



What's our fishing really worth?

A recent Australian study found recreational fishers contribute an estimated \$2.56 billion to the nation's economy.

But what's fishing worth in New Zealand?

No one knows. So the New Zealand Marine Research Foundation has commissioned Southwick Associates to research how much recreational fishers contribute to our national economy through taxes, job creation and GDP growth.

Southwick will quantify the economic contributions per kilo of fish harvested by recreational fishers. This will account for the value generated by retailers, suppliers, boat builders, charter operators, accommodation, tourism, and more.

LegaSea is promoting the "What's Fishing Worth?" fundraising campaign to support this project. This important research is underway. Results are expected by the end of 2015, so please, show your support now. www.whatsfishingworth.co.nz

Why is LegaSea involved?

LegaSea is leading the fundraising effort because this research aligns with our Principle #5: Value recreational fishing.

We are determined to make the most of this opportunity because this research is essential if we want balanced fisheries management decisions that restore abundance to our coastal waters.

While a lucky few can remember times when our fisheries were abundant, most of us know the feeling of fishing in depleted waters. In many areas a reasonable daily catch is becoming a rarity. More fishers and divers are saying, "we've had enough of "sustainability", we want restored abundance!"

Clearly the Minister, Nathan Guy, is under pressure to deliver increased exports. If he had evidence similar to the Australian study then he might feel more confident in making decisions that take account of all aspects of fishing, including recreational interests.

As our decision-maker we need to give him information that supports more

abundant fisheries and a thriving recreational fishing economy; because there is more to fishing than just low-value exports of our precious kai moana.

What is the cost?

Overall this research project will cost \$400,000, with \$100,000 being sought from public donations. These costs cover the scoping, research, report writing, peer review and, finally, publicising the results. After all that effort we need to make sure the public (and politicians) know that our fishing is a source of jobs, income, value-added and a treasure worth passing onto future generations.

Please go online to www.whatsfishingworth.co.nz to add a donation. 100% of your donation goes towards the project and is tax deductible because the New Zealand Marine Research Foundation is a registered charity.

ENDS

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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.