

## **NZSFC Fisheries Management Update 9**

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### **LegaSea – a fresh start to a brighter future**

LegaSea, the New Zealand Sport Fishing Council's fundraising initiative, was officially launched in Auckland on 9<sup>th</sup> February. Its sole purpose is to provide the public with a way to contribute money to support their ongoing work to protect our collective non-commercial fishing interests.

LegaSea's mission is to achieve 'more fish in the water and a healthy marine environment'.

Two launch sessions were held to showcase what LegaSea is about, what we aim to achieve, how we plan to get there and who we will be working with.

It was encouraging to have around 90 enthusiastic people at the launch, held at the spectacular Orams Marine Conference Centre. It felt like being in a fishing club watching all the boat activity just outside the window.

We were privileged to have Ngapuhi representatives Wane Wharerau emcee the first event of the day and kaumatua [elder] Neha Hakaraia to do the karakia [blessing].

At the afternoon session we were delighted to have Naida Glavish, Chairman of Te Runanga o Ngati Whatua, as emcee and opening speaker. As is her way, the audience was treated to a no-nonsense speech of immense depth and warmth.

As a Council we are fortunate to have such good friends willing to stand together as we strive to achieve positive outcomes for our communities through better management of our marine resources.

### **Displays**

It was a special moment to have both Annabel Chaston of Greenpeace and Council representative Trish Rea on the 'working Together' display discussing advocacy of tuna issues and how we are best represented in international negotiations to limit fishing effort in the Pacific.

Many of our east coast clubs are acutely aware of the lack of yellowfin tuna arriving over the summer months. Whakatane is one club that has had to rename its tuna tournament as there are no longer any tuna to be caught!

Cara Blomfield joined Peter Campbell and Deryk Nielsen on the Education stand where some lively conversations took place. The Hiwi the Kiwi material was well received. The Auckland Council education people were particularly interested in what specific conservation outcomes were being sought. There are a number of initiatives in the planning stages.

Much of the fish handling, waste management and seabird interaction education will be via video clips that will be available on the web at [www.legasea.co.nz](http://www.legasea.co.nz) and other outlets.

### **Social media**

The potential reach of great ideas through the social media is enormous. Let's go viral, 'Friend' LegaSea then 'share' the news & stories with your mates.

In Facebook.com search the term 'LegaSea' and you will see the 3-fish logo appear in the list to click on.

On Twitter.com search for 'LegaSea\_NZ'.

For YouTube.com type in 'LegaSea' and you will be able to view the various videos we have online.

There is some great material online and we have lots of entertaining ideas to work on.

We aspire to give LegaSea supporter's great value through excellent communication, targeted Advocacy, Education and Research projects.

### **Accountability**

The NZ Sport Fishing Council Management Committee will be responsible for the monitoring of incoming funds from LegaSea and the prioritising and allocation of monies to the various work streams. Robust accountability and transparency, a feature of the Council's good process to date, will be adhered to.

### **Summary**

LegaSea is the most exciting recent development for the New Zealand Sport Fishing Council. By working Together, the affiliated clubs and the caring people of New Zealand can deliver inspiring Advocacy, Education and Research projects. Please invest at [www.legasea.co.nz](http://www.legasea.co.nz).