

LegaSea Update

New Zealand Fishing World, September 2015



What's fishing worth?

In Australia it is estimated that recreational fishers contribute \$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 a full-scale research project to find out.

Experienced researchers, Southwick Associates, have been appointed to find out how much recreational fishers contribute to our national economy through taxes, job creation and GDP growth.

Last year LegaSea asked people if they thought valuing recreational fishing was important. The overwhelming response was yes!

We're listening. So this year LegaSea is promoting the "What's Fishing Worth?" fundraising campaign in support of the Foundation's project.

The research is already underway and 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 as this project fulfils our Principle #5, to value recreational fishing. Also, 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.

It is quite clear that Nathan Guy, as Minister for Primary Industries, is finding it tough to deliver the increased exports and value his government is looking for. If Guy had evidence similar to the Australian study then he may make decisions that take account of all aspects of fishing, including tourism and recreational fishing.

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.

Around 20% of Kiwis go fishing each year. And so do tourists - it's estimated 100,000 tourists dip a rod in our waters while they're here. Add them to the 900,000 locals out there and recreational fishing's contribution to the national economy could be significant.

Southwick will estimate the money spent, the value generated by fishing related business and the jobs created by people who fish in the sea. We already know recreational fishing supports retailers, suppliers, boat builders, charter operators, auto-electricians, accommodation, transport, tourism, and much more.

Overseas, similar research by Southwick has produced positive outcomes for recreational fishing interests and their national economies, particularly in Costa Rica, Panama and Mexico.

Here in New Zealand, a shift in management focus will only happen if we deliver proof of how much recreational fishing is really worth to our country.

What is the cost?

Overall this research project will cost \$400,000. This includes project development, surveys, 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 more than just a national pastime.

On behalf of the Foundation, LegaSea is seeking grants and business contributions. Mum and dad Kiwis are also being asked to show how much they value their fishing, to get behind the cause and contribute to the public target of \$100,000.

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.

LegaSea believes this groundbreaking research is worthwhile because it will change the way people think about recreational fishing in New Zealand for many years to come. Your donation will make a big difference to the success of this project.

ENDS



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 the sustainable management of fisheries for future generations.

Call 0800 LEGASEA (534 273)

Email us info@legasea.co.nz

Subscribe at www.legasea.co.nz

Read more at www.facebook.com/legasea