

LegaSea Accountability Report

SEPTEMBER – DECEMBER 2022



Introduction

LegaSea was established by the New Zealand Sport Fishing Council in 2012. The Council is the largest representative organisation of recreational fishers in the country. LegaSea's role is to engage the public and raise awareness of the issues affecting our coastal fisheries. We are striving to gain the confidence and support of organisations, brands and individuals throughout New Zealand.

Public Awareness

Communications

It's been a busy period for the communications team. We've been pushing hard to keep people engaged in issues like the Fisheries Amendment Bill, the future of the Hauraki Gulf and Kaikōura pāua. These have all involved asking people to make submissions to make sure recreational fishers are not ignored.

As usual we have been sending regular newsletters – 4 over the period, which you can see [here](#). We have also been sending partner promotions, including Black Friday and Christmas promotions.

Monthly updates for the New Zealand Fishing News, The Adventurer and Outboarder have continued. Most of these are then published on the LegaSea website [here](#).

Campaigns

FISHERIES AMENDMENT BILL

In November 2022, the Government progressed with implementing aspects of the Fisheries Amendment Bill that contribute positively to the sustainability of our fish species, such supporting legislation for cameras on vessels.

Last year the Government released the Fisheries Amendment Bill seeking legislative changes to enable the rollout of cameras aboard commercial fishing vessels. Later, we realised some clauses included in the Bill had nothing to do with managing commercial fishing and instead involved changes which would mean fisheries management decisions end up only using industry supplied data, with no regard to sustainability of fish populations.

Our team reacted strongly, submitting a comprehensive response asking the Primary Production Select Committee either to reject the Bill or split the Bill into two parts to progress camera installation and allow for wider public consultation on the aspects of sustainability, pre-set decisions and proportional allocation. Through a public campaign, 6400 people submitted in support of this action.

Then in September 2022, Oceans and Fisheries Minister David Parker announced he would progress the part of the Fisheries Amendment Bill that enables monitoring cameras aboard commercial fishing vessels and also remove the provisions in the Bill that threatened the sustainability of fish populations.

We fought tooth and nail for more fish in the water and we are pleased with the result. Thank you everyone who showed your support and made a submission.

HAURAKI GULF CAMPAIGN

The NZ Sport Fishing Council response to the Government's Revitalising the Gulf proposal has been continually hamstrung by Fisheries New Zealand and the Department of Conservation.

The Hauraki Gulf Fisheries Plan (HGFP), originally scheduled to go out for public consultation in April 2022 has just been released, with feedback due by 3 March. This has meant the public, collaborative campaign to remove bottom trawling and scallop dredging from Hauraki Gulf Marine Park, set up under the Hauraki Gulf Alliance, has not yet reached top gear.

We kicked off the campaign in August 2022 with the petition on the new website haurakigulfalliance.nz. This was promoted with emails to our database, digital billboards (thanks to new Gold Partner Lumo) and digital advertising (thanks to new Gold Partner Smart Media and MetService). We have also had great support from Kelly Tarlton's who have generously allowed us to set up a stand there.



So far we have generated almost 15,000 signatures, with another 5000 from other groups in the Alliance.

Due to the delayed release of the plan we paused our media, saving our budget and momentum. We are now ready and able to kickstart this campaign. This will run for two months.

At this point we will look to restart the campaign using various tactics to drive public awareness, petition signatures and public submissions on the plan. Our Alliance partners are still very supportive of the campaign.

While the plan was being stalled, the Department of Conservation (DOC) released their proposal for marine protection in the Hauraki Gulf. This includes the establishment of 12 High Protection Areas, 5 Seafloor Protection Areas and 2 protected areas around the Hauraki Gulf Marine Park.

The NZ Sport Fishing Council decided not to submit on the proposal, preferring to wait for the plan to be released. They did make a submission that criticised the process and the lack of integration between the two plans.

LegaSea, under NZSFC direction, ran a short campaign to generate public submissions on the plan. 1560 public submission were made through the LegaSea submission form. 80 of these supported the DOC plan, with the rest supporting the LegaSea/NZSFC stance.

Supporter Engagement

Volunteering

The full calendar of events is a clear sign that we have made it out to the other side of Covid-19. It's been great to be back in full force and we have been working hard to figure out ways to get volunteers involved more often.

Our group of volunteers went back to Paihia with NIWA, Ngāti Kuta and Blue Water Marine Research for part two of the snapper catch and release mortality study. So do snapper survive when we throw them back? The final report should be published in mid-2023. For a full overview and some awesome footage, [click here](#).

To support the Hauraki Gulf Alliance campaign we have set up a semi-permanent campaign stand at Kelly Tarltons to continue raising awareness around bottom contact fishing methods within the Hauraki Gulf Marine Park. Our volunteers have been an integral part of the support engagement in this space and will maintain their presence at this stand over the summer holidays.



NIWA trip in the Bay of Islands.



Hauraki Gulf Alliance stand at Kelly Tarltons.

We are all about ensuring abundant fisheries in New Zealand but we also need to make sure the fish have a healthy environment. We teamed up with Sea Cleaners for our first dive clean up in Mansion House Bay, Kawau Island. It was a successful day for our volunteer divers and although finding no rubbish would've been a better outcome, we managed to retrieve around two cubic metres of litter from the bay.

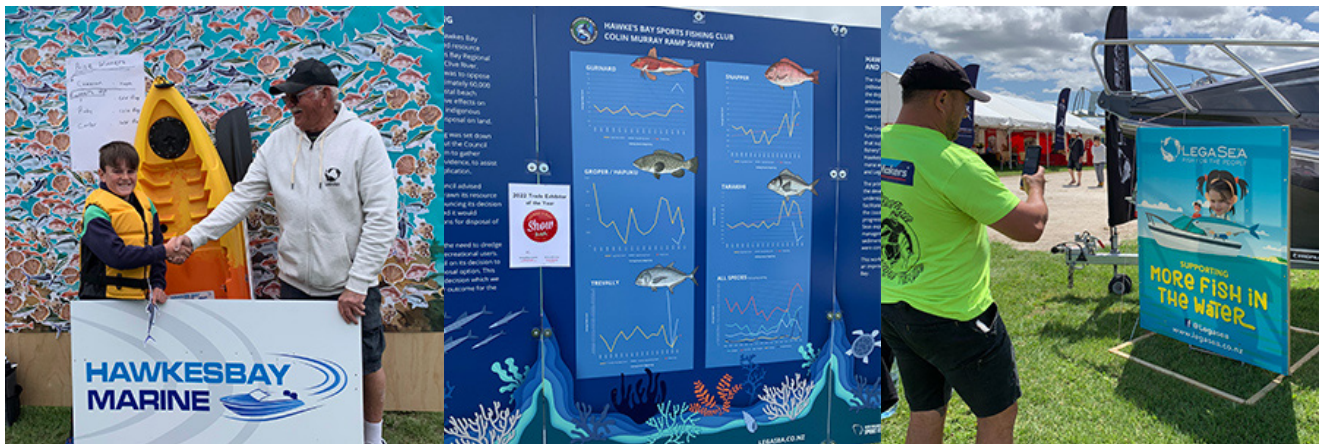


Sea Cleaners working in Mansion House Bay.

Events

HAWKES BAY A & P SHOW

It was great to be back at the Hawkes Bay A & P show after a few disruptive years of Covid. Always a good community turnout at such a well-established event.



Initiatives

Hī Ika

Following the success from our collaboration with Turkish Bread Ltd where we distributed over 2,000,000 collectable Hī Ika cards throughout their pizza base packs, we had significant requests to create Hī Ika packs with the full 56 cards, and we did just that! We have had an incredibly positive response following this with over 170 packs sold since November 2022, and both young and old are enjoying learning about New Zealand's coastal marine species.



To purchase a pack visit the [LegaSea online store](#).

Here is some of the feedback about Hī Ika:

"I purchased these for our residents in both Rest Home and our dementia care wing. They have loved identifying and discussing fish which brought back fond memories"

Cheryl – Rest home worker, KeriKeri

"They are a fantastic resource. With te reo Maori and English names we have been busy learning the names of Aotearoa NZ fish species."

Ziggy – Teacher, Papamoa

The Kai Ika Project

Innovation and growth has been a big focus for The Kai Ika Project as of late. Thanks to a hardworking team and a growing number of people supporting the cause.

While Covid disruptions are decreasing, the cost of living crisis has resulted in ongoing uncertainty for families around the country. The result being an exponential increase of requests for kai moana. We've now distributed over **300,000kg** of kaimoana to appreciative families and communities.

We were blessed with a visit from Governor-General Dame Cindy Kiro, who visited Papatūānuku Kōkiri Marae and the Kai Ika Project to learn more about our waste minimisation efforts. Even the rain didn't dampen the event, and we were extremely grateful for the opportunity to showcase our mahi.

To keep up with increasing demand, our Auckland based [Westhaven Z Pier site](#) has been operating seven days a week and we also have a number of events booked for our new events trailer. The increased income generated from our filleting service has allowed us to invest in people. We've employed an additional full time filleter and a few part timers to help manage the increased workload.

300,000

kg since the inception of
The Kai Ika Project

42,000

kg for the quarter
September to December

2 million

Hī Ika Cards distributed
through Turkish Bread
Pizza packs



Fundraising

Grants

SUCCESSFUL GRANTS

1. Lotteries Community grant \$70,000
2. NZ Marine Research Foundation \$18,170 for Artificial Reef investigation
3. NZ Marine Research Foundation \$12,500 for attendance at the World Recreational Fishing Conference.

GRANTS IN PROGRESS

1. Auckland Climate Grant: Strategic Round
2. Auckland Council Waste Minimisation Fund
3. Puta Ora Food Security Fund

Donations

Legends are holding steady. Event donations totalled \$6394 from 3 events, the largest from the Property Brokers Golf day but also includes the James Group Gold Day and Certified Builders Golf Day. Public donations reached \$3352. Unaffiliated club donations were boosted by \$5000 from the Waikawau Boat Ramp Society. The Affiliated Club donations are down.

Fisheries Management update

Submissions update

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

1. Hauraki Gulf Marine Protected Areas – we submitted against marine protection proposals for 19 areas of the Hauraki Gulf Marine Park and currently await a decision.
2. Northland Area Closures – we supported a prohibition on bottom trawling and Danish seining along the northeast coastline from the Bay of Islands down to Mimiwhangata, applied under Section 11 of the Fisheries Act 1996. We currently await a decision.
3. Habitats of particular significance for fisheries management – we expressed concern that the scope of the project was too narrow, consideration was needed for the long term impacts of fishing on the benthic environment.

4. Fiordland Marine Area recreational spatial and bag limits review – we submitted against the majority of the proposals and await a decision.
5. Southern pāua fisheries plan – we supported the objectives of the plan, but not some of the controls outlined. No decision yet.
6. Kaikōura pāua reopening – we supported the reopening of the Kaikōura coastline to pāua, shellfish and seaweed harvest for the current fishing year. The fishery will reopen for recreational harvesting for 2 months from 15 April.
7. Umupuia further temporary closure – we submitted in support and the Minister approved the closure now in place for two years.
8. Waimārama further temporary closure – we submitted in support, and the Minister approved the closure now in place for two years.
9. Taranaki temporary closure – we submitted in partial support and the Minister approved of the closure now in place for two years.

Important decisions have been made around the sustainability of fish species. The Minister has placed an emergency interim closure on the last commercially-viable scallop beds in the Coromandel fishery, meaning there is currently no commercial scallop fishing in New Zealand. Hāpuku and bass recreational rule changes are now in place northern and central New Zealand. And along the Bay of Islands coastline, the further temporary closure to take of all marine life rolls over in Maunganui Bay.

From October 2022, the Total Allowable Catch for eastern tarakihi has decreased. The intention is to rebuild the stock to 40% of its original, unfished level by 2037. Commercial catch allocations increased for snapper and gurnard, and decreased for blue cod, off the west coast of the South Island, and commercial catch allocations increased for gurnard off east coast South Island and Southland.

Partnerships

Partnerships update

LegaSea partners have been busy hosting events and raising valuable funds on our behalf. The most notable was Bayleys putting on their 'Bayleys Fishing Classic' competition, for the first time in several years. On top of making sustainable changes to the competition itself, such as going from weight-based to measure-only fish being entered, an auction to raise money for our mahi was also held. The competition and auction were a huge success, with our highest bidding auction item being prolific fisher Matt Watson offering himself as crew on your fishing trip, making \$15,000 for LegaSea. All up, around \$60,000 was raised for LegaSea and participants enjoyed a fantastic couple days of fishing for a good cause.

Early September we were able to present to Indi Weaver of Whangarei one of the Hī Ika prize packs including \$500 worth of fishing gear. Indi is a 6-year-old from Kamo. He and his parents met us at the Northland Rugby Headquarters where he had lunch

with the Northland team who presented him the prize and a signed Northland Taniwha Rugby jersey.

Some highlights also were the donations from Pataua Fishing Club where all \$3425 proceeds from their fishing club was donated to LegaSea.

Property Brokers Whangarei put on a Charity Golf Day at Sherwood Park where all proceeds went to LegaSea. Many businesses in Whangarei contributed to the prize table and have all been personally thanked.

BARKERS

Barkers continues to deliver outstanding LegaSea apparel – this summer featuring 35 items from artist-designed shirts to UV hoodies. And, the 2022-23 summer period saw [Barkers](#) take the full LegaSea apparel range into their stores nationally with outstanding success. Thousands of garments have already been sold, backed up by generous production of LegaSea in-house t-shirts.

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

PLATINUM

Bayleys, Trev Terry and Lotto.

GOLD

Makita, Gerard Roofs, Skipperi, Bobby Stafford-Bush Foundation, Foundation North, Mighty, Property Brokers Ltd

Our Partners are our lifeblood

They help us with funding, communication, social engagement, materials support and motivation.

Their commitment here demonstrates a real commitment to the people of New Zealand, Restoring our inshore fisheries to an abundant level is now a shared vision.

Please contact us if you wish to join our growing list of outstanding contributors.



The Northland Taniwha Rugby jersey.



One of the new LegaSea Barkers designs in action.

PLATINUM



BARKERS



GOLD





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.

Our Projects Renovations +
New Builds
Narellan Pools
Hayes Builders
Martin & Riggall Engineering
Apex Roof 'n' Clad Ltd
Blacklock Rose Ltd
RCC Construction
DB & JF Holdings Ltd
Aotea Electric Auckland
Gateway Investments
Econode
My Guy
Centroform Ltd

AJ Gidlow Engineering
Synthetic Technologies
Development Construction
ALLTRANZ Ltd
Buildit NZ
Greenfingers Growing Mixes
Ltd
Vantage Windows North
Shore
Easy Energy Ltd
Strait Construction Ltd
Sansom Construction
Arthurs Emporium
Bayleaf Organics Ltd

Bowling Infrastructure Group
Cert Systems Ltd
Creative Landscaping &
Design
Firman Marine
Firstflex Cables
Hubands Whangarei
Northland Parkcare Ltd
Pan Pacific Auto Electronics
Waipukurau Construction
Warwick Fabrics
Wilco Precast
Orange Door Music Video Ltd



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.

Kerry & Carol Martin
Whangarei Drycleaning
Company Ltd
Exit Films
Skye Carter Photography
Acquire
Pay Sauce
SBA Hibiscus Coast
Growth Strategies Consulting
Ltd
End 2 Pain
Fogden Builders Ltd
Browne Engineering Ltd
Afor Automation
Fiordland Charters
Okiwi Bay Holiday Park &

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

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