with a surge in Partner fundraising due primarily to the support of [Whitehaven](#) and [Barkers](#).



These partnerships are made even more significant because they produce products which carry the LegaSea brand not just as a fundraiser but also to help with brand and message growth. They deliver a strong endorsement of LegaSea through their own company position on environmental well-being and sustainability.

We also must acknowledge [Paul Barnes](#) who sadly passed away late last year however his legacy will live on as his wish was to see [Paul's Fishing Systems](#) become an official Gold Partner. Thank you Paul.

[Chesters Plumbing Supplies](#) continued to deliver a much appreciated \$6000 from their annual fishing competition fundraiser, even as they ducked and dived Covid lockdowns.

Thanks also must go to [Shimano](#) and [Yamaha](#) who renewed their Gold partnerships this period. [The Hutchwilco New Zealand Boat Show](#) is just around the corner and we hope that Dave Gibbs and his team aren't disrupted again. It would be great to catch up with you all at this year's show and please visit us on our stand no.186 in Hall 1.

The LegaSea sponsor relationships are essential for the growth of both LegaSea and the NZSFC. If you wish to discuss sponsorship, fundraising initiatives or partner opportunities please do not hesitate to contact Simon@legasea.co.nz or 021 737 439.

Fisheries Management

Representatives for LegaSea and The New Zealand Sport Fishing Council attended a whopping 39 meetings and events. 224 hours we've invested working with MPI, Mana Whenua, the commercial sector and other stakeholders. They attended the following working groups, hui and meetings in person or via zoom. Marine Amateur Fisheries Working Group (survey methods) Inshore Working Group (SNA 8 and Tarakihi), Flatfish stakeholder meeting, Seabird Advisory Group, Review of National Plan of Action Sharks, HMS update (CCSBT) (WCPFC), RMA NZSFC discussion, National Rock Lobster Management Group, Rock Lobster Working Group, Deep Sea Conservation Coalition.

Gamefish Update

We attended a meeting in March to discuss management of skipjack tuna following concerns raised by NZSFC and commercial fishers about declining catches in recent years. Skipjack play a vital food source for larger apex predators including marlin, broadbill and sharks.



Blue Water Marine Research has summarised a recent report on the performance of the two gamefish tag types. The studies that determine the most successful tag types for billfish. [Gamefish Tagging News](#) January 2021.

Blue Cod

MPI has established a blue cod Technical Advisory Group to amend regulations. In January 2021, Glen Carbines and local club representatives attended the initial TAG meeting. Some of the topics discussed include; prohibiting filleting at sea, avoiding waste by allowing frames to be used as bait in cray pots, promoting a system like Free Fish Heads, parity between recreational and commercial rules and review of the potting survey methodology.

Customary fisheries management areas

Our team is involved in several local area fisheries management discussions. Mana whenua have kaitiakitanga obligations that are recognised with the authority to exercise fisheries management measures (rāhui, mātaimai, taiāpure, Section 186A & B closures (South Island)). These initiatives may be offered as an alternative to marine reserves or closures under the Resource Management Act (RMA).

Waiheke Island

Engagement with the Waiheke Island Marine Futures process. We have tried to elevate fisheries management as a key element to be considered alongside the need for protection which had dominated the conversation historically. Glen Carbines and Waiheke resident Matt von Sturmer have been leading this effort.

On 31 January 2021, Glen, Matt and our LegaSea crew including a team of 5 from [Papatūānuku Kōkiri Marae](#) attended the dawn ceremony placing a [rāhui](#) around Waiheke out to one nautical mile. The rāhui means no harvesting of mussels, crayfish, scallops or pāua for the next 2 years.



Opito Bay Scallops

David Parker, the Minister of Oceans and Fisheries, seeking support for the rāhui established at Opito Bay, eastern Coromandel, initiated by Ngāti Hei. An application has been made for a **2-year temporary closure of Opito Bay** to the harvest of scallops under section 186A of the Fisheries Act 1996. Letters of support have been submitted and were co-signed by the **NZSFC**, **Ngāti Hei**, Opito Bay Ratepayers Association, **New Zealand Underwater Association** and **LegaSea**. [Click here](#) to make a personal submission on behalf of your organisation.

Waimarama

December 2nd 2019, the NZSFC and LegaSea Hawke's Bay submitted in support of the application by Ngai Hapu o Waimarama for a **2-year temporary closure** along the Waimarama coastline, to ban the harvest of blackfoot pāua under s186A of the Fisheries Act 1996. 18. Fisheries New Zealand advised on 16 December that David Parker had approved the application.

20,000kg

of kaimoana tonnes of kai moana utilised as food was distributed to the community via the Kai Ika Project in the last quarter, our busiest quarter yet..

13

news articles published in the media and 9 newsletters sent to our growing database.

8

speaking engagements and/or radio interviews.

39

meetings and events.

224

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

23

events attended to support the Opito Bay Scallop rāhui



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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IKA RAUORA

**A pathway to fish abundance and
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