

## **LegaSea Update 1**

**Club Marine, February 2015**



### **What is LegaSea?**

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 this team's work and what changes are expected in the future. Increasing public awareness about these processes is important to ensure the sustainable management of fisheries for future generations. [www.LegaSea.co.nz](http://www.LegaSea.co.nz)

### **Who is LegaSea?**

Since our inception in 2012 at least 30 people have committed their expertise, time and wisdom to LegaSea. This has been in a variety of forms, full-time, part-time and volunteers.

Nowadays we have a core team dealing with daily tasks and a larger team volunteering their expertise, providing strategic direction and other essential roles.

Richard Baker is our most recognised team member; he is a notable fisherman and our very capable spokesperson.



### **What does LegaSea do?**

LegaSea uses a variety of tools to educate people about current and historic fisheries issues, and what they can do so future generations can enjoy a meaningful fishing experience.

Donations are used to both help LegaSea provide essential material in an easy-to-read format, and design campaign tools so people can send a strong message and personal comments directly to politicians and decision-makers.

### **How is LegaSea funded?**

LegaSea relies on public contributions to fund its activities. LegaSea has customised a range of donation programmes to suit people's needs and to enable any size business to support LegaSea and the Council's initiatives. That support can be via donations, regular monthly or annual contributions, or provision of goods and services at friendly rates.

Building LegaSea is a cutting edge programme targeted at business owners throughout New Zealand.

Individuals are encouraged to make an affordable monthly contribution of \$10 or more to LegaSea (that's a coffee and some bait).

Regular contributions provide the resources required to effectively lobby for improved fisheries policy and management practices.

[www.legasea.co.nz/contribute/index.php](http://www.legasea.co.nz/contribute/index.php)

### **What has LegaSea achieved?**

Since 2012 supporters have funded LegaSea to spearhead a number of successful campaigns, including:

- Hands OFF our marlin
- SOS – Save Our Snapper
- Crayfish and Scallops
- Tip the Scales

Today our database exceeds 50,000 people. We are committed to reaching out to many more people, to help them better understand what is happening in our fisheries and offering them a way to make a difference for future generations.

### **What is Building LegaSea?**

Building LegaSea was launched in June 2014. It is an innovative programme designed to encourage the construction industry to show their support for the effort being made to rebuild our fisheries to healthy levels.

So far over 90 companies have invested in LegaSea's commitment to see future generations of New Zealanders enjoying a meaningful recreational fishing experience.

If you are a business owner and keen to help LegaSea then feel free to call and have a chat or send an email to [info@legasea.co.nz](mailto:info@legasea.co.nz) or call us on 0800 LEGASEA.

### **What next?**

Our expert fisheries management, policy and science team at the New Zealand Sport Fishing Council is committed to a range of processes to improve management outcomes for recreational fishing and environmental interests. This includes ongoing discussions regarding marine protected areas and particular species including snapper, blue cod, trevally, crayfish, kingfish, yellowfin tuna and marlin.

### **What can you do?**

You can help us protect the future of fishing in New Zealand by subscribing to LegaSea. You can have a say in how our marine resources are managed and you will receive e-news advising of any developments that impact on our non-commercial

fishing interests.

Then when you've subscribed, please encourage your family and friends to sign up and contribute to LegaSea.

LegaSea is Kiwis helping Kiwis to secure the social, economic and cultural wellbeing of our communities. Together we can leave a legacy of abundance for future generations.

## **ENDS**

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