

LegaSea Accountability Report

APRIL – JULY 2026



Image: Kathryn McLachlan

Introduction

The past couple of months have been massive for our team. After launching an extensive public awareness campaign opposing the Fisheries Amendment Bill, the Bill has been put on ice. This means it won't pass this Parliamentary term.

Integral to the campaign was the 33,000 Kiwis who used our online submission form to oppose the Bill. This is a significant win for the future of our fisheries and a clear reminder of the power of the public voice.

The fight for abundance never sleeps. We supported the New Zealand Sport Fishing Council responding to twelve proposals for changes to catch limits and bag limit reductions for fish stocks nationwide.

Public awareness remains at the heart of our efforts. We continue to engage, educate and inform New Zealanders on issues impacting our coastal fisheries. Encouraging them to make their voice heard.

As we gear up for the November 7 election, we are spearheading engagement with political parties and MP's to discuss policies that will contribute to restoring abundance. I Fish. I Care. I Vote.

Public Awareness



HUTCHWILCO BOAT SHOW

Over four sunny days in May, LegaSea took its biggest stand yet to the ASB Showgrounds for the Hutchwilco NZ Boat Show, and the fishing public showed up in force.

More than 30,000 people walked through the doors across the weekend, and 3,900 stopped at our stand in the Education and Safety zone to scan in. By the time the doors closed on Sunday, we'd signed up 2,800 new subscribers, a direct line into the fight for our fisheries.

This year the stand had one job: make the Fisheries Amendment Bill impossible to ignore. Our bold **KILL THE BILL!** backdrop became the centrepiece, and every visitor who scanned their ticket added a fish sticker to the letters, literally building our opposition to the Bill one supporter at a time. What could have been a static display became a wall the public built and it was gratifying to see how many already knew who LegaSea was, and why the Bill needed to go.

The resource wall did its own work too, using maps and graphics to walk visitors through the state of New Zealand's fish stocks and closures, turning a five-minute conversation into a lasting understanding of why fisheries management matters.

Behind the stand, it took a village: eight LegaSea crew and six volunteers, contributing 250 volunteer hours over four days. NZ Sport Fishing Council President Scott Macindoe spent time on the floor, a reminder of just how closely the Council and LegaSea work side by side. We also had the ear of three sitting MPs, Cameron Luxton, Simon Court (ACT), and Grant McCallum (National), who left in no doubt that Kiwis do not want this Bill to pass.

It wasn't only advocacy; the till rang too. A modest Barkers x LegaSea merchandise stand, plus pennants and flags, brought in over \$2,000 in sales, run through a new point-of-sale system that made reporting far simpler than in previous years.

We also trialled can recycling collection points on behalf of Kai Ika, in partnership with the show's sustainability programme.

THE UPSHOT: Nearly 4,000 face-to-face conversations, 2,800 new supporters, and a stand the public helped build with their own hands. Proof that when we voice the issues people don't just listen, they act.

The Kai Ika Project & Cans for Kai

AUCKLAND

Filleting Service

The Kai Ika filleting service was paused in late April as difficult trading conditions continued. Ongoing cost-of-living and fuel price pressures have meant fewer charter boat bookings and trailer boat outings feeding the station. We were unable to retain lead filleter Dave Ahoia, who has been a great servant to the project. We wish him all the best in his new role at the North Harbour Fish Market.



Fish Distribution

After some interruptions to supply, our partnership with Woolworths and Hilton Food has delivered new species, including tarakihi and blue moki, now flowing through to our core Māngere Centre Park distributions held every Wednesday and Friday.

Kai Ika has teamed up with the New Zealand International Convention Centre (NZICC) to run a frozen fish distribution with NZICC supplying heads and frames surplus to their kitchen requirements. We have partnered with Fair Food to handle the frozen product and facilitate distribution to key community partners, including Everybody Eats, Visionwest, Ngāti Whātua Ōrākei and Auckland City Mission. The frozen product has been well received, both for use in community kitchens and for direct community distribution.

Our Kai Ika redistributor day pilot has seen strong support. This fortnightly distribution is supplied by Service Foods, with kaimoana shared to trusted community organisations who collect and distribute within their own networks. Facilitated by our partner Papatūānuku Kōkiri Marae, organisations such as Maranga Whānau, Visionwest and The Grace Foundation collect in bulk and distribute to their own communities. This allows Kai Ika to extend its reach across Auckland, by getting kaimoana to the whānau who need it most through existing networks. .

Fundraising Partnerships and Grant Funding

Barfoot and Thompson's Papakura branch committed to ongoing financial support for the project, along with two volunteers on each distribution day. Foodstuffs' Here for NZ Fund confirmed a \$10,000 grant and \$11,000 was secured through Woolworths Food Rescue Funding.

Events

Events carried momentum through winter, including a presence at Matariki Taimoana, a Matariki celebration at Silo Park, serving Kai Ika soup prepared by the Papatūānuku Kōkiri Marae kitchen alongside hot chocolate from the LegaSea coffee cart. All costs were covered by Auckland Council through event company Fresh Concept. The family event included the Vector Lights show on the Harbour Bridge, campfires and free marshmallows, and was a great night for profile and brand awareness for the project and LegaSea.



Matariki Taimoana at Silo Park

Kai Ika, in partnership with Nestlé and Papatūānuku Kōkiri Marae (PKM), ran two Kai Ika fish cake competitions at Koru School, first with five teams of children from Koru and Waatea Schools, then a repeat at PKM's Matariki Market with five adult teams. Teams were given a recipe, a cooker and tools, and one hour to make fish cakes and fruit salad and clean up afterwards, with judging covering taste, teamwork and Matariki connection. The adult version added a twist, giving contestants a table of extra ingredients to make the dish their own, which produced some real creativity. Both events were well organised by Nestlé, who provided the recipe, staff and infrastructure, offering a great prototype for how Kai Ika can get out into the community to reach rangatahi, teaching kitchen skills and introducing fish to new palates.

Cans for Kai

Cans for Kai is a community-driven initiative that collects and recycles aluminium cans to generate funding for redistributing harvested fish to communities in need.



Phoenix Recycling has been able to lift the rate it pays us for recycled aluminium cans, in line with rising global aluminium prices, meaning greater returns from the same volume collected.

Josh Chapman joined the team in June as Cans for Kai logistics facilitator on a casual contract. Josh is an Auckland based camera operator and marine storyteller with some extra capacity to bring to the role.

Click [here](#) to see a map of all the Auckland can locations.

WELLINGTON

Kaimoana Distribution

Demand for kaimoana across Wellington continued to grow, with Hutt Valley distributions more than doubling in weekly volume as word spread through social media, against a backdrop of rising fuel costs and cost of living pressure. Alongside this, the team invested in the systems behind the programme, embedding a bin exchange arrangement with Moana and progressing standard operating procedures, health and safety, and scheduling, so the programme depends less on any one person.

Cans for Kai

Cans for Kai also expanded in Wellington strongly, with new supply from event waste company With Out Waste and a growing relationship with a logistics recycling partner, plus a fresh wave of community sites signing up following social media outreach.

Supporter Engagement

Volunteering

LEGASEA

Are you passionate about protecting our oceans and marine life? LegaSea is looking for dedicated volunteers to help make a difference. Whether you're passionate about conservation, community outreach, or simply want to be part of a cause that matters, we'd love to have you on board. By volunteering with us, you'll play a key role in supporting our mission to safeguard marine ecosystems and create a lasting positive impact. [Sign up](#) today and become a part of the LegaSea family – together, we can help ensure a healthier, more sustainable future for our oceans!

COFFEE CART

After a busy run of events through summer and early autumn, the coffee cart has proven it can cover its own costs, while putting the LegaSea brand in front of a new audience. The offering will be expanded to take in more events, with a sharper focus on public engagement.

North Shore Rotary have confirmed a grant to fund coffee cart upgrades and repairs.

Recent events include the Outboard Boating Club open day, Matariki Taimoana at Silo Park serving hot chocolate to a large family crowd, and Papatūānuku Kōkiri Marae's Matariki Market.

Angie Wuthrich has come on board as a part time contractor to lead the coffee cart team.

If you are interested in having the LegaSea coffee cart at your event, reach out to benmansfield@legasea.co.nz



The LegaSea coffee cart proving popular

Social Media

Social media continues to be a key communication channel for LegaSea. Reach and engagement remained strong overall, with 650,000 views on Facebook and 300,000 views on Instagram. This was a step down from the previous period, when the Fisheries Amendment Bill consultation was drawing to a close and generating exceptional interest. A dip was expected once the consultation ended and public debate around the Bill settled.

The strength of that online engagement came through at the Hutchwilco NZ Boat Show, where the majority of the 4,000 people who visited the LegaSea stand said they had seen and engaged with our social media posts and understood the issues.

Our Facebook page now stands at over 57,000 followers, our Instagram community has grown to over 15,500 followers, and we have a growing presence on TikTok. Together, these channels put fisheries issues in front of tens of thousands of Kiwis every time we post.

The LegaSea subscriber database received a huge boost following the completion of the Fisheries Amendment Bill submission campaign. Of the 33,000 people who submitted, the majority weren't already subscribers and agreed to join the LegaSea database. LegaSea newsletters are now sent to over 85,000 people.



Fisheries Management

FISHERIES AMENDMENT BILL ON ICE

The controversial Fisheries Amendment Bill has been put on ice. In June, Shane Jones, Minister for Oceans and Fisheries, confirmed that the Bill will not be progressed by the current government.

After months of relentless public pressure and more than 33,000 submissions to Parliament's Select Committee, common sense has prevailed. For now. The Bill could still return after the election.

This win belongs to all of us. Thank you to everyone who took the time to make a submission or email their local MP. Together, we sent a clear message that our fisheries should be managed for the benefit of all New Zealanders, not just a privileged few.

Please take the time to read an executive summary of our submission on the Bill [here](#). Read the comprehensive submission [here](#).

To keep the pressure on, LegaSea and the NZSFC took our "Kill the Bill" sign to the steps of Parliament in July, calling on political parties to commit to shelving the Bill for good in the next parliamentary term. [Click here](#) to watch a short video of the experience.

While this announcement gives us some breathing room. The Bill is not dead. The fight is not over. LegaSea will continue to raise public awareness about the need for real reform, change that restores abundance and biodiversity back into our coastal waters.



OCTOBER STOCK REVIEW

Twice a year, Fisheries New Zealand's "sustainability reviews" give the public a critical opportunity to have a say on adjusting catch limits, assess fisheries management and ensure the long-term health of our coastal marine environment.

In June, Fisheries New Zealand proposed commercial catch limit changes for more than 24 fish stocks across the country. With a tight deadline of 21-working days, we had to prioritise the twelve proposals that matter most.

Tarakihi is the latest fish stock to collapse under the outdated Quota Management System. The most recent stock assessments for the east and west coast populations show that this iconic species is in serious trouble.

In the interests of conservation and a faster rebuild period, LegaSea alongside the New Zealand Sport Fishing Council, NZ Angling & Casting and NZ Underwater submitted a joint statement. We supported a reduced daily bag limit of five per person on the condition that the Minister also reduces commercial catch limits to bycatch levels only. [Read our joint tarakihi submission here.](#)

To help the public have their say, LegaSea developed an easy online submission form for tarakihi. More than 1200 people used the form to have their say by the 24 July deadline.

Catch limit reductions were also proposed for butterfish, elephantfish and pāua. You can view a full list of our 2026 submissions [here](#).

POLITICAL ENGAGEMENT

With the November election fast approaching, fisheries has become a hot commodity in the news and political campaigns. LegaSea will continue to spearhead efforts to meet and engage with various political parties and MPs to discuss policies that will contribute to restoring abundance.

LegaSea is non-partisan and will continue to inform the public on what position political parties are taking on issues impacting our coastal fisheries.

LegaSea Hawkes Bay

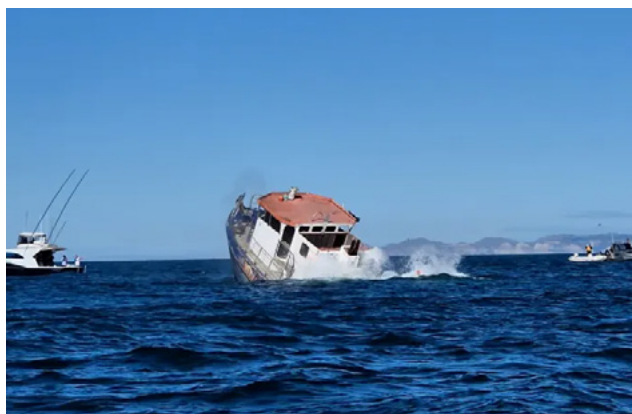
THE TWOFOLD BAY FINDS A NEW HOME ON THE SEABED

After nearly three years of planning and preparation, the ex-trawler Twofold Bay now rests on the seafloor off Napier as Hawke's Bay's newest artificial reef and dive site.

The sinking itself took only 30 minutes. Getting to that point took years including a formal blessing by Mana Whenua at West Quay, Ahuriri, before the vessel was towed out and prepared to meet the London Protocol's strict environmental standards for removing contaminants and making it safe for scuttling.



Tarakihi is the latest fish stock to collapse



Twofold Bay sunk. Image by RNZ

More than 800 volunteer hours went into that preparation. Every part of the process had to be meticulously planned, approved and carried out before the vessel could be safely sunk.

The project was driven by the Twofold Bay Charitable Trust and LegaSea Hawke's Bay, with invaluable support from Mana Ahuriri, Ngāti Parau Trust, vessel donor Rodney Green, Napier Port, local contractors, volunteers, sponsors, regulators and many others who helped get it across the line.

It's a great example of what a community can achieve behind a shared goal. Instead of ending up as scrap, the Twofold Bay has been given a second life. Over time, it will become home to marine life and create new opportunities for divers, fishers and the wider Hawke's Bay community.

To everyone who gave their time, expertise or support along the way — thank you. This is something Hawke's Bay can be proud of.

Partnerships

A key focus over recent months has been the growth of the Works Partner programme, with particular emphasis on welcoming new businesses into the network.

Since the beginning of the year, [62 new Works Partners](#) have joined, reflecting a steady increase in alignment from the business community with LegaSea's vision for restoring marine abundance. This growth strengthens the campaign's reach and visibility, while also deepening its impact through broader representation and support.

We acknowledge and welcome all new partners who have come on board during this period. Their involvement reinforces a collective commitment to improving fisheries management and advancing long-term outcomes for our marine environment.

Partners

NEW GOLD PARTNER

[Land & Sea](#)

[Key Skills Recruitment](#) joins as a partner supporting the Kai Ika Project in Wellington.

View our full list of Building and Works Partners [here](#).

We warmly welcome all partners who have joined us during this period. Their commitment strengthens a shared effort to improve fisheries management and secure lasting outcomes for our marine environment.

Our Partners are our lifeblood

Our partners' support, through resources, expertise, and shared purpose, enables us to deliver real results for people and the marine environment. Together, we're restoring abundance and ensuring our ocean legacy endures for future generations.

Please [contact us](#) if you wish to join our growing list of outstanding partners.

PLATINUM



GOLD





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.

Coresteel
Cosy Place Ventures Ltd
Avoca Group
Robinson Asphalts
Sulis Hot Tubs
Ziggy's Glass
Waimea Orchard Ltd
Matakana Marine
Deejannie Ltd
Aqua designs
Busck Prestressed concrete
Blackdog cat
Our Projects Renovations
+ New Builds

Hayes Builders
Martin & Riggall Engineering
Apex Roof 'n' Clad Ltd
DB & JF Holdings Ltd
Gateway Investments
Econode
My Guy
Centroform Ltd
AJ Gidlow Engineering
Synthetic Technologies
Development Construction
Greenfingers Growing Mixes Ltd
Vantage Windows North Shore
Easy Energy Ltd

Strait Construction Ltd
Sansom Construction
Arthurs Emporium
Bayleaf Organics Ltd
Cert Systems Ltd
Creative Landscaping & Design
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. 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.

S + G Abrasives
Worksharp Tools
Gymleader New Zealand
Tumble Landromat
Goleman Group
Citta Group
@Floors
Wilmshurst K & P
Timmo's ITM
Jarvis Plumbing & Gasworks
Jarvis Plumbing + Gasworks +
Drainage
Auckland Hydroseeding &
Contracting
Eco Adventures
MPF Engineering
Master Craft Construction
Wilkinson Environmental
Ata Retreat Ruakaka
Fitz
Aqua Plumb Auckland Wide
Maverick Management NZ Ltd
Tairua Automotive Ltd
Hard Out Holdings Ltd
Peak Safety Training
H Group
James Clarke Property
Atlantic Security (NZ) Ltd
Synapse Solutions
Mainland Fasteners Ltd
Kearna Trust
Waiheke Honey Company Ltd

Grouse Landscapes Ltd
Twin Coast Fishing & Diving Ltd
Stevenson Foundation
Magnolia Trust
Seagar & Partners
GSL
Waiheke Marine Solutions
My Washing Hub
Watts Group Investments Ltd
ENRA Holdings
Great Barrier Lodge
Bay of Islands Marina
MTF finance – Napier
Home & Decor Depot Ltd
Kelco Products Ltd
Screaming Reels
Seay Earthmovers Ltd
Southern Ventures
Roger Dickie NZ Ltd
Beyond Compliance
Speed Queen Laundry Systems
Chaytor Fences
Fluker Surveying
Aquatic Environmental
Dive Zone Whitianga
Provision Technologies
Prime Plumbing & Gas Fitting
Mineral Wines
Canoe and Kayak
Electrical Solutions
Design Steel
Crows Nest Apartments

Anglers Lodge
Laser Electrical
Speedy Signs Manukau
Kawau Bay Asset Management
Tideschart
Auto Super Shoppe Albany
Waipa Bricklayers
Rogers Boat shop
LCP Management Services
Kitchen inspirations
Kahu Ridge
Height 4 Hire
Blueprint Consulting Engineers
GT Marine
Exit Films
Acquire
Pay Sauce
SBA Hibiscus Coast
Browne Engineering Ltd
Fiordland Charters
Peter Campbell
BBS Timbers Ltd
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
The Boat Shed & Autos