

LegaSea Accountability Report

June 2021

NEW ZEALAND
SPORT FISHING

LEGASEA
FISH FOR THE PEOPLE

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 nine 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 grow, so too the community has engaged.

The Coromandel scallop restoration plan.

A rāhui was initiated on December 17th 2020. Over the summer months, Dive Zone Whitianga and local volunteers also conducted a survey to establish the health of local scallop beds.

The findings from this report were published on May 15. [Click here](#) to read the Stuff article.

Public Submissions for the rāhui closed on the 21st May. A form allowing the public to make submissions directly to MPI was placed on the LegaSea website. Over 1700 submissions were sent through this channel to MPI, the Prime Minister and the Minister of Oceans and Fisheries.

Westcoast Snapper (SNA8).

In the 1980's snapper populations on the West coast of the North Island were fished down to 5% of their original biomass. A rebuild plan (which included a 200 tonne cut to the TACC) was implemented. More recently we have seen trawl exclusion zones established to protect the endangered Maui dolphin. Initially 1nm, they have now been extended to 4nm. Removal of this destructive fishing technique has supported the ecosystem to rebound and a snapper population increase to over 50% of original biomass. A wonderful case study of what can happen from the implementation of conservative catch limits and the removal of destructive fishing techniques.

Now, there is talk of increasing the Total Allowable Commercial Catch (TACC) with the Ministry advisory papers due to be published imminently.

The LegaSea crew are on standby to amplify the decisions made by the Fisheries Management Standing Committee and help engage not only our clubs but NZACA, NZUA clubs and the wider public.

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Both the NZSFC and LegaSea have and will continue to invest 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

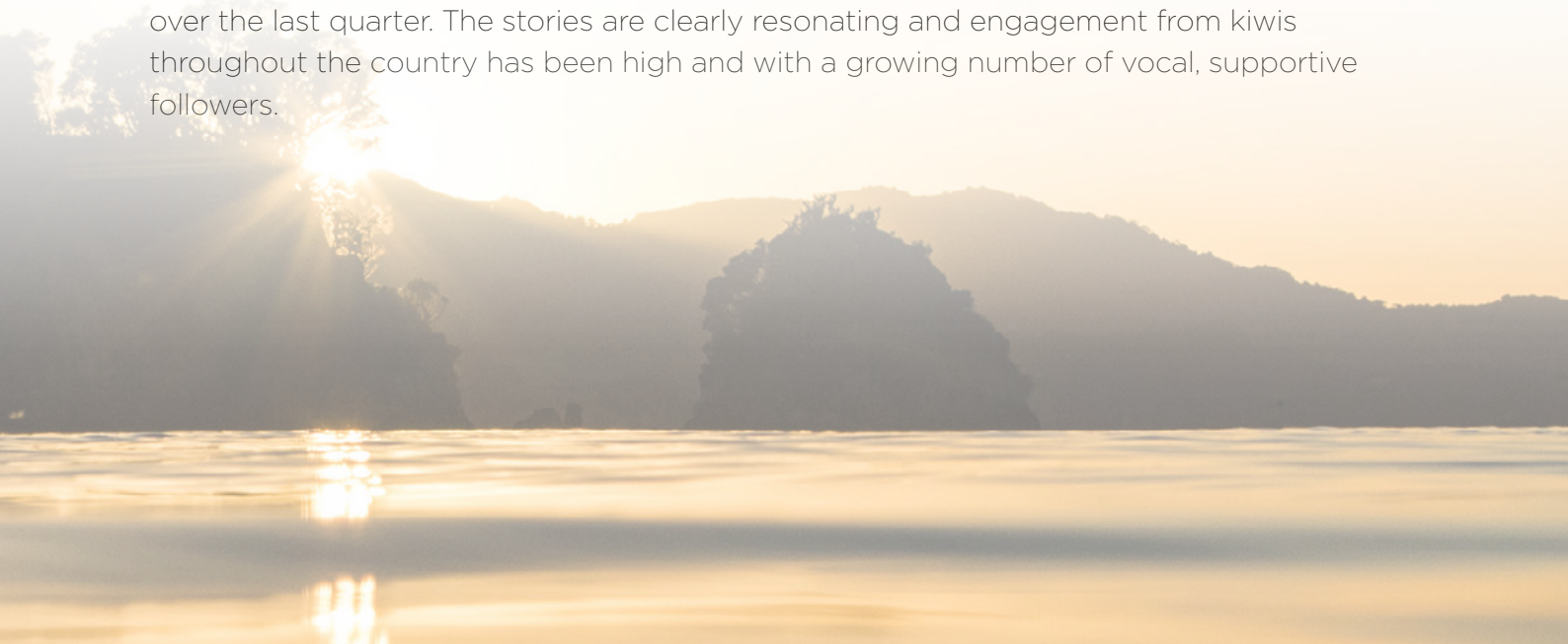
Distributions of kai moana continue to accelerate. We recently surpassed 140,000kg shared with the community.

Awareness for the kaupapa (project) continues to grow. Most recently we were honored by a visit from the Prime Minister, Jacinda Ardern who expressed an interest in learning more about the operation and a desire to see it scale up further.

Fishing competitions. We provided a fish filleting service at the JA Russell, Kalmar and the Chesters fishing competitions. Not only does this provide a good source of revenue it allows us to collect more fish parts for distribution. If you are interested in having the filleting team attend your fishing competition next season please contact email dallas - dallas@legasea.co.nz

Free Fish Heads. We have taken over the management of the [Free Fish Heads App](#) and it will become part of The Kai Ika Project. This collaboration will allow Matt Watson to be more active as an ambassador. We are raising funds now and intend to relaunch in September.

Social Media. Followers of The Kai Ika Project on [Instagram](#) and [Facebook](#) have doubled over the last quarter. The stories are clearly resonating and engagement from kiwis throughout the country has been high and with a growing number of vocal, supportive followers.



General Communications

Digital communications

On [Facebook](#) we reached more than half a million people. Engaged with over 45,000 people (clicks, likes and shares), with one post reaching 136,000 people with 16,500 engagements and 983 comments (see post below).

Followers of our [Instagram](#) account are steadily increasing (up to 2844 followers). A more visual interface, via this channel we are acquiring younger followers with photography and video content.

13 news articles were published to the LegaSea website.

Over 9000 people visited the LegaSea website over the period.

We sent out six Electronic Direct Mail updates (eDMs) to the LegaSea database of 61,000 supporters between March 2021 and June 2021. These included newsletters, press releases about the Coromandel Scallop Restoration Plan, links to the Coromandel Scallops submission form, National Kahawai Day and also a partner promotions for the Hutchwilco Boat Show. You can now read them on the [LegaSea website](#) if you missed them the first round



Our most popular post ever!

Public Awareness - Print publications

We published no less than 14 articles in publications such as New Zealand Fishing News, Bayfisher, Fishing in Godzone and Waterline.



Public Awareness - Events

The Hutchwilco New Zealand Boat Show - The biggest event on our annual calendar. Show organisers donated us a large stand site which gave us the opportunity to make a real impact.

An engaging stand was constructed that took our traditional sea wall into a new space. We graphically demonstrated the impact of trawling on our marine environment. The billboard statement "LET'S BAN BOTTOM TRAWLING AND DREDGING. SAY YES HERE," drew people into the stand saying "Where do I sign?" and resulted in 970 new petition signatures.

[Koparepare](#) wine featured on the stand and Barkers helped us put together our shop area. [Barkers](#) donated all income from merchandise sales and any leftover stock to us. The GM and MD of Barkers, Glenn Cracknell and Jamie Whiting even worked on our stand on Saturday. New Gold Partner, [Aotearoad](#) set up some of their merchandise enabling us to sell from the stand shop.

A full LegaSea team effort made this into our most successful Hutchwilco New Zealand Boat Show ever.



Fundraising

Donations

We were thrilled to receive a donation of \$2,000 from the Counties Sport Fishing Club. As Stephen Harper, club delegate said "Our club members appreciate the commitment and effort you guys make. Without the New Zealand Sport Fishing Council and LegaSea we would be without any meaningful representation. Thank you for all you do for all of us!"

An invitation to speak to the Piako Underwater Club resulted in a solid turnout with members of the Te Aroha Angling Club and Morrinsville Hunting Club joining in. Scott Macindoe and Allan Davidson from the Mana Aquatic Divers Club provided an entertaining talk on the current state of our fisheries. This small club then offered a generous \$1,000 donation. Particularly remarkable as they have already made two \$1,000 contributions to the Kahawai Legal Challenge.

These donations will be distributed to the New Zealand Sport Fishing Council to be carefully administered by the Fisheries Management Standing Committee.

Grant Seeking

Successful Grants Applications:

The Kai Ora Fund gave us \$4,500 to invest in Free Fish Heads. Namely in coordination and expansion in the Northland community.

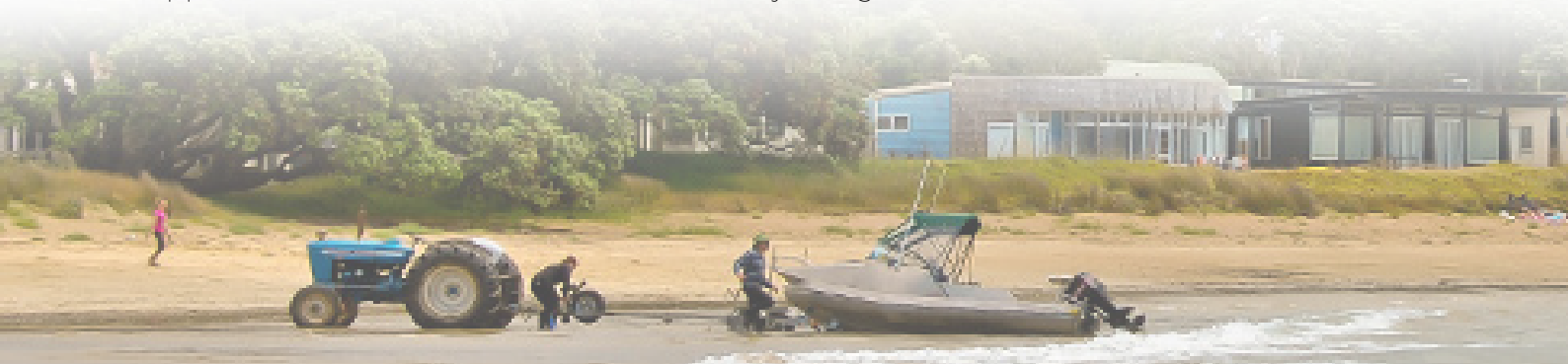
Opito Ratepayers Association also gave us \$9,000 to assist with the Coromandel Scallop Restoration Plan. This allowed the LegaSea team to assist with supporting the coordination of the Ngati Hei rahui and citizen science scallop dive survey.

Pending Grant Applications:

Pan Pac Environment Fund. We have applied for \$10,000 to coordinate the introduction of Free Fish Heads into Hawkes Bay/Gisborne. LegaSea Hawkes Bay are chomping at the bit to champion this initiative.

Lion Foundation. With winter upon us, recreational fishing effort and thus filleting income has waned. However, appetite from the community has continued to increase. We have applied for \$30,000 to cover the ongoing operational and distribution costs through winter.

New Zealand Marine Research Foundation. We have applied for \$10,000 of co-funding to support with the Ministry for the Environment Waste Minimisation Fund. This will allow us to develop a business plan which will investigate the economic, social and environmental opportunities from natural resources currently being extracted from the ocean.



Partners

Our number of partners continues to surge. Most recently we have added:

Gold Partners

[Turkish Bread](#), [Ultimate Charters](#), [Freedom Farms](#) and [AoteaRoad](#) (all new) with Yamaha renewing their support.

Building LegaSea

Aqua Design, Diamond Building, Gateway Investments, Cameron Fyfe (Freedom Farms) (all new) Aotea Electrical (renewal)

Works

Vigilant Yacht Charters, Snells Beach Liquorland, Acquire. (all new) BBS Timbers and Golden Mile (renewal)

Thank you. It is the support of the NZSFC, delegates, clubs, affiliate clubs and partners which are our lifeblood.

140,000

kgs of kaimoana tonnes of kai moana utilised as food was distributed to the community via the Kai Ika Project since it began

14

articles published in magazines

136,000

people with reached with a single facebook post

\$13,500

received in grants

11

new LegaSea partners added



Fisheries Management update

Gamefish update

North Island sport fishers started catching southern bluefin tuna off Hawkes Bay and Gisborne in early June. We are now starting to see the fish come past Cape Runaway.

The Southern bluefin tuna best practice guide is online at FishCare – The school of best practice. Please go there and download your copy to help you take good care of your tuna catch this season.

If fish are not weighed at an affiliated club weigh station they can also be recorded on the NEW online form at fishcatch.co.nz

Customary management areas

Our team has been actively involved in promoting Rescue Fish in response to regional or local issues that have arisen over the past year. This work is important given the increasing awareness and dissatisfaction that many hapū have with the status quo. It is also a useful way to demonstrate public support for Māori customary management area tools and localised decision-making processes.

Waiheke Island

Public consultation on the application for a 2-year temporary closure around Waiheke Island under section 186A of the Fisheries Act has closed. The application seeks to ban the harvest of scallops, mussels, crayfish and pāua. A submission in support of the temporary closure was sent to FNZ in February. No Ministerial decision has been announced.

Whangaroa, Northland

Public consultation on the application for a 2-year temporary closure around the Whangaroa Harbour has closed. The application made under section 186A of the Fisheries Act seeks to ban the harvest of scallops. A submission in support of the temporary closure was sent to FNZ in May. No Ministerial decision has been announced.



Opito Bay scallops

In mid-March Sam Woolford, LegaSea, and Ngāti Hei Rangatira Joe Davis were invited to speak at the Hauraki Gulf Forum about the Opito Bay scallop project. Their presentation was well received.

The following day, 23 March, Fisheries New Zealand released the Ngāti Hei application for a 2-year temporary closure of their rohe. Public consultation was open until 12 May. There still has been no response from the Minister and we are increasingly anxious in regards to the scallop season opening in July.

This work has also given rise to helping the organisers of the annual Whitianga Scallop Festival to transition to the Whitianga Oceans Festival in September 2021. This collaboration is helping the organisers to focus on sourcing New Zealand seafood that is not caught by trawl, dredge or purse seine. The Opito Bay rāhui was discussed during an event held in Whitianga on 5 June Coromandel: Protecting the sea on our doorstep. This event was organised by people involved in Extinction Rebellion. LegaSea's Mike Bhana was a panellist in the discussion forum that included commercial crayfishing interests and marine reserve lobbyists. The event can be viewed [here](#).

Snapper 8

A discussion document has been released with consultation open for 5-6 weeks. Due date for public submission 15th July. If you want to learn more please contact

Trish@legasea.co.nz.



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.

PROUD
PLATINUM
PARTNER



LEGASEA
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Proudly Supporting

**BUILDING
LEGASEA**

GJ Gardner Homes Hawkes Bay
Hawkes Bay Marine
PSL Construction
Waipukurau Construction
Vantage Windows North Shore
Warwick Fabrics
Pan Pacific Auto Electronics
Hubands Whangarei
Firmans Marine
Bowling Infrastructure Group
Beauchat
Bayleaf Organics
Northland Parkcare
Greenfingers Growing Mixes
Firstflex Cables

Wilco Precast
Just Another Fisherman
ALLTRANZ
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
A J Gidlow Engineering

Thermosash Building
Envelope Solutions
DeeJanie Limited
Gateway Investments
Diamond Building Group
Econode
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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
Epic Adventures
Decoro Fishing Supplies

Awatoru Foods
Ecoefficient Solutions NZ
End 2 Pain
Fogden Builders
Intents Outdoors
Lambly Builders
Martin Riggall Engineering
RNR Charters
Stevos Fishing Charters
Topcat Bobcat Excavations
Waiheke Truck Services
Workhouse Marketing
SBA Accounting Hibiscus Coast
Planet Fun
Vigilant Yacht Charters
Snells Beach Liquorland
Acquire



RESCUE FISH

IKA RAUORA

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

Sign the petition

RESCUEFISH.CO.NZ