

## **LegaSea Update 7**

**Pacific Powerboat, October 2015**



## **What's fishing worth? Update**

A big thanks to all of you who have donated to the New Zealand Marine Research Foundation's latest project to measure the impact that recreational fishing has on the New Zealand economy.

For others who are keen, you can still donate directly through the [www.whatsfishingworth.co.nz](http://www.whatsfishingworth.co.nz) site or the Foundation's website [www.nzmrnf.org.nz](http://www.nzmrnf.org.nz)

Foundation Chairman Jeff Romeril said recently, "For too long recreational fishers have been the poor cousins in the continuing lobby for better management and utilisation of our fisheries resources. We need to empower our advocates for many years to come. Your future success and fishing depends on it".

"Having some hard-hitting, simple and persuasive facts will provide the necessary tools to achieve more fish in the water."

### **Changing attitudes starts with understanding**

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 Foundation's research 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 Cabo San Lucas, Mexico, 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 exported for \$9.00 per kilo to Australia.

It's time to smarten up.

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!

And 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, each paying 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 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.

Does it get any better?

### **Growth reliant on abundant fisheries**

In New Zealand we have so much potential for job growth, wealth generation and tax revenues, but that all 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 peer-reviewed report by mid 2016.

LegaSea is helping 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 only 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. [www.whatsfishingworth.co.nz](http://www.whatsfishingworth.co.nz).

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

**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.

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