

## **LegaSea Update 4**

New Zealand Fishing News magazine, JUNE 2012 edition

### **LegaSea interest bubbling along**

Nationwide interest in LegaSea has been building since the February launch. Some of this momentum can be attributed to the effort that the New Zealand Sport Fishing Council volunteers have put into promoting LegaSea at events, fishing contests, over the radio and online.

What's more, Matt Watson and the ITM Fishing Show crew are doing a fantastic job promoting LegaSea in the new series screening on TV3 at 7pm – prime time fishing action. Thanks Matt.

Your support and feedback has been most valuable as we seek to inspire 20,000 Kiwis to invest their hard-earned dollars in the Vision of 'more fish in the water & a healthy marine environment'.

### **Early results**

So far around 500 individuals have made direct electronic contributions of \$20 or more to LegaSea. Others have chosen to purchase snappy merchandise from the online store or contributed at an event.

We appreciate the confidence you are showing in LegaSea and the NZSFC's Management Committee, who oversee all contributions and determine spending priorities.

### **Where does your money go?**

LegaSea funds are tagged to one of four work streams:

- ADVOCACY
- RESEARCH
- EDUCATION
- working TOGETHER

There are lots of great ideas around EDUCATION; most require a supportive budget. These will be considered in detail when more funds are available.

Meantime, the NZSFC will continue its project work in ADVOCACY, RESEARCH & working TOGETHER with like-minded organisations, to achieve the Vision.

Check out [www.greenpeace.org/new-zealand](http://www.greenpeace.org/new-zealand) Twitter campaign that enabled LegaSea messages to be beamed directly onto the wall above where international fisheries managers were meeting to decide the fate of tuna in the Pacific. What a wicked tool. Go Greenpeace!

### **Recent events**

It has been gratifying to receive such positive feedback from nationwide listeners to the LiveSPORT fishing show. Grant Blair of Fishing.net fame, Terry Williams-King and the legendary Bruce Duncan host a 2-hour slot every Saturday morning from 6am. You just gotta tune in!

High five to Trevor Woolston and everyone involved in the Bay of Island's Truckers & Loggers tournament. Kaye van der Straten was there to make this a winning event for LegaSea.

Credit to President Bob Gutsell and the Waikato Sport Fishing Club for hosting a LegaSea presentation recently. It was a great way to introduce LegaSea to our latest volunteers Phil Maurice and Noel Bland.

Te Aroha Angling Club's \$500 was one of the first from a NZSFC affiliated club. This was followed by another \$500 from the Warkworth Gamefish Club. Both are hugely appreciated. Thanks to Steve Cox and Brett Rathe respectively for handing over these contributions on their club's behalf.

The Marlborough Recreational Fishers Association \$100 contribution is special as they are a small organisation and not affiliated to the NZSFC. They have few resources, but are absolutely committed to

leaving a legacy of abundant fisheries for future generations.

On the last weekend of April the inaugural NZ Softbait Fishing Championship was held in Coromandel. Scott Macindoe and Tim Taylor did the hard-yards, fishing and presenting LegaSea to the keen softbaiters.

A special thanks goes to tournament organiser Joe Dennehy, who stepped up last year and volunteered to collect a levy from each contestant on behalf of LegaSea. Joe rocks!

### **How to contribute or get involved**

W: [www.legasea.co.nz](http://www.legasea.co.nz) – sign up for e-news, buy great merchandise and make an easy, secure contribution

E: [info@legasea.co.nz](mailto:info@legasea.co.nz) - ask for a bunch of brochures, give-away business card & more info.

P: 0800 LEGASEA (534 273) – call us to make a contribution or chat about LegaSea

Facebook, Twitter, YouTube – Search for LegaSea & watch Matt Watson’s clip, ‘What is fishing worth?’

### **Next events**

17<sup>th</sup>-20<sup>th</sup> May                      Auckland Hutchwilco Boat Show, stand 194.

30 June                                LegaSea think-tank, Kerikeri.

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