

LegaSea Update 7

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Have you got what it takes to be champion?

LegaSea is a cause working to achieve ‘more fish in the water for future generations’. To increase public awareness of this vision, LegaSea is hitting the market with a new range of material. Keep a look out for the counter-top stand at a tackle shop or business near you. Use the enclosed brochures and cards to get your mates onboard with LegaSea. Now is our best chance to make a difference for the future.

LegaSea has a modest, annual target of 20,000 contributors.

Contributions are channelled towards ensuring that fish conserved today are left to grow & multiply for future public use.

To get these enrolments we need you to spread the word. Have you got what it takes to become a LegaSea champion?

Are you passionate enough to convince at least two other people to contribute to LegaSea?

We understand money is tight so we have pitched our bottom line at \$20. People are contributing more, with many signing up their family at \$60. We are grateful for the generous contributions and comments made in response to the open-ended money option, ‘Mate, I’m loaded’.

How to get involved

It’s easy to make a contribution or get involved.

Web: Contribute using the secure facility at www.legasea.co.nz, sign up for e-news and buy stuff from the exclusive range of LegaSea merchandise.

Email: contact us at info@legasea.co.nz for brochures and business cards, for distribution to family, friends & colleagues.

Phone: Call us on 0800 LEGASEA (534 273).

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

Skipper Pack: The ultimate weapon. This Pack includes a free TAG pad, a durable cockpit sticker and brochures. Use these tools to encourage your mates to get onboard with LegaSea. www.legasea.co.nz/skipper

Enlist a host: if your favourite tackle or trade store is a LegaSea-free zone please ask the proprietor if they are keen to be a host. There is no expectation on them to solicit money. All we need is some space for a counter-top unit displaying LegaSea material. This includes a QR code that can be scanned using a smartphone, so people can make a contribution while they are waiting to be served. How’s that for top-notch service from your local retailer? www.legasea.co.nz/host

Latest projects

Initially LegaSea contributions are being invested in the development of this fundraising mechanism. All surpluses will be invested in:

- ADVOCACY
- RESEARCH
- EDUCATION
- working TOGETHER

RESEARCH

In June the NZ Marine Research Foundation released a report ‘Yellowfin Tuna Fisheries in New Zealand

and the Southwest Pacific Ocean'. This report describes yellowfin catch trends in our waters. It also includes suggestions on how to better manage the stock, to increase abundance, so that more yellowfin return to local waters.

working TOGETHER

August will be busy. We will be hearing from the Aussies about modern communication with the public, influencing decision makers, and socio-economic benefits of recreational fishing at their National Conference.

Also, we will start working with fishing and environmental interests on reducing the effects of fishing on seabirds, and best practice when handling fish to keep or release. Planning is also underway for a September meeting with the Minister for Primary Industries.

ADVOCACY

Recently effort has gone into advocating our interests in snapper, gurnard, john dory, elephant fish, sharks and tuna.

A deemed value submission has been sent to the Ministry, recommending the removal of incentives for commercial fishers to exceed their annual quota. The best approach is to remove the equivalent tonnage of overcatch from the next year's allocation. Excessive catch depletes stocks. The myth of rights-holder husbandry has failed to deliver meaningful rebuilds for most inshore fish stocks.