



## **1.**

### **Important research into recreational fishing**

Recreational fishing is more popular now than in 2007 and interest is growing. Results from the 2013/14 Active New Zealand survey ranks fishing as the second most popular recreation for men and ninth for women. Despite its popularity, no one knows how much our recreational fishing contributes to the national economy but that is about to change.

The New Zealand Marine Research Foundation has commissioned a research project to generate statistically valid estimates of the economics around our fishing, including expenditures, jobs, tax revenues, income and other economic contributions. A report is due in early 2016.

Similar research in overseas countries has led to management changes that have enhanced conservation efforts and recreational fishing opportunities.

Here in New Zealand the absence of robust economic data has placed recreational interests at a disadvantage in management processes, because the commercial sector can easily provide the decision maker with export receipts. There is no equivalent measure for recreational fishing.

By quantifying and communicating expenditure, jobs, taxes and other contributions from recreational fishing the results of this research can be used to:

- Help enhance fisheries management
- Support implementation of conservation policies
- Ensure the best use of resources; and
- Boost overall awareness and public interest in the sustainable management of fisheries for future generations.

It is unlikely that New Zealanders realise how much the recreational fishing sector is worth, and what our economy could be like if we had more abundant fisheries. Interest would surely grow. For example, 2014 government statistics show over 108,000 visitors to Aotearoa went fishing in the sea in one year. It is not hard to imagine bankrolls of tourism and business opportunities if we had marketing and charter operations to complement our world-class fisheries for kahawai, kingfish and striped marlin.

What's more, there are significant benefits derived from the expenditure by over 600,000 Kiwis who fish every year. We variously travel, buy food, fuel, ice, bait and accommodation when we go fishing. All this spending is good for our retailers, tackle outlets, motels, charter operators, service providers and entertainment establishments in our coastal towns.

### **Fundraising targets**

The New Zealand Marine Research Foundation has appointed LegaSea to help with project fundraising. The objective is to raise \$400,000 through grant applications, and appeals to the public, businesses and organisations that have a vested interest in the economy of recreational fishing.

This funding is to support the research, the fundraising effort, and the education campaign to promote the results, increase public awareness and encourage adoption of the data into decision making processes.

### **When can we see the results?**

Detailed results and methods will be presented in a technical report that will be submitted for academic peer review. This is an important stage, as it will give the report academic recognition of the methodology and outputs. This review may take several months after the report is submitted so results may not be available until mid-2016.

A shorter summary report, written for public and non-technical readers is expected in early 2016. This report will capture the major findings and be the main tool for engaging public interest and helping people understand how much we spend on our fishing.

### **Why is LegaSea keen on this research?**

One of LegaSea's 5 Principles is to value recreational fishing. This work is not a valuation study, in that it does not measure what it means for us to take our kids fishing or the priceless pleasure of giving fresh fish to our neighbours. This research seeks to measure how much marine recreational fishing contributes to the nation.

Officials estimate around 19.5% of the population or 646,000 people participate in fishing over a 12-month period. This includes both marine and freshwater. Participation in just marine fishing is estimated to be around 595,500 people per annum.

More women are getting into fishing and they're keen, financially independent and gearing up to take on their male counterparts. Some of them have already contracted a disease that has afflicted males for decades, the TAS disease. Tackle Acquisition Syndrome is no longer the preserve of males.

We already know our contribution to the nation's economy is huge. What we need now are figures to back up our anecdotes and quality data to enable decision makers to make the best possible decisions to enhance our fisheries and national wellbeing.

## 2.

### **LegaSea Legends**

LegaSea Legends is a new initiative to recognise people who contribute to LegaSea and are committed to fishing and conserving fish for future generations.

People who donate a minimum of \$10 per month to LegaSea are acknowledged as a LegaSea Legend and receive a Welcome Pack, including a Certificate of Recognition.

The recent Hutchwilco New Zealand Boat show in Auckland was the first time LegaSea Legends was revealed to the public and it proved to be a winner.

New contributors welcomed this appreciation of their generosity. Past regular contributors were particularly pleased to learn they qualified for 'Founding Legend' status and an exclusive "Certificate of Recognition" to acknowledge their foresight and ongoing support.

### **What does it mean to be a LegaSea Legend?**

INVOLVED – Actively participating and eager to learn what actions can accelerate a rebuild in our fisheries.

RESPECTED – Appreciated by LegaSea and your fishing peers.

INFORMED – Aware of the issues affecting our fisheries.

DEDICATED – Investing \$10 per month to help restore your fisheries.

### **How are LegaSea Legends recognised?**

LegaSea appreciates the commitment of people who sign up to the Legends programme. In return for your contribution you receive:

- A 'Welcome Pack', including a Certificate of Recognition and multiple decals
- Regular updates and access to tools so you can easily respond to fisheries management issues and influence change; and
- Relevant "thanks" opportunities through our regular sponsored "Legends prize draw" promotions.

### **What happens to the money?**

100% of public donations made through the LegaSea Legends programme is transferred to the New Zealand Sport Fishing Council whose Board carefully invests it in advocacy, research and education work streams. There is an endless list of issues that need to be addressed and publicised; this work costs money if we want it done to a high standard, independently and consistently.

In the 2013-14 financial year the Council invested over \$130,000 on advocacy, research, education and promoting public awareness of issues.

Collectively the Council's projects, submissions and public awareness initiatives are designed to achieve abundant fisheries and meaningful fishing experiences for their members and for us, the public who have faith and belief in this work.

### **What has LegaSea achieved?**

LegaSea has achieved greater public awareness and engagement in fisheries management and policy issues. In the past two years more than 120,000 fisheries management submissions have been generated via the mechanisms provided by LegaSea. Our ongoing publicity initiatives regularly reach over 100,000 people per month.

You are welcome to come aboard and become a LegaSea Legend [www.legasea.co.nz/legend](http://www.legasea.co.nz/legend)

Alternatively if your business is looking for a worthwhile "social good" sponsorship then the Building LegaSea or LegaSea Works programmes might fit you better.

## **3.**

### **South Island Blue cod reviews**

There has been a Ministry for Primary Industries review of two Blue cod populations in the South Island recently, one in Fiordland and the other in the Marlborough Sounds.

Deadline for submissions on the proposal to reopen Doubtful Sound, Fiordland, to recreational Blue cod fishing has now passed. There was also a simultaneous process to review the bag limit applying in Doubtful Sound and two neighbouring Sounds.

Our New Zealand Sport Fishing Council Fisheries Management team considered this proposal and agreed not to submit as there was insufficient data provided to support any management change, or even the status quo.

Several interest groups and locals mounted an extensive campaign to publicise the management review of recreational controls applying to Blue cod in the Marlborough Sounds and top of the South Island.

A multi-sector group proposed a range of management options, including size and bag limits. In response the Marlborough Recreational Fishers Association, the Coalition of the Combined Clubs of Wellington, the New Zealand Angling and Casting Association and the New Zealand Sport Fishing Council developed an alternative set of measures that their members would support.

The New Zealand Sport Fishing Council was one of the submitters who formally responded by the 15<sup>th</sup> June deadline. We await with interest the Ministerial decision for this prized fishery. Nathan Guy's decision will apply when the Blue cod season reopens on 20 December 2015. [www.legasea.co.nz/bluecod.php](http://www.legasea.co.nz/bluecod.php).

#### 4.

##### **What can you do?**

Help us protect the future of fishing in New Zealand by getting on board with LegaSea-

P: 0800 LEGASEA (534 273)

F: [www.facebook.com/legasea](http://www.facebook.com/legasea)

E: [info@legasea.co.nz](mailto:info@legasea.co.nz)

LegaSea Legends [www.legasea.co.nz/legend](http://www.legasea.co.nz/legend)

LegaSea Works [www.legasea.co.nz/works](http://www.legasea.co.nz/works)

Building LegaSea [www.legasea.co.nz/building-legasea](http://www.legasea.co.nz/building-legasea)

##### **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.