

Legasea Accountability Report

APRIL – JULY 2024



Image: Olivia Fraser

Introduction

During this reporting period, our team shifted its focus from the initiatives and advocacy efforts associated with LegaSea to prioritising the preparation and submission of fisheries-related documents.

This strategic pivot allowed us to concentrate our resources and expertise on addressing critical changes proposed by Fisheries New Zealand. As a result, we successfully submitted recommendations on 15 proposals, each prepared and submitted within a 21-day timeframe.

This transition involved a comprehensive review and analysis of current fisheries policies, regulatory changes and potential environmental effects to ensure our submissions were well-informed and impactful.

Our commitment to timely and accurate submissions reflects our dedication to enhancing fisheries management and contributing to a healthy and abundant marine environment. For more detailed information on our past submissions check out this [link](#).

Public Awareness

Campaigns

HAURAKI GULF ALLIANCE/BOTTOM TRAWLING

Many people think that the Hauraki Gulf is just an Auckland centric conversation. In reality, the Hauraki Gulf Marine park extends all the way down the Coromandel coast, past Slipper Island to Waihi. and almost to Whangamata.



Furthermore the Marine Park is part of a much larger Fisheries Management Area 1, (from Cape Reinga to East Cape).

The reason this is so significant is that any decisions about fishing in the Hauraki Gulf Marine Park will impact the wider fisheries management area. For example, if bottom trawling is banned from the Marine Park (and catch limits aren't reduced) then this decision will simply displace fishing pressure into Northland and the Bay of Plenty. The result will be more trawling in these areas.

Obviously this is not an outcome we can condone, and the consequences of poor decisions will be felt by club members from Houhora to Gisborne. Hence the need to maintain our involvement in the Hauraki Gulf Marine Park fisheries processes. .

THE KAI IKA PROJECT: AUCKLAND

The [Kai Ika project](#) has been blessed with a sponsorship by [Auckland City Toyota](#). This has come in the form of a new Hilux double-cab hybrid ute. This incredibly generous deal includes sign-writing and vehicle maintenance. The ute is also a hybrid meaning lower fuel bills and minimises our CO2 emissions.



To help us reduce waste and single use plastic, [Sistema Plastics](#) donated reusable containers for our filleting stations. The containers are used to return filleted fish to customers, keeping us bag-free and generating revenue through their sale.

For the first time, The Kai Ika Project had its own stand at the Hutchwilco Boat Show, another generous donation from XPO. We offered smoked snapper roe and wings on crackers to engage the crowd. This sparked great conversations about maximum utilisation and the broader kaupapa [project]. It was inspiring to see how many people are already sharing their fish heads and frames within their communities.

The Kai Ika project was also active at various fishing competitions. We filleted at events, including the annual Piha DeepSea Fishing Club competition and Whakatane Sports Fishing Club's winter tuna tournament.

THE KAI IKA PROJECT: WELLINGTON

Chris Jupp continues his incredible mahi with the addition of four new community distributors coming on board over the period and a total of 5,570 kgs of kaimoana was distributed. In addition to this, [Dive Wellington](#) provided their second load of 200 kina that were shared as part of the Naenae distributions.

We attended filleting events at various competitions, including those at the Kapiti Boating Club and Wellington Surfcasting and Angling Club.



Kai Ika Wellington in action

A key grant was obtained through Wellington City Council organic waste diversion fund totalling \$25,000. This funding will bolster our operations in Wellington and enable us to continue our work along with the support of our growing list of generous commercial partners, including Gold Partner [Silk](#) who are providing in-kind signage and vehicle signwriting, and Kapiti Rotary who committed \$5,000 for the purchase of a caged trailer to support can collections.

Wellington Kai Ika was also featured in a Podcast 'Catch On' which was produced by Xanthe, an intern for the prime minister's chief science advisor. Listen [here](#).

CANS FOR KAI

The [Cans for Kai](#) initiative continues to gain momentum with the addition of new suppliers, including Electric Kiwi, Ando Insurance, Ubernaught, Brothers, Garage Project and Behemoth Breweries. Sulo has offered to supply wheelie bins at cost these are now being rolled out to bars and breweries around Auckland and Wellington cities.



In collaboration with Farro Fresh we have installed community drop-off hubs at three central Farro locations with more to follow after a successful trail. To date, we have recycled 2500 kg of aluminium cans helping to reduce waste while power the project.

We cannot stress enough how vital our partners are - we have been carried here on the shoulders of giants. We couldn't do it without all of the incredible support we continue to enjoy.

FISH CARE / CHARTER BOAT CONDUCT

Our FishCare charter boat code of conduct has proven to be a good tool for consolidating like-minded charter companies who are all encouraging their clients to adjust their fishing behaviour. Each time we onboard another charter company, the group of advocates who have a desire to help educate fishers about our FishCare programme and how they can reduce their impact on the environment grows. To date, we have 28 charter companies who are following our code of conduct. Through these partners we can talk to thousands of non-commercial fishers every year.



Supporter Engagement

Volunteering

A huge thank you to all of our volunteers who volunteered their time to support the team at the Hutchwilco Boat Show. This year we had three exhibits set up so the extra hands and fresh energy was massively appreciated. Over the four Show days plus some help with preparation leading up to the Show our volunteers contributed over 80 hours of in-kind effort.

Events

THE HUTCHWILCO BOAT SHOW

Overall it was a successful event in terms of - public engagement, fundraising and networking.

We had a lot going on at this boat show which was initiated by both us and [XPO](#) (new Boat Show organisers) as they wanted more of LegaSea to help us increase our exposure whilst boosting their ESG (sustainability) focus of the event.

On the LegaSea stand we listed five of the top issues that our fishery faces and encouraged people to let us know which resonates with them most. From this we:

1. Engaged with **2375** people through our giveaway activation. **1800** of which were new subscribers.
2. It appears the Bottom Trawling issue was what resonated with most people, although everyone was quite outraged by the amount of baitfish being extracted for export.



Fish filleting demonstration with Dave Ahoia

3. **Filleting Seminars** – Dave and Dallas ran daily fish filleting seminars, this was well received. We also recorded it and will be posted on our social media pages as well as put it up on the Kai Ika website.
4. **Exhibitor Auction**
 - What is usually a fundraiser for Coastguard transitioned to a fundraiser for LegaSea off the back of XPO wanting to do more with us. We put together six auction items, generously provided by our partners. In total we raised **\$8,400**.
 - Thanks to this initiative for the first time ever we broke even at a boat show. We normally budget a \$10,000 deficit but thanks to the exhibitors and Xpo we got to focus on our core responsibility of raising public awareness.
5. **Kōparepare Wine** – We managed to secure an exclusive deal with the Bar to only have Kōparepare as their wine offering.
6. **Volunteers** – We were fortunate to have many volunteers help throughout the event, particularly at the Kai Ika stand preparing smoked fish on crackers. We accumulated a total of 68 volunteer hours over the four days, thanks to Sydney for coordinating.

Overall with the generosity of Xpo, our partners, the exhibitors and the volunteers we managed to maintain a strong presence at the show. Knowledge of the LegaSea brand continues to grow and this year was no different. A huge thanks to everyone involved for making it possible.

Partner Events

100% KOPAREPARE WINE

Through our recent 100% campaign with Whitehaven Wines we were able to raise over \$20,000 for LegaSea through the sale of [Koparepare wine](#). Thanks to a lot of our supporters this was over 97 cases of wine sold in the 5 days.

If you are in the market for wine please consider purchasing Koparepare wine, they donate to LegaSea for every bottle sold.

LegaSea Fundraising

Grants

The regional councils continue to be generous in their support of The Kai Ika Project. Wellington City Council has just invested \$25,000. Previously Auckland City Council has been supportive. Both of these will help us cover The Kai Ika Projects operational costs, Cans for Kai establishment and the development of Free Fish Heads.

Woolworth - Food for Good awarded \$20,000 towards the organisation and management of Hilton Foods fish heads and frames distribution costs.

Donations

Despite the rising cost of living, we remain optimistic about the future and the support we receive from the public. Although this crisis may lead to lower-than-usual public donations this year, we are determined to continue our vital work. Rest assured, the four essential pillars of our organisation - Advocacy, Research, Education, and Alignment – will be upheld thanks to the unwavering commitment of our Partners, supporters and dedicated team at LegaSea.

We believe in the power of collective effort and remain grateful for the ongoing support of our generous donors. Together, we can make a lasting difference in our mission to restore marine abundance and secure a fair go for Kiwis. We do this by supporting the advocacy work of the New Zealand Sport Fishing Council and LegaSea's public fundraising.

Fisheries Management update

The last three months have been a busy period in the Fisheries Management space. We have supported the New Zealand Sport Fishing Council Fisheries Management Standing Committee in a range of submissions and worked with the team to communicate Fisheries New Zealand's proposals and any Ministerial decisions to the public through newsletters and on social media.

Submissions

Since April we have submitted 23 submissions. Submissions have covered a range of proposals including, the [Fast Track Approvals Bill](#), the Waikato Regional Coastal Plan, temporary closures and management changes to 16 fish stocks.

1. We submitted in opposition of the Fast track Approvals Bill. The Bill places powers in the hands of development Ministers, allowing them to approve infrastructure or projects without public participation and considering the wider marine environment.

2. To reduce the extent of kina barrens, Fisheries NZ proposed changes to increase the recreational daily limit for kina along the east coast of the North Island and proposed a new special permit to allow culling or removal of kina from kina barrens. The Minister supported the new special permit and increased the recreational limit to 150 kina per day. [We supported](#) the implementation of a special permit and a modest increase to the daily bag limit.
3. We submitted in support of three requests for temporary Section 186A closures. Closure requests included: harvest of mussels in [Ōhiwa Harbour](#), harvest of select shellfish species in three areas around the [Hauraki Gulf](#), and an extension of the scallop closure in [East Coromandel](#).
4. The October Sustainability Round came with 20 proposals from Fisheries NZ and a request for all submissions to be returned in 21 days. With limited time we had to prioritise and were not able to submit on all proposals. We pushed through and submitted on a whopping 15 fish stocks. A line-up of the species and submission details are available [here](#).

Cameras on boats

A [report](#) released by MPI revealed the truth of fish wastage exposed by cameras on commercial fishing boats. The statistics show the volume of fish discarded is 46% more than previously reported. Alongside 3.5 times more albatross interactions and 6.8 times more dolphin captures caught on cameras compared to previous reports. We will continue to submit in support of cameras on all commercial vessels and keep the public informed on new information.

Recreational Fisher Self Reporting

Commercial interests continue to push for greater controls and monitoring of recreational harvest, advocating that recreational fishers need to self-report their catch. The calls for recreational fishers to use a phone app to report their catch is a distraction. We summarised the obstacles of self-reporting [here](#).



Partnerships

Partnerships update

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

NEW PLATINUM PARTNERS

[Auckland City Toyota](#), [Rutherford & Bond Toyota](#) and [King Toyota](#) and [Top Catch](#)

NEW GOLD PARTNERS

[Kingi](#), [Sea Stuff](#), [Lifefirst](#) and [Southern Baits](#).

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

Our Partners are our lifeblood

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

LegaSea Hawkes Bay

LegaSea Hawkes Bay – Sinking Ship

We're creating another artificial reef in Napier - this one from an old decommissioned trawler called Twofold Bay. After the lengthy process of pre-planning, council approvals, prep work and decontamination of the vessel the LegaSea Hawkes Bay Team are almost ready to send the ship to its final resting place.

The submerged trawler will provide a new habitat for marine life, acting as a refuge and breeding ground for various species which contributes to increased biodiversity in the area.

With the addition of "reef cones", we would expect to see all kinds of marine life make this location their new home, just like they have at our other artificial reef northeast of Pania Reef.

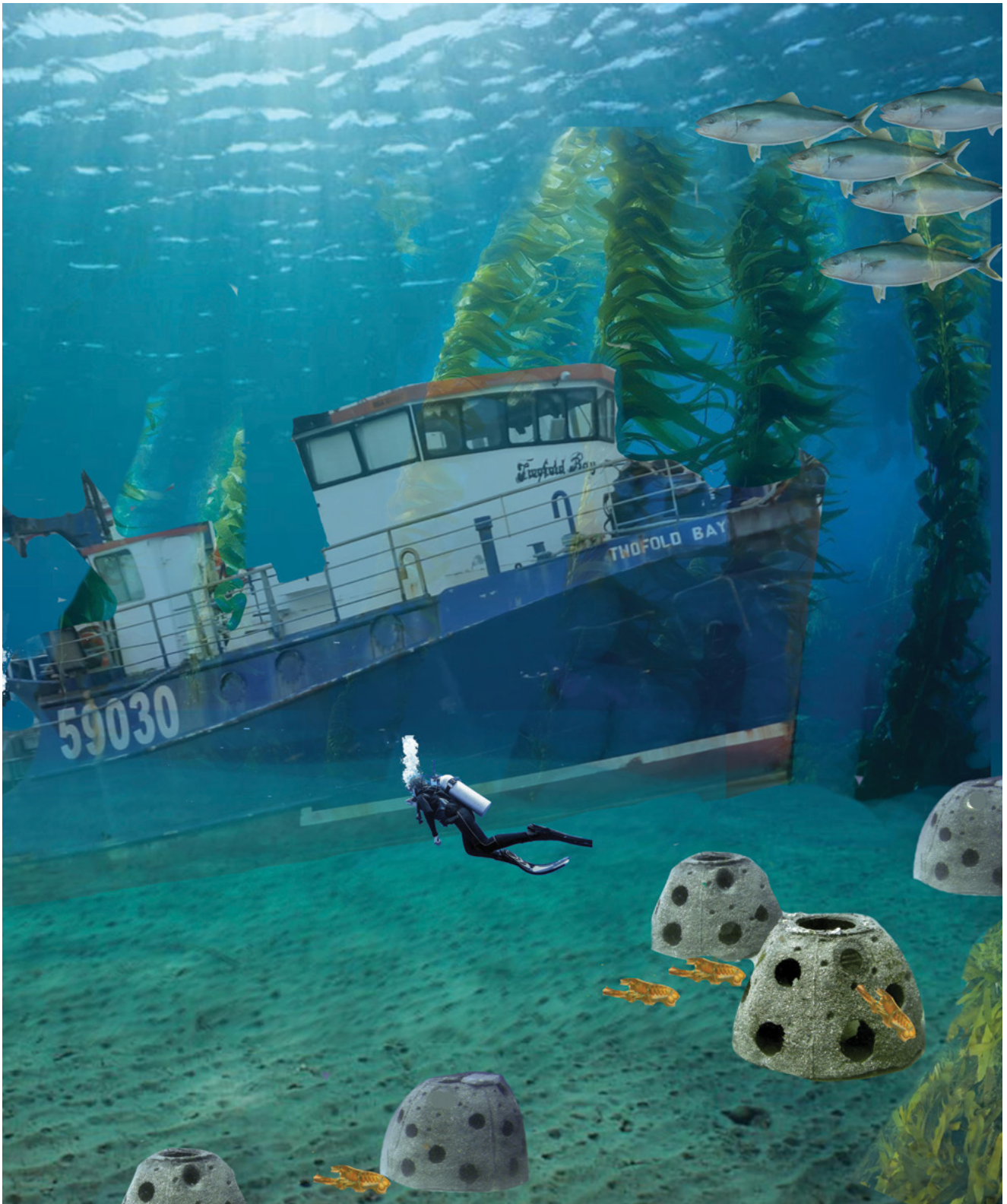
INVESTMENT REQUIRED:

1. \$100,000 to sink the ship
2. \$3k to install a reef cone



SPONSOR A REEF CONE

If you want to sponsor a Reef Cone please [get in touch](#). \$3,000 per reef cone (only 12 available).



PLATINUM



GOLD





**BUILDING
LEGASEA**

LEGASEA SPONSOR/ BUILDING LEGASEA

The building industry of New Zealand 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.

RALH Construction Limited	Martin & Riggall Engineering	Easy Energy Ltd
Avoca Group	Apex Roof 'n' Clad Ltd	Strait Construction Ltd
Robinson Asphalts	Blacklock Rose Ltd	Sansom Construction
Sulis Hot Tubs	RCC Construction	Arthurs Emporium
WashCo	DB & JF Holdings Ltd	Bayleaf Organics Ltd
Ziggy's Glass	Aotea Electric Auckland	Cert Systems Ltd
Waimea Orchard Ltd	Gateway Investments	Creative Landscaping & Design
Matakana Marine	Econode	Firstflex Cables
Deejannie Ltd	My Guy	Hubands Whangarei
Aqua designs	Centroform Ltd	Northland Parkcare Ltd
Busck Prestressed concrete	AJ Gidlow Engineering	Pan Pacific Auto Electronics
The Dream Trust	Synthetic Technologies	Waipukurau Construction
Blackdog cat	Development Construction	Warwick Fabrics
Our Projects Renovations + New Builds	Greenfingers Growing Mixes Ltd	Wilco Precast
Hayes Builders	Vantage Windows North Shore	Orange Door Music Video Ltd



LEGASEA WORKS

LegaSea Works is our entry level business sponsorship allowing any business large or small to show their support and receive recognition. LegaSea Works is priced at \$500 plus GST per annum with an automatic renewal, it is a simple way for a business to invest in the future health of New Zealand's fisheries for the benefit of their customers and community.

Fantail and Turtle Garden Bar and Eatery	Services	Topcat Bobcat Excavations
Auto Super Shoppe Albany	Blueprint Consulting Engineers	Reel Kitchens Ltd
Waipa Bricklayers	GT Marine	Peter Campbell
Whangarei Drycleaning Company Ltd	Adtrailer	A2Z Translate
Waiheke Truck Services	Narellan Pools	BBS Timbers Ltd
Rogers Boat shop	Kerry & Carol Martin	Consilium Residential
Liquorland Snells Beach	Exit Films	Decoro Fishing Supplies
LCP Management Services	Skye Carter Photography	Davey Painters Ltd
Kitchen inspirations	Acquire	Ecoefficient Solutions Nz Limited
Kahu Ridge	Pay Sauce	Fishing Boats NZ Ltd
John Peterson Northland Financial Holdings	SBA Hibiscus Coast	Golden Mile Fruitpackers Ltd
Height 4 Hire	Growth Strategies Consulting Ltd	Lambly Builders Whangarei
Coast residential – Tim Scott	Browne Engineering Ltd	Martin & Riggall Engineering
Burkhart Farm Equipment	Fiordland Charters	Parkit Management
BRUCE HOWARD Carpentry	Okiwi Bay Holiday Park & Lodge	Sea Y Limited
		The Boat Shed & Autos
		True Kit Inflatables