

## **LegaSea Update 2**

New Zealand Fishing News magazine, APRIL 2012 edition

### **LegaSea – stepping on the gas...**

It's been just over a month since we officially launched LegaSea – a baby with thousands of proud parents. The team have been receiving feedback from a huge range of people. We've been working through your constructive ideas, we've heard LegaSea mentioned in clubrooms around the country, and we are absolutely rapt to see LegaSea in online discussions at Fishing.net, Facebook, YouTube & Twitter.

So by now, many of you have heard about LegaSea.

LegaSea is a fundraising programme brought to you by the New Zealand Sport Fishing Council.

It's a way for you to take a serious step towards having a big voice at the important decision making tables, to stake a claim and support important research, to say that you want to know more about fisheries management & the marine environment.

LegaSea is a way to make sure that your voice isn't drowned out by the relatively larger and better financed players who are sitting around that same table.

And to really get going – we need YOU.

Our target is to inspire 20,000 Kiwis to reach into their pockets for a \$20 note, and to invest that hard-earned cash on **“more fish in the water & a healthy marine environment”** – the vision of LegaSea.

Without doubt, the number one question the LegaSea team receive is “where does my \$20 go?”

[insert diagram “Where's \$20 go?”]

Your \$20 goes directly to the New Zealand Sport Fishing Council Management Committee; an experienced group of individuals who work through the Council's stringent management processes to determine the areas of highest priority. LegaSea funds are earmarked to support work in one of four important areas:

- ADVOCACY
- RESEARCH
- EDUCATION
- working TOGETHER

Recent National Diary Survey results tell us that 26% of New Zealanders enjoy recreational fishing - that's more than 1.18 million people!

Sure - not every person fishes on a regular basis – but this survey confirms there are hundreds of thousands of Kiwis who love fishing and saltwater.

It tells us that we are in good company in thinking that the LegaSea Vision of “more fish in the water & a healthy marine environment” is really important to New Zealanders.

So now it is time for the LegaSea crew to start digging in deep and stepping on the gas. We are being conservative in our aims, and are looking to inspire 20,000 Kiwis by the end of 2012 to contribute a \$20 note to LegaSea for Advocacy, Research, Education and working Together.

If we can get 20,000 people to sign up, then we CAN make a big difference to our recreational fisheries & coastal waters, and we can do it TOGETHER.

## How do I give \$20 to LegaSea?

- Our Website – [www.legasea.co.nz](http://www.legasea.co.nz) – here you'll get more information, great merchandise and a secure online payment facility for your \$20 bucks
- Telephone – 0800 LEGASEA (534 273) – call us to contribute your \$20 bucks or to just have a chat about all things LegaSea
- Facebook – search LegaSea – meet other LegaSea supporters & watch Matt Watson's brilliant clip
- Twitter – search LegaSeaNZ – keep in touch for updates on latest breaking issues & news
- YouTube – search LegaSeaNZ – watch all of our launch videos & stay tuned for new video material
- Events – you'll find us at events & tournaments across the country, just call or email us to find out when & where
- Email – reach us at [info@legasea.co.nz](mailto:info@legasea.co.nz) for brochures & more information on how to share LegaSea

## LegaSea Upcoming Events

- |  |   |
|--|---|
| 31 <sup>st</sup> March                   | Northland Launch, hosted by the Whangarei Deep Sea Anglers Club, Tutukaka |
| 27 <sup>th</sup> -28 <sup>th</sup> April | New Zealand Softbait Fishing Championship, Coromandel                     |
| 17 <sup>th</sup> -20 <sup>th</sup> May   | Auckland Hutchwilco Boat Show   |