

LegaSea Accountability Report

August 2022



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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.

LegaSea's role is to engage the public and raise awareness of the issues affecting our coastal fisheries. We are striving to gain the confidence and support of organisations, brands and individuals throughout New Zealand.

Supporter Engagement & Public Awareness

The Hutchwilco New Zealand Boat Show.

With apprehension as to whether the show would go ahead and a late notification resulted in an “all hands to the pump” approach to be ready in time for the biggest event on our calendar.

Our commitment to [Barkers](#), [Turkish Bread](#), [Whitehaven Wines](#) and the [petition for the Hauraki Gulf Marine Park](#) kept the stand busy.



Our main focus was the introduction of our “Hands Off My Bottom” campaign and the signing of the [petition to remove trawling and dredging from the Hauraki Gulf Marine Park](#). We produced a large billboard wall and printed cut out scallops and mussels with the petition on the back which supporters could sign and then we could staple to the wall as a symbol of rebuilding the benthic environment.

We filled the sea floor with over 1600 scallops and mussels.



The Barkers shop area sold over \$14,000 worth of LegaSea Barkers merchandise which generated over \$3,000 for LegaSea. In addition, we sold Kai Ika Victory Knife sets netting LegaSea over \$2,400.

To feed the hungry masses we also gave away over 50 Turkish Bread Pizzas whilst promoting the Hi Ika collector card series.



Special thanks to Dave Ahoia. His Masterclass filleting demonstrations fully subscribed and overall this year's Boat Show was a massive success.

Thanks to the LegaSea crew, our volunteers and generosity from partners like Turkish Bread and Barkers. Even three of the Blues Players showed up to lend a hand on our stand.



As we continue to develop, we recognise none of this would have been possible without the support of our partners. Your generosity is what's making this project succeed.



Fisheries Amendment bill

In November 2021 the Government released the [Fisheries Amendment Bill](#) that sought to make the necessary legislative changes to enable the rollout of cameras. What we didn't realise until much later was that there were provisions in the Amendment Bill that had nothing to do with fitting cameras and everything to do with squeezing public fishing into a broken Quota Management System.

We ran a [campaign](#) to raise public awareness around the damaging long-term consequences for fishers if the Bill were to be passed. Over 9,500 submissions were made by the public to object to changes aimed at slipping in proportional allocation via pre-set decision rules, reducing the public's say in fisheries and removing Ministerial discretion. This discretion is vital as it's the last line of defence against excessive catch limits.

We worked with the New Zealand Sport Fishing Council, New Zealand Angling & Casting Association, and New Zealand Underwater Association on a joint submission that was sent to the Primary Production Committee on 17 June 2022. The following week NZSFC and LegaSea accepted invitations to hearings with the Committee. Our representatives urged the Committee to split the Amendment Bill into two parts. Proceed with the camera rollout changes, and consider a separate Bill so the public can have their say on pre-set decision rules, proportional allocation and the removal of Ministerial discretion from fisheries management.

Hauraki Gulf Alliance update

[The alliance](#) between NZSFC, LegaSea, ECO, EDS, WWF, Yachting New Zealand, New Zealand Underwater Association and New Zealand Angling and Casting Association continues to strengthen. The Ministerial appointments for the Hauraki Gulf Fisheries Advisory Group have been announced. Of the appointments, Tony Orton is representing the newly constructed Charter Boat Association and Rowan Ashton is representing the NZSFC and our aligned organisations. A public awareness campaign is being implemented in support of this.



Projects

The Kai Ika Project

Momentum continues to build for [The Kai Ika Project](#) through an expansion of community distribution channels. Hope Worldwide-Pakistan and Grace International are the newest additions to the Kai Ika community, extending our reach to families in East and West Auckland regions.

Through all partnerships we now consistently recover and share over 2000kg of kaimoana every week. To date, we have redirected over 250,000kg of fish heads and frames into the homes and bellies of families who appreciate these fish parts.

Strategic planning - Keeping up with community demand continues to be a challenge. Resources are constantly stretched. As the project continues to scale up, so do our costs. To address this, The Ministry for the Environment and Marine Research Foundation have funded a series of workshops which will allow us the opportunity to investigate revenue streams which will allow us to fund distributions long term.

Expansion - The Kai Ika Project is supporting people and organisations throughout New Zealand who want to make a difference in their region, recover previously unwanted fish and feed vulnerable communities. Wesley Community Action based in Porirua East, Wellington is starting a pilot project to determine the appetite for fish heads in the area. They will be collecting fish offcuts from The Fish Factory and distributing through the Wesley House.

Filleting services - As anticipated, our filleting operations have slowed during winter. Working closely with the charter fleet, we will remain open when required. This gives us time to prepare for an even busier summer at the end of this year. To offset the lack of income during these slower periods, our filleters are contracted to assist in other fish processing facilities. This allows us to retain high calibre employees year round.

41,000

kg of kai moana utilised as food was distributed to the community via the Kai Ika Project over March to July.

The LegaSea website received over

9,500

visitors over the time period.

2 million

Hi Ika Cards distributed through Turkish Bread Pizza packs.



Volunteering

As the impacts of Covid-19 slowly fade, it has been exciting to watch our volunteer programme grow over the first half of the year. People continue to ask us - what can I do to help? We're excited to be able to offer tangible and interesting options. So far:

1. Five volunteer university students were involved in a three day study with NIWA scientists in April and are joining the team again in October. This study monitored the mortality of snapper following catch and release.

2. Thanks to our partner Peter Roberts from Tile Space we were able to place four volunteer divers on his boat to join the second annual kōura survey at Waiheke with the Waiheke Marine Project. We are looking forward to joining more surveys in the future.



LegaSea Volunteers on a trip to support NIWA

3. Volunteer contribution was valued during busy shifts at the Hutchwilco Boat Show. Their passion for the marine environment and the LegaSea kaupapa was refreshing and exciting.

In total, we have seen volunteers invest 421 hours in LegaSea project. Applying the 2022 living wage hourly rate, this has generated value in excess of \$10,000 for LegaSea.

Communications

Print publications.

LegaSea published 14 articles in print publications, including Fishing News, The Outboarder, The Adventurer and Dive Magazine.

Any clubs looking for specific material for their own newsletters are welcome to advise available space or a word count for a written piece. Please email Benn on

Benn@LegaSea.co.nz

Digital communications.

Database communications - 5 newsletters were sent to our database with good engagement. In them we celebrated LegaSea turning 10, the minister making a sensible decision by closing most of the Northland and Coromandel scallop beds and the Kahawai Day: the anniversary of the final decision of the Kahawai Legal Challenge on 28 May 2009.



We have experienced good growth of the LegaSea subscriber database mainly due to the good public engagement at the HutchWilco New Zealand Boat Show and the Hî ika competition. You can review all our newsletters all here on the LegaSea website.

Social Media

Our social media channels have experienced solid growth and engagement. Subject matter has been varied but by far the most engaging post was the announcement of the new recreational daily bag limit with 550 comments and 90,000 engagements.

Website.

The LegaSea website received 9,500 visitors over the time period and we published 10 news articles on our website.

Hî Ika Cards

One of our most powerful collaborations this year has been with Turkish Bread Ltd. Our objective is to improve Kiwi kids' knowledge of species found in our coastal waters. Turkish Bread took our popular Hî Ika [Go Fish] card game and converted it into a full colour collectable series which they've been distributing in their pizza base packs. The response has been overwhelmingly positive. So far they have distributed 2,000,000 cards, and 18,000 educational posters were given away with the April 2022 issue of NZ Fishing News magazine.



Here is some of the feedback.

“I am a teacher and have been collecting the Go Fish cards to use for maths and science in my classroom. However I don’t eat enough of your pizza bases to build a large set that I would like for my classroom. I thought I would reach out and see if there was any chance of having a set or two donated so that I could use this term in my classroom.”

Teacher - West Auckland Intermediate School

“Hi there, at [a kindergarten] in Nelson we have a big fan of your game. He is working hard to eat enough pizza to get the full set. If this game ever goes on sale let us know. I am really impressed with each card having the Te Reo Maori name for each ika. Tino pai te mahi.”

Teacher - Nelson

“I have just seen your awesome fish ID cards and thought they would be an awesome resource for the students we work with delivering our He Tai Ora, Living Sea program in Gisborne. A lot of the species on your cards are what our participants see when we take them snorkelling on the reef at Te Tapuwae o Rongokako Marine Reserve, so it would fit in with their findings ”



Fundraising

Pending grants

An application was made to **Lion Foundation** for Kai Ika Project lease vehicle running costs and the cost of a part-time logistic driver to maintain distributions. This will allow us to further distribute our fish heads and frames to communities in need.

Lotteries Community - \$70,000 Kai Ika Project distribution costs. With an ongoing deficit this is greatly needed to continue the work we do in the community.

Coastguard - Scholarship programme: ongoing professional development for contractors, crew and volunteers.

Marine Research Foundation - Artificial reef feasibility study - understanding the viability of establishing an artificial reef. \$22,000.

Partners

Whitehaven recently launched a week-long promotion with [Kōparepare Wines](#) whereby 100% of purchases made during that week were donated to LegaSea. The result saw \$33,400 raised for LegaSea bringing their overall total contribution to LegaSea since Partnering in 2016 to \$110,060.

The 2022 summer period saw Barkers take the full LegaSea apparel range into their stores nationally with outstanding success. Over 5500 garments were sold over the period backed up by some generous production of LegaSea in-house t-shirts.

We are thrilled to enjoy the support of the following new Partners.

Platinum

[James Group](#), [Phoenix Metalman](#), [Turkish Bread](#), [RRR](#), and [Eastwood Motor Group](#).

Gold

[House of Nautica](#), [Smart Media](#), [Lumo](#), PMA Leisure, [Garmin](#) and [Crombie Lockwood](#).

Please take the time to familiarise yourself with the products and services of these outstanding companies and brands.



Fisheries Management update

Submissions update

Working alongside the New Zealand Sport Fishing Council, New Angling & Casting Association, and New Zealand Underwater Association, we have made submissions on the following:

1. Hākaimangō-Matiatia (Northwest Waiheke) Marine Reserve. We submitted against the proposal, no decision has been made yet.
2. Further temporary closure of Te Mātā & Waipatukahu (west Coromandel). We submitted in support of the closure, and the Minister has approved the closure extension.
3. Fisheries Act Amendment Bill. We submitted to split the Bill into two distinct components, supporting legislation to roll-out cameras on vessels, and suggesting a separate Bill be put forward on all other legislation in the Bill. No decision has been made yet.

Important Ministerial decisions have been made over the past few months. We now have confirmation of when cameras will be implemented on commercial vessels, and when video footage will become available (from 30 November 2022). There are regulation changes around amateur daily bag limits, including the formalisation of 1 southern bluefin tuna per fisher, and all finfish species are now under the combined daily bag limits. The Northland and Coromandel scallop fisheries are now closed to most harvest for a while, with two areas in the inner Hauraki Gulf left open for commercial harvest. And excitingly, the Clive River dredging consent has been withdrawn by the Hawke's Bay Council.

You can see all these submissions and more on the [NZSFC website](#).

Waikato Regional Council Coastal Plan

The Waikato Regional Council is seeking to incorporate marine protected biodiversity areas (MPAs) into the coastal management plan. In July we coordinated a public awareness campaign, generating 2800 submissions. The main point of the campaign was highlighting that the Fisheries Act should be used for fisheries management of MPAs, instead of regional council use of Resource Management Act. The Waikato Regional Council has decided to release of a draft plan for wider consultation in late 2022. The upside now is that following changes will be publicly accessible through a consultation process as opposed to the Environment Court, where both Motiti and the Bay of Islands processes have landed.



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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Kerry & Carol Martin
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Topcat Bobcat Excavations

Imre Builders – IBL
Reel Kitchens Ltd
Whangamata Ocean Dental
Work House Marketing Ltd
Peter Campbell
Loan Market Whangarei
Bunting Brothers Construction Ltd
A2Z Translate
BBS Timbers Ltd
Black Steel Mobile
Consilium Residential
Decoro Fishing Supplies
Davey Painters Ltd
Ecoefficient Solutions Nz Limited

Fishing Boats NZ Ltd
Golden Mile Fruitpackers Ltd
Lambly Builders Whangarei
Martin & Riggall Engineering
Parkit Management
Rothbury Insurance Brokers
Northland
Stabicraft Marine
Sea Y Limited
The Boat Shed & Autos
Tollesbury Enterprises Ltd
True Kit Inflatables

HANDS OFF MY BOTTOM!



Bottom trawling and scallop dredging cause damage that lasts for decades. Fish species are decimated and ecosystems disappear all to benefit just a few.

This year, with the new Hauraki Gulf Fisheries Plan, we have the chance to ban this destructive practice for ever. Please spread the word and sign the petition now.

BAN BOTTOM TRAWLING IN THE HAURAKI GULF

Sign the petition at HaurakiGulfAlliance.nz

