

## **LegaSea Update May 2015**

### **NZ Fisher**

By Trish Rea, LegaSea team



## **LegaSea Legends recognised**

LegaSea Legends is a new initiative that recognises people who are committed to fishing and conserving fish for future generations.

People who contribute at least \$10 per month to LegaSea are entitled to join the Legends programme and receive a Welcome Pack and Certificate of Recognition.

The recent Hutchwilco New Zealand Boat show in Auckland was the first time LegaSea Legends was revealed to the public and it proved to be a winner.

New contributors welcomed this public recognition of their generosity, and past regular contributors were particularly pleased to learn they qualified for 'Foundation' Legend status.

### **What does it mean to be a LegaSea Legend?**

INVOLVED – Actively participating and eager to learn what actions can accelerate a rebuild in our fisheries.

RESPECTED – Appreciated by LegaSea and your fishing peers.

INFORMED – Aware of the issues affecting our fisheries.

DEDICATED – Investing \$10 per month to help restore your fisheries to abundance.

### **How are LegaSea Legends recognised?**

LegaSea appreciates the commitment of people who sign up to the Legends programme. In return for your contribution you receive:

- A 'Welcome Pack', including a Certificate of Recognition and multiple decals
- Regular updates and access to tools so you can easily respond to fisheries management issues and influence change; and
- Relevant "thanks" opportunities through our sponsors' promotions.

### **What happens to the money?**

100% of public donations made through the LegaSea Legends programme is transferred to the New Zealand Sport Fishing Council whose Board carefully invests it in advocacy, research and education work streams. There is an endless list of issues that need to be addressed and publicised; this work costs money if we want it done independently and consistently to a high standard.

In the 2013-14 financial year the Council invested over \$130,000 on advocacy, research, education and promoting public awareness of issues.

Collectively the Council's projects, submissions and public awareness initiatives are designed to achieve abundant fisheries and meaningful fishing experiences for their members and for us, the public who have faith and belief in this work.

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

LegaSea has achieved greater public awareness and engagement in fisheries management and policy issues. In the past two years more than 120,000 fisheries management submissions have been generated via the mechanisms provided by LegaSea. Our ongoing publicity initiatives regularly reach over 100,000 people per month.

You are welcome to come aboard and become a LegaSea Legend, or if your business is looking for a worthwhile investment then the Building LegaSea or LegaSea Works programmes might fit you better.

### **ENDS**

LegaSea Legends [www.legasea.co.nz/legends](http://www.legasea.co.nz/legends)

Building LegaSea [www.legasea.co.nz/building-legasea](http://www.legasea.co.nz/building-legasea)

LegaSea Works [www.legasea.co.nz/works](http://www.legasea.co.nz/works)

P: 0800 LEGASEA (534 273)

F: [www.facebook.com/legasea](http://www.facebook.com/legasea)

E: [info@legasea.co.nz](mailto:info@legasea.co.nz)



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.