



# LEGASEA

FISH FOR THE PEOPLE

**LEGASEA** is a public outreach initiative of the New Zealand Sport Fishing Council.

**LEGASEA** has an effective communications and campaigning team. Since 2012 we have proudly served representative organisations advocating for "more fish in the water".



**LEGASEA** provides public friendly information so you can understand the complex issues and threats facing our recreational fishing interests.

Waste, bulk harvesting and environmental issues pose growing threats to the future wellbeing of our fisheries and marine resources.

**LEGASEA** says a simple solution is to apply intelligent ecosystem based fisheries management practices. This will lead to abundance and meaningful fishing experiences for our future generations.

**LEGASEA** encourages you to join over 60,000 people already signed up to support this advocacy, voluntarily and generously. It takes tenacity and resources to sustain this work.

**LEGASEA** designs campaign tools so we can send a strong message directly to decision makers.



**LEGASEA** is dedicated to making a stand to ensure our voice is heard. Secure your fishery for now and the future.



## WHAT CAN YOU DO?

- Sign up to receive LEGASEA e-news.
- For the price of a coffee or bait you can make an affordable monthly contribution to LEGASEA.
- Make a bequest, a gift for life and abundance.
- Buy LEGASEA branded clothing and merchandise.

0800 LEGASEA

legasea.co.nz





# 5 Principles

that **you can support** to help rebuild our fisheries.

## 1. LET'S REBUILD THE FISHERY

Adopt international best practice by setting a target stock size of at least 40% of the original stock size that existed prior to modern fishing. We owe it to ourselves and future generations to officially adopt a minimum target of **40%**.



## 2. STOP SENSELESS WASTE

It's time to do away with old world fishing techniques that wreak havoc in our fisheries. Remove non selective and indiscriminate trawling from within the 100m depth contour, to reduce illegal fish dumping, killing small fish and damaging sensitive seafloor ecology.



## 3. THE PUBLIC OWN THE FISHERY

Our fisheries are a national resource and our country ought to derive a royalty from quota holders that exploit them for private profits. This will benefit many commercial fishers, the non fishing public who buy fish, and reduce the incentives to abuse the fishery.



## 4. EQUAL SIZE LIMITS FOR ALL

It's just not fair to allow commercial interests to profit from catching and selling smaller sized fish that recreational fishers must return to the sea, dead or alive. Let's ensure equality and common sense. We must set minimum size limits for sustainability reasons rather than to give priority to commercial fishers.



## 5. VALUE RECREATIONAL FISHING

Recreational fishing has significant benefits to the economy and these are simply not being measured, valued or considered. LEGASEA wants your support to establish how much recreational fishing contributes to the national economy. It will be **HUGE**.

