



LEGASEA
FISH FOR THE PEOPLE

INVEST IN FISH FOR THE PEOPLE

PROSPECTUS 2022



LegaSea is a non-profit organisation working to ensure a healthy and diverse marine ecosystem with restored abundance and a fair go for future generations.

The Quota Management System has failed. The time to act is now.

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Introducing LegaSea and the New Zealand Sport Fishing Council

LEGASEA

In 2011 the New Zealand Sport Fishing Council recognised the need to develop a sophisticated public outreach to help the wider public better understand what is being considered for the marine environment in terms of our public interests, and what's at stake. The Council launched LegaSea in 2012.

LegaSea has been delivering that outreach on behalf of the Council for the past decade. In addition to this outreach, LegaSea is inspiring people to contribute financially to help spread the load of resourcing the advocacy.

LegaSea is served by a team of specialist contractors and volunteers who deliver hard hitting campaigns that both educate and alert people to matters that would otherwise quite possibly not be on their minds. We encourage people to engage and to be heard. It is this campaigning as well as extensive attendance at events that has attracted large numbers of people and built both the supporter database as well as the platform of Partners and Sponsors whose support makes all this possible.

Since inception, LegaSea has operated a '100% Commitment Policy' whereby all public donations and unaffiliated club contributions are distributed to the New Zealand Sport Fishing Council the month after collection. The Council's Fisheries Management Standing Committee is responsible for the administration of these funds. When combined with the Council's contribution and any grant income we are able to secure, this becomes the Annual Fisheries Management Budget. Any unspent monies are accumulated in what is known as the Unspent LegaSea Contribution Reserve. This currently stands at \$6,516. By year end (30/6/2022) LegaSea will have received and distributed almost \$1,000,000 to help fund this advocacy.

THE NEW ZEALAND SPORT FISHING COUNCIL

The New Zealand Sport Fishing Council is made up of 53 affiliated Clubs (most of which are Incorporated Societies) and their 38,000 members. The Council operates through 8 regional Zones with each appointing a Zone Representative to the Board. The Board appoints the Fisheries Management Standing Committee which meets regularly. We are grateful for the fulsome contributions from co-opted Standing Committee members from the New Zealand Underwater Association and the New Zealand Angling & Casting Association. The FM Standing Committee is well served by a team of experienced specialist contractors that covers science, policy, legal and strategy. Members of the Committee and contractors are deeply engaged and participating in all relevant fisheries management, marine protection processes as well as litigation from time to time. Furthermore, the Committee has an ongoing investment in our policy development programme that results in Notices of Motion which are in turn carefully considered by the affiliated clubs and then voted upon by their delegates at the AGM of the Council. It is this expansive body of policy, combined with adherence to best practise process, that offers the Council, it's Standing Committee and contractors the solid ground required to advocate consistently and safely. Our inputs and submissions are well researched and professional. Each year we deliver the Fisheries Management Annual Report.

The NZSFC is constituted, democratic, professional and constantly evolving. We can all be proud to be a part of an institution that stands firmly for restored abundance, responsible behaviours, leadership and decency.

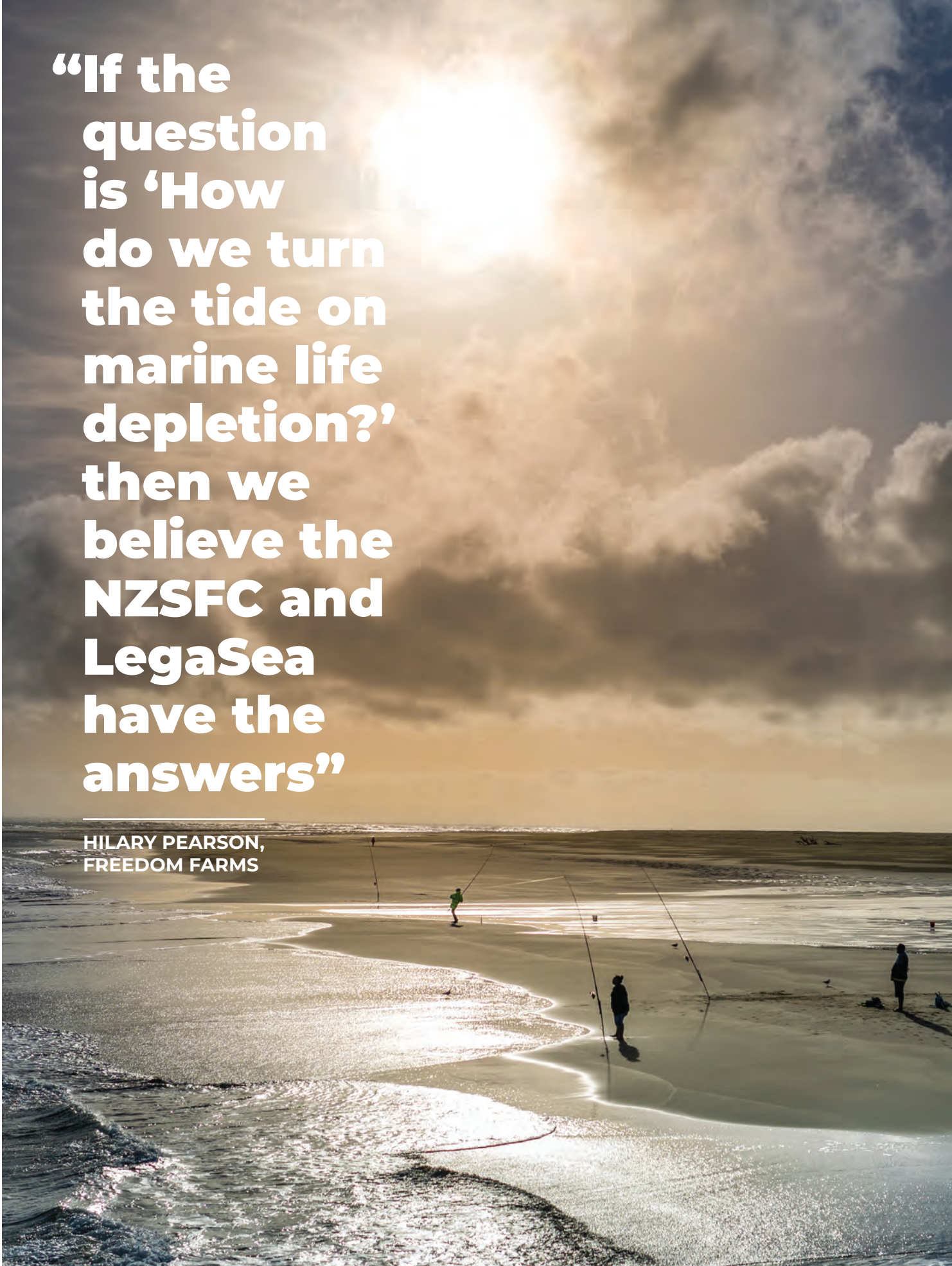
This is not your normal investment proposal. The prospect of saving our fish is a unique opportunity. Whilst there are no shares to buy or cash dividends paid the potential return is priceless.

Your contribution will be an investment in our fish resources for the benefit of the generations of young New Zealanders to come.

Our fish and the marine ecosystem supporting them is in peril. We have created a serious imbalance with the use of industrial fishing methods and dysfunctional management systems. Without structured intervention to improve fisheries management the outlook is bleak.

We know what needs to be done and how to get there but right now we seek the vision, generosity and acumen of forward-thinking individuals, and organisations, to help us achieve a shared goal. To rescue our fish.





“If the question is ‘How do we turn the tide on marine life depletion?’ then we believe the NZSFC and LegaSea have the answers”

**HILARY PEARSON,
FREEDOM FARMS**

Letter to investors

Dear Partner,

We are pleased and proud to offer you this opportunity to invest in a pathway to health and abundance for New Zealand's fisheries.

Following the Covid-19 crisis, New Zealand's recovery and long-term prospects will depend on how we collectively respond and manage our natural renewable resources.

In 1986 the Quota Management System (QMS) was introduced in an attempt to address overfishing and collapsing fish species. It has failed to do so. The state of our fisheries continues to decline with little hope of any change if we continue to use this deeply flawed property rights based fisheries management system.

The wasteful, indiscriminate and destructive bulk harvesting methods so widely used such as trawling, dredging and purse seining, to satisfy the balance sheets of private fishing companies are blindly accepted by Government and fisheries managers. Further to this, vast quantities of high value fish are exported for less than \$4 per kilo while many New Zealanders cannot afford to buy fish, and continue to suffer from poor diet related diseases. Our Māori and Pasifika communities are most at risk.

The key barrier to change is the inflexible QMS. A system of fisheries management founded on the private ownership of fishing rights which has proved time and time again to be the stumbling block for any resolution to improved marine health.

We need a new system, an alternative to the QMS. A system that curtails industrial extraction and bans destructive fishing techniques. A system that is based on the principles of kaitiakitanga, (guardianship) and maintaining the resource for the benefit of all New Zealanders. A system not based on rights but based on managing for a return to abundance.

A 2021 Horizon Research poll shows that 76% of New Zealanders have expressed a strong desire for fisheries reform. Each time LegaSea has campaigned to save a struggling fish species the dysfunctional nature of the QMS is revealed. The reality is you can't treat a virus with a bandaid.

In response, the New Zealand Sport Fishing Council and its public outreach brand LegaSea have developed the Rescue Fish policy package to restore marine abundance so there are more fish in the sea. A phased pathway back to abundance that will have a positive financial, social, and

ecological impact on New Zealand, for the benefit of our fish and all New Zealanders.

Implementing this package will lead to much needed employment, regional growth, and innovation opportunities. Rescue Fish will empower our local, small-scale commercial fishers and their communities, encouraging them to become stewards of the sea.

We have invested heavily in the development of this alternative to the failing Quota Management System. With a plan in place and growing support from mana whenua, politicians, environmental organisations, the general public and even frustrated commercial fishers, we are on a pathway to transition our coastal waters back to abundance.

We need your help, trust and faith. Your financial support will be instrumental in our success. We believe we are the best prepared, the most dedicated and the most experienced organisation to achieve this goal.

We are offering you the opportunity to come with us. The prospect and reward we offer is a future for our fish that you can be proud of. We do it for the benefit of future young New Zealanders.

In the words of Matt Watson, "Let's be the first generation to give our kids a better fishery than the one we inherited".

Thank you.

Yours sincerely,
Scott Macindoe



Why are our fisheries in crisis?

Greed. Years of successful lobbying and litigation has emboldened quota owners and influenced regulators to set management targets for fish stocks at low levels, to enable maximum exploitation. Overfishing and the use of bottom contact methods such as trawling and dredging have caused significant depletion to our inshore fish and shellfish. Run-off from the land due to forestry, farming and coastal housing development has exacerbated the situation leading to limited opportunity for the fish and ecosystem to recover.

In 1986 the Quota Management System (QMS) was introduced as an experimental management structure to try to halt the decline in fish stocks. The QMS was based on allocating the right to catch fish in the form of tonnage and referred to as quota. The quota was gifted in perpetuity and could be bought, leased or sold by the private individuals who held it. The theory was that quota owners would remain as fishers and look after the fish in order to retain their livelihoods.

This husbandry expectation quickly deteriorated as quota owners accumulated quota into larger holdings, leased out their fishing entitlements to fishers without quota, and retired to their boardrooms.

1. Fish are managed to very low levels, so fish are removed faster than the stock can be replenished.
2. The QMS allows trawling and dredging as a relatively unconstrained fishing method.
3. The QMS has created a powerful lobby of commercial fishers who block initiatives to increase transparency such as cameras on boats.
4. 80% of New Zealand's fishing quota is now owned by 10 companies.
5. No "resource rental" payable to the people of New Zealand applies to commercial catch despite private profits made from harvesting New Zealand's wild fish. A small levy is charged per tonne for stock research purposes, stock assessment, and monitoring purposes, but this is woefully inadequate.
6. Tonnes of fish are wasted because there is no resource rental, or cost for the raw product. Unconstrained access to fish species has led to years of abuse.
7. Fisheries New Zealand is captured by a powerful fishing industry who do not wish to have their QMS property right redefined, removed or their fishing methods altered.

There is little chance of fish abundance recovering under the Quota Management System.

Our vision for New Zealand's fisheries

With the world teetering on the brink of an environmental crisis, New Zealand's isolation means we have the power to manage our own destiny. If we look after our people and our environment, our economy will follow. Our surrounding sea provides substantial reward, but only if we care for it.

To rebuild to abundance we each must make a sacrifice. We can start by identifying the methods and behaviours doing the most damage, then commit to exponential change.

It boils down to management and who is entrusted with it. We need to reset the management structure and develop a better system. We believe we have developed the foundation of a better way – Our vision is to implement the Rescue Fish policy and achieve an abundant, well managed fishery that will benefit us and future generations.

The pathway to change

With over 20 years addressing fisheries issues unresolved by the QMS, the New Zealand Sport Fishing Council and now LegaSea have developed an alternative management system – **Rescue Fish**.

Rescue Fish is a holistic solution to restore depleted fish stocks and biodiversity loss in our marine environment.

This innovative policy package has been crafted by a team of experts with an in-depth knowledge of the issues facing New Zealand's fisheries management system, and the resulting environmental, economic, cultural and social impacts.

Implementation will make our marine environment more productive, delivering benefits for all New Zealanders.



The principles of the Rescue Fish policy

- 1** All Fisheries laws will comply with Te Tiriti o Waitangi.
- 2** The living marine resources of Aotearoa New Zealand remain the property of the people and cannot become the private property of private companies or
- 3** All fisheries must be biologically, economically, and socially sustainable. To the greatest extent possible, commercial fishing rights will be granted in line with the principles of a market based system. The legislation will prevent private
- 4** Catches will be landed in New Zealand and to the extent possible be processed here for added value.
- 5** Only New Zealand owned and registered companies, or private New Zealand citizens, paying taxes in New Zealand and complying with all relevant
- 6** Within the inshore zone (12 nautical miles or 200 metre depth, whichever is more distant from shore) commercial fishing vessels may only be operated by

The time is right

The last 5 years has seen unprecedented issues arise in fisheries around New Zealand:

- East coast tarakihi stocks have fallen to 17% of their original population with no meaningful rebuild until 2037.
- Crayfish in the Hauraki Gulf have been described as 'functionally extinct'.
- Experienced fishers consider our hāpuku and bass stocks have reached a crisis point.
- Scallop numbers in Coromandel and the Hauraki Gulf have reached an all time low. The Northland and South Island scallop fisheries have been closed due to depletion.
- Quota owners are pushing hard to increase trawling effort down the North Island's west coast, chasing snapper at the expense of other species.
- The introduction of cameras on fishing vessels has been delayed with exemptions applying to many vessels.

What has exacerbated these issues is the lack of action from the Government and a trail of secret transactions and discussions behind closed doors. The current crisis is forcing change. Coastal communities and local iwi are taking matters into their own hands.

Rāhui have been declared in Coromandel, Waiheke, Hauturu (Little Barrier), Aotea (Great Barrier), Waimarama, Hawke's Bay and Whangaroa to protect scallops and other sea life.

In the Bay of Plenty locals from Motiti Island have used the Resource Management Act to stop ALL fishing in

significant areas around Motiti, and locals from other regions are looking to follow suit.

The Hauraki Gulf Forum has called for a ban on all bottom trawling and dredging in the Hauraki Gulf, while Fisheries New Zealand ignores the environmental impacts of these methods in favour of private commercial interests.

As the crisis grows, the QMS is starting to fall apart. Quota owners are standing in the way of any meaningful reforms and the people of New Zealand are being held to ransom.

The time to act is now.

THE NEED FOR IMPACT INVESTMENT

LegaSea is a non-profit organisation that relies on donations and sponsorship to make an impact. And we are.

In a world where money talks and there is noise everywhere we need all the financial help we can get.

Quality communication can be expensive and we know from experience that in order to be effective, all forms of engagement incurs some form of cost. We already have a track record of effectiveness and a substantial base of existing sponsorship support.

You can be confident that an investment in LegaSea will add much needed punch to our impact.

With our plan in place and a fisheries crisis developing we are well on the road to making Rescue Fish a reality, and your support will get us that extra mile.



The need for impact investment

We are aiming to raise \$3 million over the next three years from philanthropic contributors and corporate sponsorship.

The foundations of LegaSea are well established. Our brand carries with it trust and the promise of future success. To achieve exponential growth and progressive achievements we require this additional financial backing.



How can you help?

HOW MUCH TO INVEST

Let's be the first generation to leave New Zealand's marine environment in better shape than the one we inherited. We are doing this for the benefit of not just the environment but for our grandchildren and their grandchildren. If we move fast enough you will witness a shift in fisheries management. The current state of our fisheries is embarrassing for us all despite promises made by exponents of the Quota Management System. Without sufficient funding and dedication to lobby and create policy for change, there is little chance of any improvement under this existing management system.

WHERE DOES THE MONEY GO?

Professional infrastructure – having the right people on the LegaSea team.

Strategic engagement – talking to the most effective politicians, stakeholders, Ministry influencers, mana whenua, aligned organisations, and communities.

Communications – relevant, strategic placement of media statements and advertising.

Research – having, accessing and using accurate data.

New initiatives – developing programmes to allow for education, self funding, and meeting vision objectives.

HOW MUCH TO INVEST

The more you invest the more we can achieve. And the faster we can achieve it. Success can be directly attributed to your own vision and generosity. To discuss private contributions or corporate sponsorship contact LegaSea's Dallas Abel at dallas@legasea.co.nz and start a conversation. Selected details of sponsorship categories are provided in the sponsorship section of this prospectus.



“LegaSea and the NZSFC have opened my eyes to the hard work of a few people presenting ways to give nature a hand to rebuild our fish”

**KEN VAUGHAN,
TURKISH BREAD**



THE LEGASEA VISION

Abundant marine life for the benefit of all New Zealanders.

THE LEGASEA MISSION

To generate widespread support for fisheries management reform so marine biodiversity and fish abundance can be restored to natural levels.

THE LEGASEA VALUES

Rangatiratanga: This effort is driven by a sense of rangatiratanga – an aspiration to lead by example based on inherited knowledge and generosity of spirit.

Manaakitanga: Building unity through humility and generosity.

**“Let’s be
the first
generation
to leave
the fishery
in a better
state than
the one we
inherited”**

MATT WATSON

Answers to important questions

WHO IS LEGASEA?

LegaSea is a non profit organisation and a wholly owned subsidiary of the New Zealand Sport Fishing Council (NZSFC).

We stand for abundant sea life, a diverse marine ecosystem and more fish in the water for the benefit of current and future generations.

WHO FOUNDED LEGASEA AND WHY?

Scott Macindoe along with the New Zealand Sport Fishing Council (NZSFC) founded LegaSea. It was not just the issues facing our fisheries at the time but the attitude of those in power. It was the opening words from the Minister of Fisheries, Pete Hodgson, in March 2001 that were the catalyst – ‘An organised recreational fishing lobby is an oxymoron (a contradiction in terms)’

In hindsight, at the time these were honest and generous words from Mr Hodgson. However 20 years later a single minded determination to collaborate and elevate the interests of non-commercial fishing has resulted in the tremendous potential that the NZSFC and LegaSea represent today.

WHAT DOES LEGASEA DO?

1. Elevates public awareness of the serious issues facing our coastal fisheries and marine environment.
2. Provides the tools so people can make their voice heard on issues affecting our marine environment.
3. Provides reliable, well-researched data to inform the development of solutions to restoring abundance to our coastal waters.
4. Promotes the Rescue Fish policy package, a comprehensive solution to the challenges preventing restoration of fish abundance and marine biodiversity.
5. Brings communities together to focus on solutions and successful implementation of projects.
6. Promotes FishCare – The school of best practice to enhance people’s respect for marine life, to improve behaviour and fishing techniques.
7. Generates the funding required to stay focused and resourced to advocate for the community’s environmental and fishing interests.

WHY IS THIS IMPORTANT?

Rebuilding our coastal fisheries to abundant levels is essential if we aspire to having a healthy marine environment, and to provide for long term public wellbeing.

Fisheries are depleting worldwide due to insatiable demand and New Zealand is no different. Our current fisheries management system needs to be reformed. New Zealand needs to take a more environmentally focussed pathway aimed at restoring our depleted marine life. After 30 years of experimentation it is now clear that the trust we had in the current Quota Management System has been proven to be unfounded.

There is a clear disconnect between the story being spun to convince New Zealanders and people abroad that our fish are well managed, compared to what people are seeing and feeling at home by the sea. Anyone familiar with our coastal waters can relate to stories of past catches, knowing full well that the birds, the bait fish, the kahawai and other predators that chase that quarry are no longer bountiful.

We have a once in a lifetime opportunity to address the depletion, to restore abundance and pass on a thriving marine environment to our next generations. First though, we need to face our reality, acknowledge that the current system is failing us. We must be bold enough to make the necessary changes.

WHY DO WE NEED MONEY?

For 50 years we have played the official game, submitting well researched responses and participating in the science and management processes. Still we have depleting fish stocks and a degrading marine environment. We need your money to help us engage with the public, politicians, Maori and decision makers so we can stave off more stock collapses and rebuild our marine environment for the benefit of us and future generations.

WHAT’S IN IT FOR YOU?

In our lifetime we have witnessed a huge impact on New Zealand’s inshore fish stocks. We cannot continue to deplete our marine resources and deny our kids their inheritance.

You can be part of a kaupapa to rebuild and enhance our marine estate. We all know something is going wrong, it needs to be fixed, but where do we start? It starts with us. It starts with you.

Be part of the change for your children and grandchildren. If we keep up the momentum we can pass on an abundant inshore fishery and a healthy marine environment.

WHY SHOULD YOU BELIEVE WE CAN DO IT?

LegaSea and the New Zealand Sport Fishing Council are the only organised fisheries conservation group offering a realistic solution. Between us we have over 200 years of fisheries and advocacy experience.

The Council has earned a solid reputation for its consistent advocacy for conservative management decisions, elimination of wasteful fishing practices, and reducing the impacts of fishing on our marine environment. LegaSea was established by the Council in 2012, its role is to help the public understand the nature and extent of this work, and raise funds to support this effort.

The Council’s team is fully engaged in relevant Ministry-led science and fisheries management working groups, and a wide variety of strategic and spatial planning processes. Usually, there is no-one else in the room representing public recreational fishing interests or promoting effective means to rebuild our coastal fisheries.

WHAT HAVE WE ACHIEVED SO FAR?

Our achievements include ensuring kahawai are managed to abundant levels, protecting striped marlin from commercial exploitation, advocating for the snapper and crayfish stocks to be doubled in size. Helped to shut down the Coromandel Scallop fishery for two years to help save them. Helped reduce wasteful behaviour with the FishCare and Kai Ika initiatives. Importantly, protecting the public’s interests in fisheries from privatisation, so our kids can continue to fish in the future. We have also researched and developed an alternative to the Quota Management System that will return our fish stocks to abundance. The alternative is Rescue Fish. One of our most important achievements is that our very existence has altered decisions and behaviours. Without our work, New Zealand’s fish stocks would be in a more serious crisis than they are today.

HOW LONG WILL IT TAKE TO SEE CHANGE?

We are in this for the long haul. Changing embedded behaviours will take time and that is why so much effort is going into getting other groups and fishing interests on board to support the Rescue Fish kaupapa. Change is already occurring with more and more New Zealanders demanding the banning of trawling and dredging in our inshore waters.

WHAT DOES SUCCESS LOOK LIKE?

Success is an abundant inshore fishery, a diverse marine environment, a thriving small scale commercial fishery, people managing their local resources, and ready access to fresh fish for the public, at a reasonable price.

Our people



SAM WOOLFORD LEGASEA LEAD

Growing up with the Manukau Harbour as his backyard, Sam's earliest fishing memories were of rowing a wooden clinker across Blockhouse Bay catching kahawai on spinners. "I want future generations

to grow up enjoying similar experiences as we did when we were kids". Sam has a Marketing and IT background and is a qualified CIMA accountant.



PIETER BATTERD SUPPORTER ENGAGEMENT

Pieter brings to our team a valued mix of humility and generosity. He is passionate about helping others and has been with LegaSea since the beginning. Previously Pieter had 16 years as a firefighter. Pieter knows

how to engage with our subscribers and contributor community. Piet is also our handy man around events.



BENN WINLOVE DIGITAL COMMUNICATIONS

Benn's extensive background working in digital communications has brought essential skills to LegaSea. After running his own communications agency for many years, Benn followed his heart to

work in an area he truly cares about with a mission to make a real difference. "I mean, who doesn't want to see more fish in a thriving marine environment?" says Benn.



DAVE AHOIA LEAD FILLETER

Dave Ahoia is a South Auckland local and the Kai Ika Lead Fish Processor. Originally from Tonga, Dave's career in fish filleting started when he first arrived in New Zealand in 1988. Working at a range of seafood

processing facilities including 22 years at Marsic Bros, he continually refined his skills and has become synonymous with professional fish filleting in Auckland.



SCOTT MACINDOE FOUNDER

Scott Macindoe is the backbone of LegaSea. His passion is to ensure that the Vision of 'more fish in the water for future generations' is not something that we just talk about – he wants it to become our REALITY.

He is an active environmentalist, a good fisherman, a talented networker, a successful businessman, a green-fingered gardener and family man.



DALLAS ABEL SPONSORSHIP AND KAI IKA LEAD

Dallas has a bachelor's degree in Marine Science and Management. He has been a Naturalist guide on the Great Barrier Reef and worked at Sydney's sea life aquarium. On moving to New Zealand he became a

Fisheries Observer with the Ministry for Primary Industries. All of this experience has allowed Dallas to excel in advocating for sustainable fisheries since joining LegaSea.



JESSICA BEETHAM FUNDRAISING LEAD

Jess's passion for the ocean was fostered from a childhood of summers exploring the coastal waters at Mangawhai. Her strong business acumen resulted in her holding senior roles in a number of multinational

organisations. Wanting to use her professional experience for good, she left the corporate world choosing to specialise in grant funding.



MURRAY BATGER SPONSORSHIP, SALES – NORTHLAND REGION

Murray is passionate about working with a great organisation to protect our inshore fishery for our people, our communities and for future generations. "We must leave this

fishery in as good a place as we found it and currently, we are failing to do this. Bottom trawling and dredging in our inshore fishery are unacceptable behaviour nowadays and has to stop."



LOUISE O'SULLIVAN FINANCE

With over 20 years of experience in administration roles, Louise embraces the administrative duties with dedication. For that reason, she has been the backbone of many community organisations. Most

recently, the Warkworth Gamefish Club, Sandspit Marina Society and the Sandspit Yacht Club. She is active in helping people of all ages into sailing.



MOMOKO BURGESS FISHERIES MANAGEMENT AND COMMUNICATION SPECIALIST

Momoko studied marine and environmental science at the University of Auckland. She has joined the LegaSea team to bolster our marine science knowledge and

to share her wide experiences gained from working with dolphins and seabirds. Momoko is a keen surfer, dolphin spotter, diver and is learning to sail.



LIONEL HOTENE PAPATŪĀNUKU KŌKIRI MARAE

The marae in Māngere combines traditional Māori values, tikanga and te reo in the creation and maintenance of their extensive organic gardens. The marae works with Kai Ika to recover and distribute

kaimoana to an appreciative South Auckland community.



SYDNEY CURTIS VOLUNTEER COORDINATOR

Having spent a large portion of her life in Cairns where the Daintree meets the Great Barrier Reef, Sydney had unlimited access to the very best of nature. Frustrated about the effects people were having on the

environment, Sydney decided to return home to turn her passion into a career and now has a BSc in environmental science and applied conservation from AUT.



TRISH REA COMMUNICATIONS LEAD

Trish is a professional and experienced advocate, and has more than a decade of fisheries management experience. She brings an extensive network of well-developed, positive working

relationships with recreational fishing, tangata whenua and environmental interest groups.



SIMON YATES SPONSORSHIP LEAD

Simon's father handed him his first fishing rod at the age of five. From that moment on fishing for him influenced where he lived, where he holidayed, who his best mates were, gave him

skill in boating, tackle management and preparing kai moana. Simon's experience comes from a background in sports sponsorship, promotions, and advertising. He has dedicated his last seven years to LegaSea.



ELLIE MARTEL MEDIA RELATIONS

Ellie Martel has been with LegaSea for two years, after holding corporate communications executive positions within large corporates and a career as an award-winning journalist. She specialises in

sustainability communications. Ellie uses her experience to help upskill the team

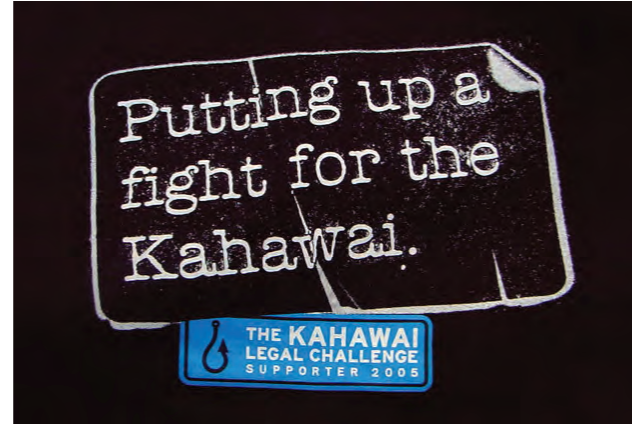


LOUIS MULCARE KAI IKA LEADING HAND

Louis' love of the ocean started early; growing up on the Tutukaka coast, most weekends were spent fishing. Through fishing, Louis gained a respect for the ocean and the Kai moana that we eat. Wanting to

avoid fish wastage, he has spent many long hours in front of the smoker for Kai Ika, cooking up fish heads for the appreciative communities around Auckland.

Our success stories



3 years | **62,000** submissions | **\$200,000** invested

4 years | **3** court battles | **\$1,200,000** invested

3 days | **3000** submissions | **20,000** emails to MPs

380,000 emails to MPs | **49,600** submissions | **\$55,000** invested

OPTION4.CO.NZ

option4 was the birthplace of LegaSea. Widespread concern about Government proposals and licensing of recreational fishing led to the spontaneous formation of option4 in mid-2000. Over 100,000 people supported option4's alternative management plan developed in response to the Government's proposals. For more than a decade option4 continued working to protect recreational fishing for future generations. option4 disbanded in 2011 to work alongside the New Zealand Sport Fishing Council. In 2012 the Council launched LegaSea as its public awareness arm to reach out to the wider public.

THE KAHAWAI LEGAL CHALLENGE

Kahawai are called the "people's fish". They were the dream fish for sport anglers. Kahawai in the past were always available for a family meal and they were usually the first fish every young Kiwi would land.

Kahawai schools were prolific in coastal waters around New Zealand. By the 1990s they had been fished out, not because they were valued, but because they were cheap to catch and shipped offshore as crayfish bait or fishmeal. In 2004 the Minister of Fisheries ignored public concerns for conservation and proceeded to introduce kahawai into the Quota Management System. Both inadequate advice from officials and the fisheries Minister's 2004 management decisions were the catalyst for unprecedented public opposition.

Legal proceedings were initiated by the New Zealand Sport Fishing Council and supported by the New Zealand Angling & Casting Association, option4, Te Runanga A Iwi o Ngapuhi, the Hokianga Accord and Ngati Whatua. The 4-year Kahawai Legal Challenge started in the High Court and ended in the Supreme Court in 2009. We are grateful the Council found the resolve and resources to undertake this journey through the Courts. It has equipped us for today's challenges, enabling us to respond to the various ongoing attacks on the public interests in our fisheries.

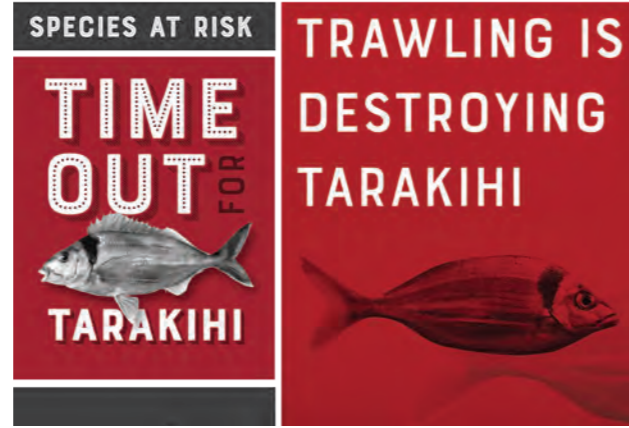
HANDS OFF OUR MARLIN

A successful quick-fire LegaSea campaign in May 2013 to alert the public to the proposals to allow commercial exploitation of striped marlin in New Zealand. Within 3 days over 20,000 thousand messages were sent by people calling on the Minister to reject any notion of introducing striped marlin into the Quota Management System. The Minister backed down and striped marlin were saved from becoming a commercially harvested species.

SAVE OUR SNAPPER

Save Our Snapper was launched in 2013 after the Ministry for Primary Industries put forward proposals for both large and unnecessary cuts to recreational snapper bag limits and proportional allocation of the available catch between recreational and commercial interests, all while ignoring the wastage caused by commercial bulk harvesting methods.

Irregular management reviews and the unnecessary wastage of juvenile snapper meant the stock needed to double in size. Proposals to limit recreational catch while allowing trawling to continue inshore riled the public. The resulting LegaSea SOS campaign saw 49,400 submissions sent to the Minister. 380,000 public emails sent to MP's and 500 tonnes of additional, annual snapper catch set aside to provide for Maori customary and recreational fishers, avoiding any extra commercial exploitation.



4000 surveys completed | **42%** support closure | **89%** rate as poor

9100 signed petition | **20%** TACC reduction | **\$70,000** invested

2100 submissions | **2** year harvest ban | **2400** sq km closed

9200 public submissions | **95%** anti TACC increase | **60,000** video views

THE CRAYFISH CRISIS

The 2018 Crayfish Crisis campaign raised public awareness about the state of 4 crayfish stocks around NZ. Of those, the CRA2 Hauraki Gulf-Bay of Plenty stock was most depleted. 81% of people supported the Minister of Fisheries to make a conservative decision, with 42% voting for a total closure to all crayfish harvesting in the Hauraki Gulf and Bay of Plenty. An alliance of the largest representative recreational fishing organisations responded to the proposed options for the future management of crayfish in Aotearoa. Resulting public pressure helped the Minister choose to make a significant reduction in commercial quota limits for the depleted crayfish stocks. The campaign reached over 120,000 people online, it also featured on television, in print and on social media channels, receiving the broadest coverage for LegaSea since the 2013 Save Our Snapper campaign.

TIME OUT FOR TARAKIHI

LegaSea launched the Time Out for Tarakihi campaign in July 2018 to gather public support for the Minister to drastically cut commercial catches of tarakihi. The tarakihi stock on the east coast of New Zealand was depleted down to 16.9% of its original biomass which is well below any form of acceptable level. It needed to be restored within a 10 year time frame. The LegaSea campaign called on the Minister to make a bold decision, to cut commercial catches by 65% in order to achieve this. While LegaSea helped achieve a reduction, the Minister, Stuart Nash, bowed to commercial pressure and only cut commercial take by 20%. A small win for the people but not nearly enough to restore tarakihi.

COROMANDEL SCALLOP RESTORATION

Since October 2020 LegaSea has worked with Ngāti Hei, the Opito Bay Ratepayers Association, New Zealand Underwater and numerous fishing Coromandel clubs and communities in support of closing the fishery down for a period to allow it to recover. Ngāti Hei introduced a rāhui for the area and sought Ministerial approval for the closure. We campaigned extensively in the region and provided a simplistic mechanism for the public to make submissions in support of this closure. On 8th September 2021, after nearly a year of campaigning, the Minister announced a formalised two year ban on all scallop harvesting in the area. A milestone for community alignment to help save scallops from commercial overfishing and a poor Quota Management System.

SNAPPER 8

In 2021, after 33 years of rebuilding, the Snapper 8 (SNA 8) fishery was finally in good shape, reaching an estimated biomass of 54% of the original population size. Fisheries NZ proposed four potential options to increase the Total Allowable Commercial Catch (TACC) of 1300 tonnes. They proposed to increase the TACC by either 25, 50, 75 or 100%.

More commercial fishing in Snapper 8 means more bottom trawling, and this, we felt, could jeopardise the recovery of snapper. LegaSea supported an Option Zero. No TACC increase. We campaigned hard on this issue in a short window, creating campaign collateral that included a one minute animated video (that received more than 60,000 views) and an easy to use, individualised submission form on the LegaSea website. Over 9400 submissions were made. The Minister listened and made a conservative decision to only increase catch by 25%.

The LegaSea role in fisheries management

LegaSea is pivotal to the success of our collective input into fisheries management in Aotearoa. LegaSea raises the necessary funds to ensure the New Zealand Sport Fishing Council (NZSFC) team has the resources to effectively participate in a range of policy, legislative, management and science processes.

In the last two years to June 2022 the NZSFC team has submitted 35 substantial responses to proposals issued by Fisheries New Zealand, other agencies or commercial fishing interests. In responding, our focus is to always ensure the conservation and enhancement of the marine environment so it remains productive.

This work is vital because management and policy advice to the Minister of Oceans and Fisheries has, over time, become heavily focussed on economic outcomes, to the detriment of our social, cultural and natural wellbeing.

Often our representatives are the only advocates actively seeking to rebuild our depleted fish stocks and restore our marine environment. While this is challenging at times, it also enables us to articulate why it is better for all interests to have abundant fish stocks in our coastal waters. Those interests extend beyond just fishing.

Having healthy fish stocks and a vibrant marine ecosystem means schools of fish boiling on the surface which in turn attract seabirds and later humans to that activity. Some of this can be witnessed just by standing on the beach. It is these experiences that enable New Zealanders to feel good about our country, our lifestyle and our natural environment.



Mark Connor, Fisheries Management Standing Committee chairman, presenting the Annual Report.

Recreational fishers are by nature seeking leisure time, an outdoor experience that can be shared with the family, amongst mates or work colleagues. The politics of fisheries management is not usually on the radar when planning a fishing trip or sharing laughs at the end of a good day out. Yet the outcome of the seemingly endless string of meetings, science reports, and research documents is that there is fish to be allocated or catches to be reduced. Without effective advocacy in these realms, recreational and Māori customary fishing interests, considered together as non-commercial, would lose ground.

Another element to LegaSea's role is crunching the complex information into digestible soundbites so people can better understand what's happening behind the scenes. Since 2012 the role has changed, today there is far more effort required in the digital space. Mastering the skills required to capture the social media and digital realms is an ongoing challenge. LegaSea is fortunate to have a select group of volunteers and contractors who contribute to this messaging.

Ultimately, maintaining reasonable access to available fish stocks is critical for future fishing success. It is unimaginable that our children and theirs will not be able to fish and enjoy sharing fresh kaimoana with the ones they love. LegaSea will continue to have a critical role in elevating public awareness of the issues affecting our ability to fish. The New Zealand Sport Fishing Council could not continue to do its work without the resources and support that LegaSea generates in the interests of all New Zealanders.



Blue maomao school.

“We’re at a turning point. Some of our fish stocks are on the brink of collapse and once we go over that it’s going to be incredibly hard for us to restore them”

**MIKE BHANA
WILD FILM**

LegaSea initiatives



RESCUE FISH

RESCUE FISH was launched in May 2020 as a comprehensive policy recommendation to dismiss the current and dysfunctional Quota Management System. Involving nearly 3 years of research and preparation, it is ongoing and the largest campaign LegaSea has ever undertaken. The fastest route to abundant fish life (among other recommendations) within our marine environment is to remove the Quota Management System (QMS), ban bottom contact trawling and dredging in coastal waters (within 12 NM) and place digital monitoring systems on all commercial fishing vessels to ensure compliance.

Rescue Fish is a holistic solution to address depleted fish stocks and biodiversity loss. The policy package has been developed, not just by LegaSea, but in consultation with a team of experts who have an in-depth knowledge of the issues facing New Zealand's fisheries management system, and the resulting environmental, economic, cultural and social impacts.

Implementing Rescue Fish will make our marine environment more productive and deliver benefits for all New Zealanders.



THE PROBLEMS

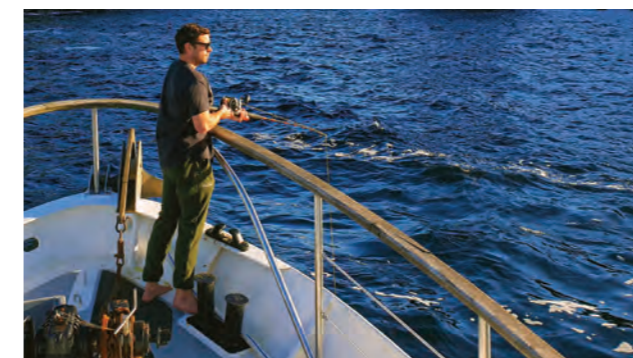
- 1** The Quota Management System (QMS) has created a powerful lobby of commercial interests that block initiatives to rebuild depleted fish stocks.
- 2** Fish stocks are managed below international best practice standards, so there are fewer fish in the water and biodiversity is lost.
- 3** The QMS permits dredging and bottom trawling in inshore waters including nursery areas.
- 4** Small scale commercial fishers do not receive a reasonable return for their efforts. This encourages low cost, bulk harvesting of fish.
- 5** Wastage from dumping and high grading of fish because fishers cannot access sufficient catching rights to cover all catch taken in mixed, bulk harvest fisheries.
- 6** No resource rental fee applies to commercial catch, this leads to overfishing of inshore stocks.
- 7** Kai moana is not readily available in areas traditionally fished by recreational and Māori customary fishers.
- 8** Inadequate funding for effective research, monitoring and policing of fishing.

THE SOLUTIONS

- 1** Dismantle the Quota Management System. Establish new legislation and governance structures so the Crown and Māori can collaborate and exercise guardianship of our fish and marine resources.
- 2** Reset catch limits so fish stocks can recover to abundant levels, and to restore biodiversity.
- 3** Ban bottom trawling and dredging from inshore waters and sensitive marine habitats.
- 4** Apply a resource rental levy to commercial catch.
- 5** Encourage regional artisanal fishing enterprises and whanau businesses to create jobs and higher value per kilo returns for fish and fishers.
- 6** Multi-species time-limited fishing permits, effort limits, gear controls and mandatory onboard and independent monitoring of commercial catches.

HOW DOES THE GOVERNMENT MAKE IT HAPPEN?

1. The Crown will buy back all existing commercial quota shares in the inshore fishery at fair value. Estimated buyback cost for the inshore fishery is between \$0.76 and \$3.1 billion, with a midpoint of \$1.67 billion.
2. A new Fisheries Act will include explicit criteria to guide catch allocation decisions and encourage innovation. Priority will be given to Māori customary and public fishing.
3. Bottom trawling and dredging will be banned from inshore waters.
4. Effort and gear controls will apply to commercial fishing.
5. Fixed term commercial permits will be leased and time limited. Resource rental payments to the Crown will apply to landed catch. Iwi will receive an agreed percentage of the rental.
6. Independent, electronic monitoring and cameras on all commercial vessels will help officials monitor and validate catches, and help protect vulnerable species such as seabirds and mammals.
7. Encourage local participation and promote regional fishing based economies. This will help to discourage inefficient investment and effort.



HOW WILL THIS BENEFIT NEW ZEALAND?

Rescue Fish is designed to benefit our economy, mana whenua and commercial fishing while securing access to an abundant, natural food source.

Rescue Fish – positive benefits for our people, future generations and the marine environment:

1. **The economy** – Create jobs and bring economic prosperity back to regional New Zealand.
2. **Mana whenua** – Honour Treaty obligations and provide business opportunities and food security for mana whenua.
3. **The environment** – More fish in the water and a healthy marine environment.
4. **Commercial fishing** – Productive jobs in a high value, thriving small scale fishery.
5. **Food security** – Securing kai moana for our people.





THE FISHCARE EDUCATION PROGRAMME

The FishCare Education Programme is based on five core principles to help the fishing public reduce their impact on the fishery and marine environment.

The principles are:

1. Reduce wastage by protecting small and juvenile fish from capture and incorrect handling.
2. Maximise the survival rate of fish released after capture.
3. Maximise the use of all fish caught and kept.
4. Minimise the impacts of fishing on marine life and the environment.
5. Return home safely. Maximise your safety while fishing on or near the water.

FishCare is a collaborative programme. We are not experts in all the principles outlined in this programme so we have developed partnerships with others. Then we use our extensive networks to distribute these important messages. We have delivered our messages more than 1.2 million times via events, social media and print.

At FishCare we have aligned with the following organisations to harness their knowledge and expertise:

1. **Bluewater Marine Research** – best practice fishing techniques and handling of fish.
2. **Sustainable Coastlines** – minimising plastic and rubbish in the environment.
3. **Dept. of Conservation** – what to do around whales, dolphins, sea creatures.
4. **Southern Seabird Solutions** – what to do around seabirds.
5. **Coastguard** – boating safety.



FishCare has received Trust funding and support from these organisations. An expanded educational programme is in development.



THE KAI IKA PROJECT

The Kai Ika project is a community driven initiative that utilises fish heads, frames and offal which were previously going to waste. Kai Ika was initiated in September 2016 by the Outboard Boating Club (OBC), LegaSea and Papatūānuku Kōkiri Marae.

The Kai Ika Project is striving to generate a circular economy – to reduce our impact on the marine environment while increasing social, cultural and economic benefits from our natural resources.

The Marae collect and distribute the heads and frames to appreciative whanau in the local community. For many these fish parts are prized for their sweet flesh. In te reo, the head of the fish is called rangatira kai [chiefs food] and is considered a real delicacy.

Since 2016, over 270,000kgs of previously discarded fish parts have been collected by Kai Ika and redistributed to families, marae and community groups throughout Tamaki Makaurau – Auckland and beyond. Project partners have increased and now include Moana New Zealand, Scott Seafood, Sanford, Kiwi Fish and Service Foods. In the spirit of maximum utilisation, even the offal is used as fertiliser in the marae gardens where kumara is also grown and distributed to the community.

Finally, through kotahitanga (partnership) The Kai Ika Project promotes kaitiakitanga (guardianship). This project also promotes manaakitanga, a simple adjustment in our community's behaviour is having a positive impact on many families as well as the environment – building unity through humility and generosity.

Expansion plans are well in place with the introduction of a fish filleting and knife sharpening station at Westhaven Marina, accessing the largest collection of recreational and charter fishing boats in New Zealand. An additional trailer has recently been constructed to attend fishing-based events throughout the North Island.

270,000kgs | **1585** | **6917 hrs**
fish parts re-purposed | pick-ups | volunteer work



Sponsors:





THE ECONOMY OF RECREATIONAL FISHING

Environmental decisions are always easier when supported by positive economic outcomes for our country. Recreational fishing makes a significant economic contribution to our economy in the process of harvesting a relatively small percentage of annual catch. Recognising how valuable fish are if simply left in the water provides a sound background when making fisheries management decisions. The What's Fishing Worth study allowed us to get a better understanding of what the opportunities are.

The full technical report for this survey details that on an annual basis more than 700,000 people, residents and international visitors, fish in the sea.

When these people spend money, their expenditures change hands as businesses re-spend the dollars on employees, supplies and operating expenses, creating ripple effects through the economy.

This activity generates \$638 million in Gross Domestic Product (GDP) and \$342 million in salaries, wages and small business profits per annum. It also adds a conservative \$188 million in tax revenues to help keep New Zealand functioning.

All of these economic impacts, including generating \$1.7 billion dollars of economic activity, are the result of recreational fishers taking just 6% of the national catch and sharing that with family and friends.

International visitors who fish in New Zealand spend \$89 million per year and contribute \$68 million in GDP to the local economy, while taking few fish in comparison to local fishers. Their activity provides another boost by supporting over 1,000 Kiwis in full-time work. Wise use of our marine resources and instituting policies to achieve conservation and abundance means we could significantly increase the economic activity associated with recreational fishing without threatening to overwhelm New Zealand's valuable inshore fish stocks.

2.65
million fishing days
each year

5th
most popular
recreational activity for
adult New Zealanders

8,100
full time jobs
supported by
recreational fishing



TOTAL ECONOMIC CONTRIBUTIONS OF MARINE FISHING BY RESIDENTS AND VISITORS (Net GST and import adjustments)

	Total contributions
Total contributions by residents	
Total Economic Activity	\$1,508,441,221
Contribution to GDP	\$570,432,114
Employment	7,048
Income	\$307,140,161
Total contributions by visitors	
Total Economic Activity	\$177,402,225
Contribution to GDP	\$67,955,971
Employment	1,076
Income	\$34,681,487
TOTAL CONTRIBUTIONS BY ALL FISHERS	
Total Economic Activity	\$1,685,843,446
Contribution to GDP	\$638,388,085
Employment	8,124
Income	\$341,821,648



THE PRICE OF FISH DOCUMENTARY

In late 2017 LegaSea entered into a production partnership with Mike Bhana of Wild Film. Mike is a passionate and experienced oceanographer who shared our concern about declining fish stocks and mismanagement of our fisheries. The project started with an analysis of Quota Management Systems here and overseas, and more specifically Individual Transferable Quota (ITQ) as a means to distribute fishing entitlements.

Mike, Barry Torkington and Josh Barclay travelled to other countries where ITQ systems operated and interviewed a raft of experts in both science and management. The result indicated that this particular fisheries management style is not working internationally let alone in New Zealand where it's touted as "world leading".

They discovered that the only world leading aspect of our QMS was that we were the first to introduce the QMS. That's where world leading stops. Quota Management Systems globally have led to industrial corporate control of fishing at the expense of regional communities, coastal fishing livelihoods and depleted fish stocks.

The people of New Zealand needed to understand this complex story and The Price of Fish is a revealing start. Aside from international experts, a number of knowledgeable New Zealand consultants, academics, scientists, commercial fisherman and marine personalities shared their views on how our fish are being managed by officials and our leading decision makers.

The Price of Fish aired on TV THREE on 26th July 2020 and then On Demand for a month. In that time it was viewed by an estimated 250,000 New Zealanders. It is now available nationally and internationally on YouTube.



Community and education



Since February 2012 LegaSea has generated or attended over 580 events ranging from large scale national Boat Shows, A & P Shows and Fielddays to presentations at Rotary Clubs, university lectures and kids fishing events.

Each event or presentation is well thought out and delivered with expertise and commitment. Topics covered vary considerably over time and range from fisheries issues to big picture initiatives such as FishCare, our Abundance Symposium or Rescue Fish policy.

The role we play in community events is becoming more sought after and we have to turn away many invitations simply through a lack of resources. Nearly 100% of the larger events we are invited to attend are subsidised by the organisers and offered to us at no charge simply because of the issues we address and the value we bring.

DEVELOPING YOUNG KIWIS

With our future so dependent on the development and education of young Kiwis it is disappointing to see how many are losing touch with the learnings that come from time spent on and around the sea.

There is a real need to invest more time in youth education and to bring New Zealand's marine environment into the curriculum. LegaSea is becoming more involved in youth engagement programmes such as Eye on Nature.



IMPROVING PUBLIC UNDERSTANDING AND BEHAVIOUR

Reducing our impact on the marine environment is critical to fast tracking improved marine health and the public have a big role to play here. Whether out on the water fishing, walking the beach or simply preparing food caught from the sea there needs to be a big shift in behaviour. We are doing some of this through video and print content. Often the most rewarding exercise is just being out in the community engaging one on one. This is critical in providing excellent opportunities for conversations, questions and answers.

We need the capacity to do more.

THE LEGASEA SEA WALL

The larger events we attend such as The Hutchwilco New Zealand Boat Show, Fielddays and a range of A & P shows throughout New Zealand have been boosted over the years by our Sea Wall concept. Over time we have had 1000's of New Zealanders sign a fish for the wall in support of the work we do at rebuilding our fisheries. Each fish placed on the wall and signed by an individual represents a conversation we have had and has been a truly effective way to draw attention to the issues, theatrically rebuild our fishery and capture the interest of the whole family.



ROADSHOWS

From time to time critical campaigns such as Save our Snapper and Rescue Fish require organised roadshows to enable us to present to affected communities throughout the regions. Our commitment to helping people understand decisions which might affect them or our fish requires us to be prepared to simply go out to the people. LegaSea is committed to nationwide activity and fisheries health throughout New Zealand's coastal regions.

FISHING EVENTS

We have been invited to attend many fishing competitions, primarily to engage with participants, to help them understand fisheries issues and provide FishCare advice. Over time we have seen the development of more "catch and release" style events which still provide for social participation but have less impact on the marine environment. Progress we encourage.



EVENT FUNDING

Fundraising at events is a necessity for us. Attending events is expensive, however we try our best to find simple ways for the public to contribute, through merchandise, signing with a donation or promoting LegaSea Legends. Auctions organised by us or Partners such as Hunting & Fishing or Matt Watson have been extremely successful and any support we can get for simple fundraising initiatives from our Partners is very welcome. Fundraising however is not the reason we attend most of our events. The fish and the people come first.

EVENT EQUIPMENT

Investment in materials and assets to make event attendance easier has helped us manage our way through the enormous number of events we commit to. In future, we hope to be able to invest in larger trailers or purpose built vehicles to make community engagement and education programmes even more effective.



Hī Ika cards



The Hī Ika cards are an initiative to introduce the traditional children's card game, Go Fish, to a new generation of Kiwis. Hī Ika is an educational game for the whole family. You can enjoy learning about our coastal fish species while exploring the indigenous language of Aotearoa.

In a desire to further promote the cards, the Turkish Bread company began distributing them in every pack of pizza bases. It was so popular that we have already printed and distributed over 2 million cards!

On the strength of the reaction from schools and teachers we are now fundraising to develop an education module that can be used nationwide as part of the course curriculum.

Below are a few examples of the feedback we are receiving weekly.

Belmont Primary School

"I am a primary school teacher from Lower Hutt. Love your products!! Especially when they have not only an impact on my tummy but also within my class!!!

"I have two students who have quite challenging learning behaviour, but they have one love in common, which is fishing. Their families take them fishing most weekends as it has become a go-to thing that they do well at and relax doing.

"I took in the cards from my favourite product (the thin pizza bases) and gave them to see what we could do with them. Not only did their faces light up, but they also used them to write with, the card as an easy planner, they knew the language because of their prior 'fishing' trips and they were so very keen to share this with the class. It is one of the positive days for them so far this year."

He Awa Ora, He Tai Ora, Healthy Rivers, Living Sea Education Trust

"Kia ora, 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."

St Peters College

"I am a Science and Chemistry teacher in Auckland. Firstly, some feedback. Your collectable series is one of the best I have seen in recent memory; the series offers more than meets the eye. At my school I have asked staff to start collecting them so we can use them in the year 9 and 10 ecology section of general science. I love that you have provided the information that you have and that it allows us to practise Te Reo."

LegaSea Programmes

VOLUNTEER PROGRAMME

As public concern for the state of our marine environment increases, we are experiencing a surge of support. People are frequently asking – What can I do to help? We wanted to harness this support. In 2021 we established a volunteer programme and engaged a committed Volunteer Coordinator.

We now have a growing group of committed individuals who donate their time to assist with land-based and on-water activities such as dive surveys, recovery of fish parts and beach cleans. If we apply a living wage (\$23.65 per hour) to the time they donate then collectively they have invested over \$25,000 annually in various projects and research.

We are incredibly grateful for their generosity and commitment. For a small organisation like LegaSea the scale of their commitment makes a huge difference.



LegaSea crew and volunteers helping on a NIWA survey

LEGASEA SCHOLARSHIP PROGRAMME

In order to maintain engagement and the motivation of our volunteers, contractors and employees, we have developed the LegaSea Scholarship Programme. We aim to attract and retain high calibre, passionate young people who are contemplating a commitment to LegaSea and the New Zealand Sport Fishing Council. The Scholarship Programme is our attempt to acknowledge that:

- People have to 'make ends meet'. Often by having to work a second (or even a third) job.
- Time is a valuable resource, they are investing in us and we want to invest in them.

It is naive to expect individuals will have the capacity to work, volunteer and continue to do ongoing development and training. It takes time to read and do coursework, to increase their confidence, capacity and competence. Plus, they still have to pay their rent.

The objective of the Scholarship Programme is to provide a pathway for committed people to upskill and be able to complete activities effectively and efficiently. This Programme will focus on development of water boating and education, leadership programmes, and cultural development such as Te Reo courses.

To provide the best training possible we are partnering with specialist organisations. For example, the Coastguard has committed to donating \$10,000 of training annually to the Programme.

If we are to mitigate our overall impact on the marine environment we collectively need to invest in our crew and volunteers. We want our people to be productive and safe.

LegaSea Hawkes Bay



INTRODUCTION

LegaSea Hawkes Bay (LHB) is a volunteer group established in 2015 to address declining fisheries in the Bay. The team includes Wayne Bicknell, Jim Yeoman, Brian Firman, Alex Smith, David Cheetham, David Bicknell, David Scott and Carl Fairey. The Chairman is John Stewart. LegaSea Hawkes Bay enjoys the support of LegaSea (national) and the New Zealand Sport Fishing Council.

LHB continues to build strong relationships with mana whenua and local organisations that have an interest in the marine environment. LHB has firmly established itself as the go-to organisation when it comes to matters that affect the fishery. LHB is represented on several working parties including the Hawke's Bay Regional Council's Marine and Coastal Group and Napier Port's Fishing Liaison Group.

SUBMISSIONS

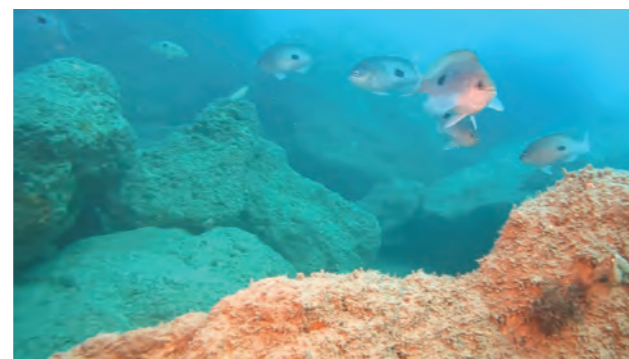
LegaSea Hawkes Bay has submitted in response to a range of resource consent applications and fisheries related issues over the past year, including: proposed bylaws for the Te Hoe Mātaitai Reserve at Mahia, Hawke's Bay Regional Council's resource consent application to dredge the Clive River, Ravensdown's resource consent application relating to emissions and discharge of stormwater, and proposal for protection of three pipelines in the marine area of Hawke's Bay owned by Napier City Council, PanPac and Hastings District Council.

ARTIFICIAL REEFS

Hawke's Bay has two new artificial reefs created as a result of negotiations between LegaSea Hawkes Bay and Napier Port. These reefs are set to enhance the existing habitat and health of the region's marine life and provide for recreational fishing. Repurposed natural limestone boulders dismantled from the Port's revetment wall where the new 6 Wharf has been constructed have been used to build the new artificial reefs.

The first reef located 1.4 kilometres northeast of Pania Reef in 22 metres of water was previously muddy seafloor void of any structure or high value habitat. Now it is a developing reef with a footprint of approximately 300 x 300 metres and ranges in height up to 4 metres above the seafloor. Discussions are underway between stakeholders to give the reef added protection. The second reef is at the Gwen B shipwreck in 55 metres of water at the Northern Springs area. 16 nm from Napier Port. LHB is delighted that ~1400 tonnes of rock has been deposited there, to enhance an already popular fishing spot.

A recent dive survey shows that the reef adjacent to Pania is already attracting a range of fish species and new growth. Everyone involved in this project are justifiably proud of collaboratively working together for the benefit of the community.



The artificial reefs already support sea life.
Photo: Napier Port

6 WHARF PROJECT

The new 350 metre container wharf at Napier Port, named Te Whiti, officially opened in July 2022. This massive two-year project has seen 1,200,000 cubic metres of marine sediment taken to the dump site 4 km offshore.

LegaSea Hawkes Bay has been a significant representative on the Napier Port Fisheries Liaison Group monitoring the port dredging programme. LHB is pleased to report the entire project has conformed to all consents. A Cawthron dive survey of Pania Reef conducted in December 2021 indicates that there has been no deterioration of the various marine communities the reef supports and no significant change in the accumulation of sand and silt on the reef. This is good news and congratulations must go to everyone who has been involved in the project.

CLIVE RIVER DREDGING

In December 2021 LegaSea Hawkes Bay submitted on a publicly notified resource consent application by Hawke's Bay Regional Council (HBRC) to dredge the Clive River. The thrust of our submission was to oppose the proposal to dump approximately 60,000 cubic metres of silt to the coastal beach area, because of the cumulative effects on the marine environment and indigenous biodiversity. The submission supported disposal on land.

The resource consent hearing was set down for the end of March 2022, but the Council sought a delay to enable them to gather additional information and evidence, to assist with consideration of the application.

In late May the Regional Council advised submitters that it had withdrawn its resource consent application. In announcing its decision publicly, the Council indicated it would investigate land-based options for disposal of dredge material.

LHB has all along accepted the need to dredge the Clive River to cater for recreational users. LHB congratulate the Council on its decision to fast track a land-based disposal option. This is a major win for us and a decision which we believe will lead to a better outcome for the marine environment.

HAWKE'S BAY MARINE AND COAST GROUP

The Hawke's Bay Marine and Coast group (HBMaC) was formed due to concern about the depletion of inshore finfish stocks, environmental degradation and sedimentation from the major rivers.

The Group's vision is to "achieve a healthy and functioning marine ecosystem in Hawke's Bay that supports an abundant and sustainable fishery". The group is administered by the Hawke's Bay Regional Council and comprises mana whenua, a wide range of stakeholders and LegaSea Hawkes Bay.

The primary focus of HBMaC has been the development of a Roadmap to clarify understanding and research needs and facilitate sustainable management of the coastal marine area. This work has progressed into a project with Sustainable Seas exploring ecosystem-based management, where the two main stressors, sediment from the land and bottom trawling, were considered.

This work is ongoing and hopefully will lead to an improved marine environment in Hawke's Bay.



Team photo – From left to right: Dave Bicknell, Wayne Bicknell, Brian Firman, John Stewart, Jim Yeoman, Carl Fairey, Alex Smith, David Cheetham. Photo: Lynda Forrest

Communications and Media

LegaSea has developed “trusted source” relationships with many of New Zealand’s media channels and is regularly approached for comment or content. Aside from our partner relationships with fishing media, including NZ Fishing News, The ITM Fishing Show, Fishing.net, and Fishing in Godzone, we enjoy partnerships with media outside the fishing industry. This includes MetService, Lumo Digital, SPECIAL and Radio Hauraki. This gives us access to a host of varied communications experts and media channels.

We are, however, rarely in the position to pay for mainstream advertising so many of the opportunities provided are either gifted, part of our PR media release activity, networked through social media posts or mainstream interviews on radio and TV.

We could be far more effective if we had the funding capacity to strategically advertise or deliver more creative and prolific video, digital and print content.



Partners and Sponsors

THE PROSPECT OF FUNDING LEGASEA

The decision to support LegaSea is best determined by reviewing how much LegaSea has achieved in a relatively short length of time with limited funding. We have become a trusted source organisation with a public supporter base approaching 70,000 and a strong foundation of loyal Partners, Sponsors and Donors. From small beginnings we find ourselves today as a stronger, experienced and better prepared organisation to bring exponential change to the health and well being of our marine environment.

PHILANTHROPIC

LegaSea has been blessed with a number of early philanthropic donors with sizable contributions allowing us to establish a strong foundation. We also receive a significant number of smaller donations from generous supporters from the New Zealand public.

LegaSea is not however formalised as a Charitable Trust albeit that our workstreams are geared towards public good and environmental well being. Some of our work is political simply because change is required at Government decision-making level. There are still some Government roadblocks for organisations with a political message to be recognised as a Charitable Trust. There remains the need to address a politically disrupted fisheries management system which is highly dysfunctional and therefore LegaSea operates as a not for profit company.

Donations of any size can be gifted straight to LegaSea or passed over to recognised trust funds who will in turn manage those funds to ensure that they are utilised effectively in your stipulated causes.

CORPORATE PARTNERSHIP

Our well established Partner programme allowing for New Zealand businesses to sponsor LegaSea has four distinct levels to suit all well meaning business donors some of which have economic reasons to offer support whilst others choose to support LegaSea out of social responsibility.



Platinum Partner – Our marine environment and the learnings and enjoyment we gain from it, as a country, makes us kiwis. Platinum Partners have made LegaSea a significant part of their social responsibility to help protect what Kiwis love – our ocean and our fish.

Platinum of course is the highest level of partnership starting at \$25,000 plus GST per annum, offering the most recognition in our eDMs, events, collateral, website – listed all in a leading position with logo. Partners have use of the LegaSea Platinum Partner logo and LegaSea logo for product marketing.



Gold Partner – Many organisations have made a financial commitment to restoring marine abundance and giving the next generation a fair go. Gold Partners see the need to reset fisheries management and value this resource in a far better way both commercially and recreationally than we have done historically.

Starting at \$10,000 plus GST per annum, Gold Partners are recognised at events, collaterals – in a secondary position with logo. Use of LegaSea Gold Partner logo and LegaSea logo in some product marketing.



LEGASEA SPONSOR/ BUILDING LEGASEA

The building industry of New Zealand appear to have a common passion for fishing and if any group of businesses are going to help us rebuild our fisheries then the construction

industry should be at the forefront. Subsequently we developed a category of sponsorship ideally suited to them. Priced at \$2000 plus GST per annum it enables sponsors to help build up LegaSea and rebuild our fish stocks.

- | | |
|------------------------------|----------------------------------|
| AllTranz – Neil Anderson | Creative Landscaping & Design |
| Blacklock Rose | DB & JF Holdings Ltd |
| Buildit NZ Ltd | Deejannie |
| Cert Systems Ltd | Development Construction |
| Firstflex Cables | Diamond Building Group |
| Orange Door Music Video Ltd | Easy Energy Ltd |
| Pevats Builders | Econode |
| Sansom Construction | Firmans Marine |
| Strait Construction Ltd | Gateway Investments |
| The Dream Trust (Engeo) | Greenfingers Growing Mixes Ltd |
| Waipukurau Construction | Hubands Whangarei Ltd |
| Wilco Precast | MyGuy |
| Blackdog Cat | Northland Parkcare Ltd |
| Aotea Electric Auckland Ltd | Pan Pacific Auto Electronics Ltd |
| Arthurs Emporium | Synthetic Technologies |
| RCC Construction | Vantage Windows North Shore |
| AJ Gidelow Engineering | Waimea Orchards |
| Apex Roof 'n' Clad | Warwick Fabrics Ltd |
| Aqua Design | Ziggys Glass, Masterton Glass |
| Bayleaf Organics Ltd | |
| Bowling Infrastructure Group | |
| Centroform | |



SPONSOR – LEGASEA WORKS

Is our entry level business sponsorship allowing any business large or small to

show their support and receive recognition. Priced at \$500 plus GST per annum with an automatic renewal it is simple way to invest in the future health of New Zealand's fisheries for the benefit of their customers and community.

- | | |
|-----------------------------------|----------------------------------|
| A2Z Translate | Martin & Riggall Engineering Ltd |
| At Height Ltd | Monster Print Ltd IN KIND |
| BBS Timbers Ltd | Okiwi Bay Holiday Park |
| Blueprint Engineering Consultants | Parkit Management |
| Browne Engineering | Peter Campbell |
| Bruce Howard Carpentry Services | Planet Fun |
| Burkhart Farm Equipment | Reel Kitchens Ltd |
| Coast Residential | SBA Accounting Hibiscus Coast |
| Consilium Residential | Sea Y |
| Davey Painters Ltd | Skye Carter Photography |
| Decoro Fishing Supplies | The Boat Shed & Autos |
| Ecoefficient Solutions NZ Limited | Tollesbury Enterprises Ltd |
| Exit Films Ltd | Topcat Bobcat Excavations |
| Fiordland Charters | True Kit Inflatables |
| Fishing Boats NZ Ltd | Waiheke Truck Services |
| Golden Mile Fruitpackers Ltd | Whangarei Drycleaners |
| GT Marine | Acquire |
| Height 4 Hire | Fogden Builders |
| Intents Outdoors | Growth Strategies Consulting |
| Kāhu Ridge | Liquorland Snells Beach |
| Kitchen Inspirations | Ocean Nation |
| Lambly Builders | Vigilant Yacht Charters |
| Loan Market Whangarei | Waipa Bricklayers |
| Martin Kerry & Carol | Whangamata Ocean Dental |

LegaSea Legends



LEGASEA LEGENDS

LegaSea receives donations from members of the public. This activity ramps up at events and during

specific campaigns. LegaSea Legends is geared towards members of the public who want to make recurring monthly donations at a level to suit them. It starts at \$20 per month. Our LegaSea Legends are exactly that. Legends. People who trust us to deliver well managed decisions with their donations to achieve a healthier, more abundant fishery.

We now have close to 600 LegaSea Legends. We make a promise to these Legends that their contributions will be well managed into advocacy, education and research workstreams rather than the operating costs of LegaSea. This is a promise we are 100% proud of and every year the first \$150,000 is channelled into the New Zealand Sport Fishing Council specifically for advocacy and research whilst we continue to develop new educational initiatives such as the Hi Ika card programme.



Platinum and Gold Partners

PLATINUM



Our Partners are our lifeblood. They help with funding, communication, social engagement, brand enhancement and materials. Their support motivates the team and demonstrates a commitment to all New Zealanders, to ensure our lives are made richer through the health of our fisheries and the environment that surrounds us.

The New Zealand Sport Fishing Council and LegaSea gain confidence from having these Partners onboard the waka (canoe) seeking to rebuild our inshore fisheries to abundant levels.

Our team strives to act in a fair and professional manner, and our dedication to detail has given our Partners the confidence to stick with us. Rebuilding our inshore fishery to a level of abundance is now a shared vision.

We could not achieve our collective outcomes without the generous support of many people and businesses. The New Zealand Sport Fishing Council and LegaSea appreciate this ongoing trust and confidence in us to deliver the best outcomes for today's fishers and future generations of New Zealanders.

GOLD

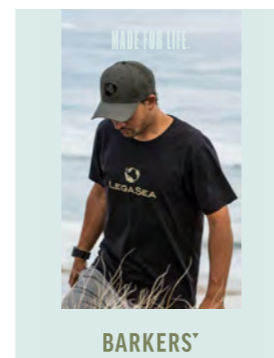


Building partnerships

LegaSea has worked hard at building opportunities with our Sponsor Partners to lift the profile of our brand, cause and identity. We endeavour to find new ways to develop “win win” growth, recruit and build on shared databases, further our message or provide avenues for fundraising.

We have strategically placed branded product items such as Hutchwilco LegaSea lifejackets into media opportunities, run database building promotions with Partners at key target market events, licensed

merchandise such as the LegaSea Black Magic fishing rods and Barkers X LegaSea apparel. Brewed LegaSea Lager with Moa for a time. We have also bottled Kōparepare with Whitehaven Wines, developed filleting knives with Victory Knives and produced a 25 fish species collectable card set with Turkish Bread. It is testament to the desire of our Sponsors and Partners to endorse and promote their association with LegaSea.



Friends and Partners

KEN VAUGHAN – TURKISH BREAD

Turkish Bread’s Managing Director, Ken Vaughan, is pleased to be teaming up with LegaSea to help promote the restoration of our oceans. Turkish Bread has supported the creation of the Go Fish collector cards. Hī Ika means to fish with a line and hook.

We collaborated with LegaSea to develop a fish version of this popular children’s card game, with 25 educational collector cards. This collective effort has encouraged our customer base to collect and swap cards to learn about our marine creatures.

One of the most pleasing aspects of the campaign has been the overwhelming response from schools. It’s pleasing for Turkish Bread to be working with LegaSea on such a worthwhile educational initiative.

GARETH HUGHES – VICTORY KNIVES

Victory Knives are proud to be a supporter of the LegaSea team and the Kai Ika Project. We share values around the management and longer term conservation of our recreational fisheries for the benefit of generations to come. LegaSea is championing effective advocacy supported by science. Victory Knives is pleased to be part of such a generous team who are willing to share food and their experience to help others in the community.

HILARY WEST-REEVE – PHOENIX METALMAN RECYCLING

Phoenix is honoured to become a Platinum Member of the LegaSea family to support its cause. There are powerful synergies between our organisations. We both share similar values; protecting and ensuring intergenerational sustainability of New Zealand’s resources.

We are a 100% NZ owned, net carbon zero certified business – leading NZ’s metal recycling industry in the environmental stewardship of an infinitely renewable resource. Recycling metal emits 80% less CO2 than metal production from raw materials, reducing raw material mining; keeping secondary raw materials in circulation, saving natural habitats and forests.

By collaborating with LegaSea we can deliver sustainable outcomes for our land and our oceans.

BLAIR JAMES – JAMES GROUP

James Group is on a mission as a proud Platinum Partner of LegaSea to help protect and restore New Zealand’s marine environment. As a team of avid boaties, divers and fishermen, this cause is one that sits close to our hearts, alongside the opportunity to make a real difference to preserve our ocean for all New Zealanders to enjoy.

SAMANTHA WHITE – KŌPAREPARE WINES

We are so appreciative of our partnership with LegaSea, which has only strengthened throughout the years as we engage more people in connecting with the ocean. In 2022 we led another successful campaign during Matariki celebrations to donate 100% of Kōparepare wine sales to LegaSea, raising over \$33,400. The support we have had from New Zealanders who clearly care about the ocean is incredible, and we are so happy to be able to make a difference to marine projects in New Zealand.



Governance and accountability

LEGASEA GOVERNANCE ADVISORY STANDING COMMITTEE

The LegaSea Governance Standing Committee is made up of members of the New Zealand Sport Fishing Council Board. Our Standing Committee ensures that LegaSea stays true to its purpose and responsibilities. Meeting four times a year, LegaSea reports all activity and forwards plans to this Committee for feedback and advice.



PETER CAMPBELL

Chairs the LegaSea Governance Advisory Committee and is Vice President of the New Zealand Sport Fishing Council. Peter is also one of two Directors of LegaSea Limited. Peter is based in Tauranga and has been a zone delegate to the NZFSC's

executive Board for 20 years. He has been Vice President twice, from 2001 to 2009 and 2012 onwards. Peter is an active contributor to all aspects of fisheries and resource management, and marine protection activity.



IAN STEELE

Ian Steele is the current President of the New Zealand Sport Fishing Council and also president of the New Plymouth Sportfishing and Underwater Club. Ian has a strong interest in sport fishing, including light tackle and also furthering the capability and coverage of sportfishing in New Zealand.



MARK CONNOR

Board member representing Zone 7, South Island, Past President (2012 – 2015) Mark is the South Island's representative on the New Zealand Sport Fishing Council executive Board. Mark is one of two Directors of LegaSea Limited. Mark is a long

standing member of the Ashley Sport Fishing Club in North Canterbury and remains actively involved in local and regional fisheries management processes.



RICHARD BAKER

Co-opted Board member, Past President (2008 – 2011) Richard has been involved with the NZSFC for 30 years. Richard was Council President from 2008 to 2011, and is the youngest ever life member. He is one of New Zealand's 11 IGFA

representatives. Richard is the Council's spokesperson on fisheries management and public education issues.



SCOTT MACINDOE

Scott has been an active contributor to the New Zealand Sport Fishing Council in a management and public awareness capacity for more than a decade. He was a past member of the Warkworth Gamefish Club committee. He is all about

working positively Together, witnessed by his efforts to connect recreational fishers with tangata whenua and environmental groups around New Zealand.



DIRK SIELING

Dirk represented recreational fishers in the Sea Change Stakeholder Working Group that amongst many other things recommended sweeping changes in the management of the greater Hauraki Gulf fisheries, the Hauraki

Gulf Maritime Park. Dirk has served as a Councillor on the Thames Coromandel District Council. Dirk feels strongly about a more rational approach to fisheries management in New Zealand.

ACCOUNTABILITY REPORTING

As a not for profit organisation receiving sponsorship, grants, public donations, philanthropic investment and the faith of our 70,000 subscribers, LegaSea has been operating strict accountability reporting since 2017 and now delivers comprehensive workflow quarterly reports.

Our Finances

THE VALUE OF OUR INVESTMENTS

It is important to provide some perspective on the value of our current brand assets, experience and products that we have already developed. This helps demonstrate a realisation of just how much investment has gone into establishing LegaSea as a grounded organisation.

The investment in the foundation of LegaSea to date will lead us to achieve the solutions for healthy and abundant marine life in a balanced way to support commercial, customary, recreational and environmental needs.

This isn't just an economic breakdown. These figures recognise the intangible value associated with the brands, the knowledge and experience the LegaSea crew now command, public trust, partner and media relationships and the credibility associated with a series of successful high impact campaigns.

This is our first attempt to present the indicative cost to establish LegaSea if we were to start from scratch today.

WORKSTREAM	DESCRIPTION	TOTAL
Advocacy	Campaigns including Save our Snapper, Hands off our Marlin, Timeout for Tarakihi, I Fish I Care I Vote	500,000
	Fisheries Management – Over 60 relevant engagement/participation meetings per annum and submissions	2,000,000
	Rescue Fish	1,000,000
	The Kahawai Legal Challenge	1,200,000
Research	NZMRF – What's Fishing Worth	400,000
Education	1. FishCare	175,000
	2. Kai Ika	200,000
	3. Eye on Nature	25,000
Brand/s	LegaSea, FishCare, Kai Ika	250,000
Database	1. The LegaSea Supporter Database – 65,000 people	750,000
	2. Social Media – 50,000 people	250,000
Sponsor	Development and relationships – Partners, Building Works	500,000
Events	Attendances and invitations to exhibit. Personally engaged with 100,000 people at events	500,000
Alignment	1. Hokianga Accord	200,000
	2. Relationships with aligned organisations	1,000,000
	3. Networking with government departments and stakeholders	125,000
Fundraising ability	1. Partners – valued at a cap rate of 10% @ \$300,000 per annum	2,000,000
	2. Future earning capacity – recurring revenue via LegaSea Legends – \$140,000 per annum	1,500,000
TOTAL		\$12,500,000

Financial transparency

LEGASEA INCOME AND EXPENDITURE – OCTOBER 2022

	2014	2015	2016	2017
INCOME	ACTUAL	ACTUAL	ACTUAL	ACTUAL
Donations – Legends, public and unaffiliated clubs	55,074	59,222	96,014	104,119
Establishment donations	88,404	266,104		
Platinum and Gold partner	126,406	100,900	118,069	95,500
Building LegaSea and LegaSea Works	0	58,851	86,023	10,676
Grants received	40,000	0	143,848	215,900
Merchandise income	40,287	21,467	39,267	32,376
Other income	281	28,426	82,448	12,957
Total Income	350,453	534,970	565,669	471,528
EXPENDITURE				
Donations to NZSFC and LegaSea Hawkes Bay	55,074	59,222	96,014	104,119
Public Outreach	93,672	167,303	231,056	260,517
Fundraising	70,605	212,250	145,584	92,122
Governance, strategy and planning	9,428	20,646	24,835	53,031
Administration	24,257	44,103	56,172	87,125
Campaigns	110,625	48,361	14,361	49,731
Total Expenditure	363,663	551,886	568,027	646,645
Surplus/Defecit	(13,210)	(16,915)	(2,358)	(175,116)
LegaSea Balance Sheet items				
Capital	100	100	100	100
Total equity	(15,853)	(32,768)	(35,126)	(210,243)
Loans from Scott – year end balance	40,000	60,000	60,000	240,000
Notes				
1. Grants received from 2021/22/23 do not include Kai Ika grants. Kai Ika is to be separate cost centre from 2021 onwards.				

	2018	2019	2020	7 years	2021	2022	3 Year Plan
ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL
	124,218	144,900	137,644	721,191	160,000	135,225	540,000
							0
	170,792	154,657	184,061	950,385	140,000	200,441	540,000
	32,059	31,361	38,517	257,487	40,000	40,176	170,000
	532,250	438,905	559,569	1,930,472	400,000	668,377	1,400,000
	33,348	44,583	36,457	247,785	30,000	16,205	90,000
	124,318	15,032	13,280	276,743	50,000	8,333	110,002
	1,016,985	829,438	969,528	4,738,571	820,000	1,068,757	2,850,000
	124,218	144,900	137,644	721,191	160,000	135,225	540,000
	582,640	198,658	182,667	1,716,513	160,000	226,994	540,000
	118,593	81,565	95,348	816,067	150,000	83,326	520,000
	78,629	58,044	85,351	329,965	50,000	99,548	150,000
	71,707	93,649	103,110	480,124	80,000	100,930	270,000
	42,481	346,819	403,065	1,015,449	200,000	353,333	630,000
	1,018,268	923,635	1,007,185	5,079,308	800,000	999,356	2,650,000
	(1,283)	(94,197)	(37,657)	(340,736)	20,000	69,401	200,000
	100	100	100	100	100	100	
	(211,525)	(305,722)	(337,046)	(337,046)	(234,689)	(165,287)	
	270,000	350,000	410,000	410,000	255,000	255,000	

What's next for LegaSea

Over time it has become increasingly obvious that fisheries management is failing us, our fishing interests, and the public's broader interests in a productive marine environment. This is evidenced by the upsurge in regional initiatives to use the Resource Management Act (RMA) to control fishing activity in coastal waters. The Fisheries Act has been subsumed by the Environment Court's rulings and regional council's willingness to impose controls within the Territorial Sea, within 12 nautical miles of the coast.

LegaSea will continue to work alongside the New Zealand Sport Fishing Council's fisheries management team to ensure the public is kept abreast of developments. Communications will be developed to keep members and supporters informed. More importantly, support will be provided to educate the public, and give them an opportunity to make a difference or have their say.

1. CAMPAIGNS

Historically, campaigns have been short, focused and time sensitive public awareness initiatives which have been reactive to proposals made by Fisheries New Zealand. LegaSea will continue to campaign for sensible decision making on affected species to ensure abundant fish populations and a healthy marine environment.

2. PROJECTS

Our longer term initiatives are designed to inspire behavioural and systemic change. The objective is to generate maximum economic, social and cultural value from the utilisation of our natural resources.

FISHCARE – A new partnership with New Zealand Fishing News and fishing personalities is being established to present elements of improved behaviour by people who command respect and attention from the public. Future opportunities include the rollout of a voluntary charter boat code of conduct and the design and implementation of an NCEA accredited education module for year 9 students.

KAI IKA – *He kai te rongoa he rongoa te kai* – Let your food be your medicine, your medicine be your food. Building on the successful structures at the Outboard Boating Club of Auckland and the Papatūānuku Kōkiri Marae, we have designed a purpose-built trailer now based at Westhaven Marina, the largest catchment of recreational fishing boats in New Zealand. The additional volume of fish and public connection will put more food into the community. It will also allow for an added value proposition to include packaging/labelling, smoking/curing services and knife sharpening. This will help move Kai ika into a self funding model and open the way for expansion into other regions. Kai ika will also begin to develop education modules in maximum utilisation to achieve broader waste reduction.

RESCUE FISH – An alternative to the Quota Management System that would result in improved fisheries management and the restoration of abundance in our inshore fisheries. Rescue Fish is our pathway and will continue to be promoted as a viable policy alternative to the existing framework.

3. HUMAN RESOURCES


Keeping our experienced team intact is critical. Capacity to expand the team to improve efficiencies in sponsorship and project expansion will be sought. LegaSea Hawkes Bay will continue to be supported to build on its regional success. We will determine what is required to give our established volunteer base more resources and activity potential.

4. COMMUNICATIONS AND MEDIA

Improvements in our PR and digital footprint are on the cusp and with some additional funding we can produce more informative video content to support our projects and campaigns. The ability to consider some paid advertising into targeted areas will give us greater traction.

5. FUNDRAISING AND INVESTMENT

This prospectus summarises our development to date and provides a level of security for Sponsors, trusts and philanthropic investment. The journey to success in rebuilding our marine ecosystem for social, economic and cultural good is within reach. Securing a number of large donors to help us will fast track our success.



“It’s clearly time to evolve our fisheries management system because it’s not serving the people of New Zealand”

MANDY KUPENGA
GET YOUR FISH ON

**“Only a crisis
– actual or
perceived –
produces real
change”**

MILTON FRIEDMAN

To discuss what a partnership with LegaSea could look like please contact our Partnerships and Fundraising Team

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