



LEGASEA

FISH FOR THE PEOPLE

LegaSea was established in 2012 as a public outreach initiative of the New Zealand Sport Fishing Council. LegaSea uses a variety of tools to educate people about issues, and what they can do so future generations can enjoy a meaningful fishing experience.

What's Your Fishing Worth?

Important fundraising campaign

October 2015

Changing the way people view the ocean and creating a more positive attitude towards conservation is an outcome of overseas research into the value of recreational fishing.

LegaSea believes the same positive benefits could apply to New Zealand when the results of the New Zealand Marine Research Foundation's research valuation project are made public and given effect through policy changes.

Those policy changes will only come about through all of us understanding both the benefits of having more fish available to local communities, and the potential earnings for the country as a whole.

For example, a study of one area in Mexico, Cabo San Lucas, found sportfishing generated over \$245 million in new local and federal taxes. And, the total economic activity associated with 345,000 visiting anglers was estimated to be approximately USD\$1.125 billion.

Here in NZ, after 30 years of the quota management system we still have our precious kahawai being exported for \$1.45 per kilo and 25-29cm snapper being exported to Australia for \$9.00 per kilo .

It's time to smarten up!



We know the value of a good day on the water.

We know how important it is to feed the people we love.

We know the joy of sharing food and fishing time with our children.

We need to protect these experiences and make bold decisions to grow our fisheries.

Help us find out what recreational fishing is worth to New Zealand.

Restoring abundance

We can do so much better with our current marine resources, and more importantly we can rebuild our inshore fisheries to more abundant levels.

When we as individuals and our politicians realise how much a single kahawai can earn by being left in the water we all might collectively pump with excitement!

We don't have to look far. A charter operator working out of Waiheke Island, not far from central Auckland, takes one or two high-end anglers fishing for a few hours, for several hundred dollars. Fly fishing and catch and release is the main attraction.

Occasionally the fisher wants to take a fish ashore. If so, the fish and successful angler is taken to a classy restaurant on the island where they have the chef cook their own fish and pay good dollars to do so!

In general, these anglers spend many hundreds of dollars on the island, on accommodation, entertainment and local wines before leaving to visit other scenic spots around Aotearoa.

Meanwhile, the charter operator has taken another couple of anglers out and given them an experience of a lifetime.

In New Zealand we have so much potential for job growth, wealth generation and tax revenues, but all that depends on having fish available.

The New Zealand Marine Research Foundation is determined to complete the study measuring the contribution that recreational fishing makes to the New Zealand economy. Preliminary research results are expected by December and a full blown peer-reviewed report by mid 2016.

LegaSea is helping with to raise the \$400,000 to support the research and subsequent publicity programme, because building a business case and high public awareness seems to be the most effective way to convince our politicians that we need more fish in the water.

LegaSea urges you to get in behind the Foundation and contribute as much as you can to the fundraising effort.



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

Please visit www.whatsfishingworth.co.nz to donate.



The New Zealand Marine Research Foundation is a registered charitable trust.

It was established in 1996 to research aquatic plants and animals and the physical marine environment, to the benefit of all New Zealanders.

The Foundation specialises in research that:

1. Is conservation focused.
2. Is not likely to be funded by government.
3. Is important to our people, culture and heritage.
4. Supports the needs and aspirations of people involved in ocean recreation.

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