



## **What's Fishing Worth? campaign**

Any day now LegaSea is expecting to see early results from the New Zealand Marine Research Foundation's project to measure the value of recreational fishing in New Zealand.

It's exciting to think that after years of debate, trials and some failures we are so close to revealing the truth around our recreational fishing industry and what we contribute to the nation's economy through taxes, growth and jobs.

Going on overseas experience we will be surprised at how much a recreationally caught fish is worth, and ultimately what having more abundant fisheries could mean for our country.

Kiwis abroad often bemoan the lack of fresh fish and yearn for what we enjoy at home. We are now seeing ex-pats arriving home with their hard-earned money to settle down and enjoy the lifestyle and kaimoana only available in Aotearoa.

The Foundation advises the research is in its final stages and the next job will be to take the results to the public and politicians, so they know how important it is to have thriving fisheries and a healthy marine environment.

Having abundant fisheries is the key to our future fishing interests and potentially our nation's next growth spurt, as tourism interest in fishing and the outdoors grows.

To achieve success we need your support. If you haven't already donated, or if you're feeling a bit of Xmas generosity, please donate again. Every dollar counts.

[www.whatsfishingworth.co.nz](http://www.whatsfishingworth.co.nz).

All donations are tax deductible because the New Zealand Marine Research Foundation is a registered charitable organisation.

## **Our other 'all blacks' – the Black petrel**

New Zealand has more types of seabirds breeding here than anywhere else in the world and some of these birds are rarer than our kiwi.

Seabirds are good indicators of what's below the surface. Deep sea anglers know that Black petrels are a good indicator that a marlin is close by.

Black petrel fish day and night. They most often fish to around six metres below the

surface but can dive much deeper.

Black petrels and other seabirds can get tangled in fishing lines, nets or snagged on hooks. Some changes in the way we fish can make a big difference to seabird survival.

To learn more please visit [www.legasea.co.nz/seabirds](http://www.legasea.co.nz/seabirds).

### **Hot Tip**

Whether you're sailing or motoring, if you see birds resting on the water go to leeward. Birds always fly off the water into the wind. Doing this simple manoeuvre will prevent many broken bones and dead birds.

### **ENDS**

Call 0800 LEGASEA (534 273)

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LegaSea is a public outreach initiative of the New Zealand Sport Fishing Council. The Council has an experienced fisheries management, science, policy and legal team. On behalf of the Council LegaSea raises funds and provides public-friendly information about a variety of processes that are important to restoring abundance in our fisheries for future generations.