

## **LegaSea Update 1**

New Zealand Fishing News magazine, MARCH 2012 edition

### **LegaSea – Bringing back the Bite for all Kiwis**

LegaSea is launched. It's a new teambuilding and fundraising programme brought to you by the New Zealand Sport Fishing Council. LegaSea's Vision is "more fish in the water & a healthy marine environment.

LegaSea is a straightforward way for people to get stuck in and contribute to the Council's projects that promote New Zealander's rights and interests. So now is the time for you to step up and make your voice heard. A simple \$20 will help resource this vital work over the next year.

#### **Success**

Success means that as New Zealanders we will be able to provide for our social, economic and cultural wellbeing through fishing, we will have clean seas to sail, swim and dive in, and we'll be able to leave a legacy of healthy and abundant seas for our children.

All funds raised through LegaSea will be carefully managed and accounted for through the Council's stringent management processes. It will be directed to four areas of work: Advocacy, Research, Education and working Together; specifically projects that provide a host of benefits for our communities, such as:

- Providing a timely & professional Advocacy response to fishing & environmental issues
- Producing a range of Best Practice Guidelines, such as how to handle & use fish sustainably, how to move around the marine environment without causing damage
- Demystifying Fisheries Management – educational clips that simply explain terms like Maximum Sustainable Yield & Total Allowable Catch
- Doing new research in conjunction with the NZ Marine Research Foundation
- Enabling positive links to be created and maintained with other groups who share our vision – projects like "Creating a Seabird Smart Recreational Fishing Culture," a project already underway & being directed by Southern Seabird Solutions and others.

#### **LegaSea online**

Online channels to LegaSea and interesting videos are at:

- [www.legasea.co.nz](http://www.legasea.co.nz)
- Facebook
- Twitter
- YouTube

Matt Watson has put together a short clip "What is Fishing Worth?" Check it out online and 'share' it with your friends.

And look out for the 'Shark Bites' video. A bit of fun in the sun!

#### **LegaSea crew**

LegaSea has grown quickly as more people have been enthused to contribute their money, time, skills & experience.

Our people and their roles:

- Kaye van der Straten, Project Manager

- Cara Blomfield, Project Management Assistant
- Mark Connor, NZSFC Project Overseer, President and Executive
- Peter Campbell, NZSFC Project Overseer, Executive Advisor
- Dan Godoy, Marine Biologist
- John Holdsworth, Research and Advocacy Advisor
- Scott Macindoe, Strategist and Advisor
- Trish Rea, Advisor and Liaison
- Barry Torkington, Advocacy and Management Policy Advisor
- Ian Wills, Brand Development & Advisor

We even have a LegaSea tune called “Save a Little,” written & performed by Troy Kingi & Porl Stephenson. Hear it at the website, and stayed tuned for a short video of the track and story behind it.

### **Yes, I’M IN**

LegaSea is for you, and you should Get In if you want:

- more fish in the water and a healthy marine environment
- safe hands around the management of our kaimoana
- expert advocates promoting our non-commercial fishing and environmental interests
- educated Kiwis who can confidently use fish & the marine environment in a sustainable way
- to leave a legacy of more fish & clean waters for future generations.

### **What can I do?**

Go online & contribute \$20, then make your bucks go further - share LegaSea with your friends, family, workmates and networks. Get them to enrol at [www.legasea.co.nz](http://www.legasea.co.nz), make a contribution and buy neat LegaSea merchandise.

Our initial aim is to get 20,000 people onboard. Imagine 50,000 contributing to projects that help to sustain our Kiwi lifestyle!

LegaSea is designed by Kiwis, run by Kiwis, and it’s a simple idea.

LegaSea is Bringing back the Bite. Get In.