



National Blue Cod Strategy

WIDER ENGAGEMENT 1: SUMMARY OF KEY FINDINGS

Ministry for Primary Industries
Manatū Ahu Matua



Shared Sustainable
Fisheries for the Future

Introduction

In September 2017, the Ministry for Primary Industries (MPI) held Wider Engagement 1 as part of the first phase of development of the National Blue Cod Strategy (Figure 1). MPI engaged with the public to find out what people thought of their local blue cod fisheries and to identify any issues that may be present. Additionally, MPI asked the public whether they agreed with the aim and objectives for the strategy that were developed during Expert Workshop 1. An overview of the development process is shown in **Figure 1**.



Shared Sustainable Fisheries for the Future

Figure 1. Development overview of the National Blue Cod Strategy

What did we do?

Over a four week period during Wider Engagement 1, MPI advertised the National Blue Cod Strategy and the ways to be involved. These included attending information sessions throughout the South Island, and / or completing the first online survey.

MPI advertised using social media, MetService advertising, Google advertising, local newspapers, magazines, fishing websites, MPI's recreational fishing email list, and local radio (**Figure 2**).

In total, Wider Engagement 1 resulted in:

- 3,500 unique visits to the National Blue Cod Strategy webpage (www.mpi.govt.nz/bluecod)
- 1,155 views of the National Blue Cod Strategy YouTube video
- 58,000 people reached through social media advertising
- 330 people attended the eight information sessions
- 1,115 responses to the first online survey from all over New Zealand (**Figure 3**).

MPI would like to thank everyone who participated in Wider Engagement 1, as their thoughts have helped to progress the development of the strategy. The feedback gathered during this engagement process has provided important insight into how people view their blue cod fisheries and the issues facing them.



Figure 2. A concept advert used during the advertising campaign for Wider Engagement 1.

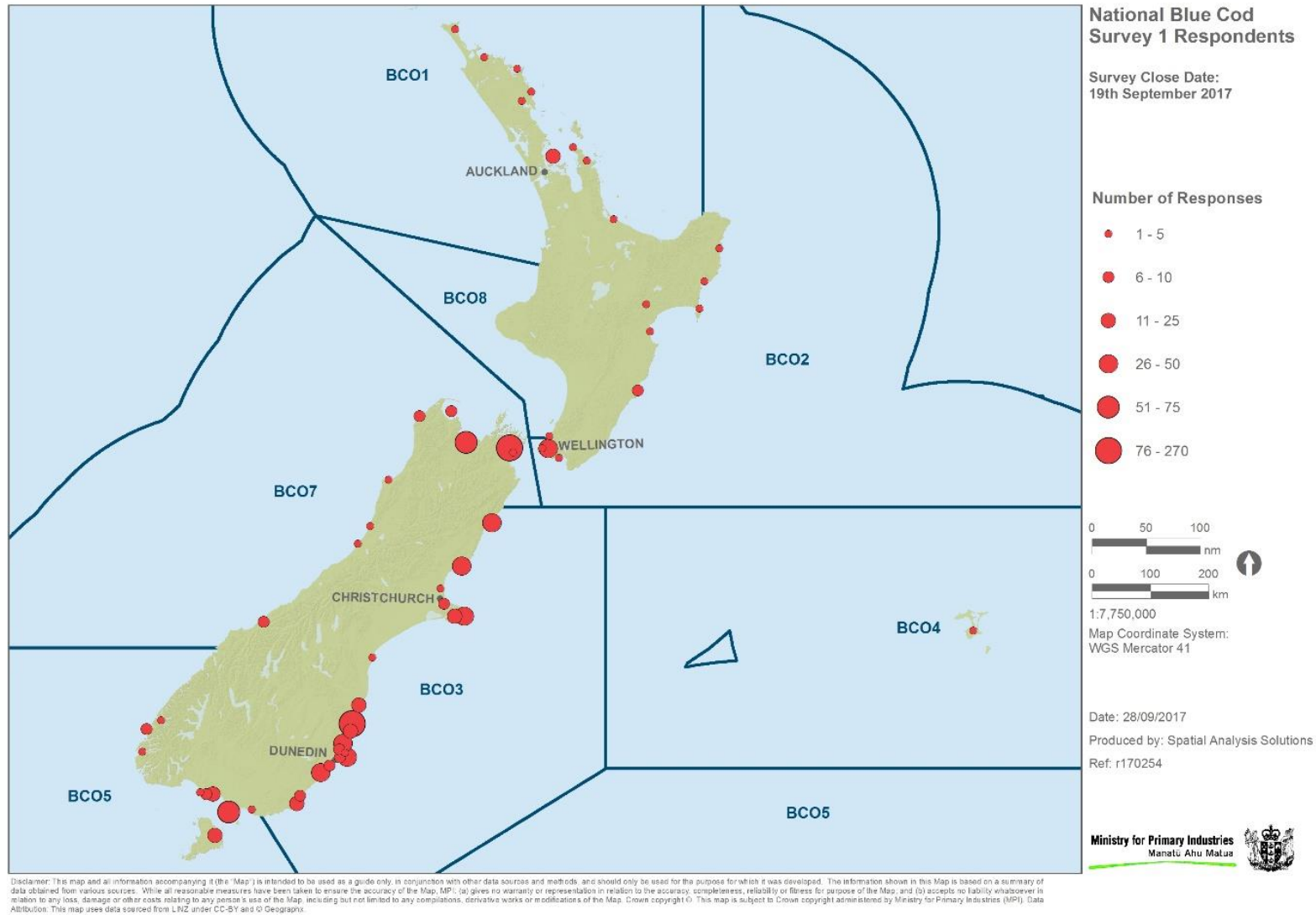


Figure 3. Distribution of responses to the first National Blue Cod Strategy online survey

Key Findings

In total, 85.3% of the online survey respondents were recreational fishers. Of these respondents, 90% were from BCO3, BCO5 and BCO7 collectively, highlighting the importance of these blue cod fisheries to recreational fishers.

The aim and objectives that were developed during the first expert workshop were widely supported, including by 90% of the survey respondents. A detailed report of all of the results and feedback received is available at www.mpi.govt.nz/bluecod.

Overall, feedback gathered from both the online survey and the information sessions suggests blue cod fishing is okay in most areas (**Figure 4 & 5**). However, feedback suggests some areas have experienced declines in both abundance and average size of blue cod over time. Commentary feedback also highlighted that several localised blue cod fisheries are under pressure from overfishing including, Motunau, Moeraki, Port Jackson, Banks Peninsula, parts of Foveaux Strait, and the inner Marlborough Sounds. These perceptions in some cases align closely with the science that is available for these areas.

Summary tables of the top issues identified by survey respondents nationally and regionally are presented in **Figures 6 & 7**. Nationally, the top seven issues ranked from highest to lowest included:

- recreational bag limit settings;
- total allowable catch limit settings;
- released fish mortality;
- illegal take of blue cod;
- localised depletion;
- amateur fishing charter vessels; and
- commercial pot mesh size.

Regionally, the identified issues differed in both rank and type, highlighting the specific stresses in each area. For example, feedback from the Marlborough Sounds identified the top seven issues ranked from highest to lowest as:

- released fish mortality;
- total allowable commercial catch settings;
- seasonal fishing pressure;
- habitat loss;
- illegal take;
- localised depletion; and
- small hooks and hook type.

Both the national and regional results have provided valuable insight into the state of the blue cod fishery and the pressures in local areas. A full report detailing all of the results and feedback, both nationally and regionally can be found at www.mpi.govt.nz/bluecod.

Q18 – How would you rate the blue cod fishing in your area?	Number of respondents	Good or Very Good	Neutral	Poor or Very Poor
National – All	1000	52%	20%	27%
National – Recreational fishers	873	54%	19%	26%
National – Commercial Fishers	43	72%	9%	19%
National – General public	41	20%	46%	34%
BC01 – All	21	10%	28%	62%
BC02 – All	49	47%	22%	31%
BC03 – All	420	58%	20%	22%
BC04 – All	4	50%	25%	25%
BC05 – All	139	63%	19%	17%
BC07 – All	348	45%	20%	35%
BC08 – All	19	37%	21%	42%
BC03 – Kaikōura	35	26%	23%	51%
BC03 – Motunau	40	70%	20%	10%
BC03 – Outer Banks Peninsula	27	48%	15%	37%
BC03 – Oamaru	20	30%	40%	30%
BC03 – Moeraki	71	56%	15%	28%
BC03 – Karitane	35	63%	26%	11%
BC03 – Eastern Otago Peninsula	47	70%	23%	6%
BC03 – Taieri Mouth	35	94%	3%	3%
BC05 – Bluff	60	62%	20%	18%
BC07 – Tasman Bay	51	37%	29%	33%
BC07 – Marlborough Sounds	250	45%	19%	36%

Figure 4. Online survey response to “how would you rate the overall blue cod fishing in your area?”

Q19 – How would you rate the availability of legal size blue cod in your area?	Number of respondents	Good or Very Good	Neutral	Poor or Very Poor
National – All	1000	48%	23%	29%
National – Recreational fishers	873	49%	22%	29%
National – Commercial Fishers	43	72%	7%	21%
National – General public	41	24%	46%	29%
BC01 – All	21	10%	28%	62%
BC02 – All	49	43%	20%	37%
BC03 – All	420	57%	22%	21%
BC04 – All	4	75%	–	25%
BC05 – All	139	55%	27%	18%
BC07 – All	348	37%	24%	39%
BC08 – All	19	32%	10%	58%
BC03 – Kaikōura	35	34%	26%	40%
BC03 – Motunau	40	55%	33%	13%
BC03 – Outer Banks Peninsula	27	48%	22%	30%
BC03 – Oamaru	20	25%	40%	35%
BC03 – Moeraki	71	58%	11%	31%
BC03 – Karitane	35	63%	23%	14%
BC03 – Eastern Otago Peninsula	47	66%	26%	9%
BC03 – Taieri Mouth	35	91%	3%	6%
BC05 – Bluff	60	50%	28%	22%
BC07 – Tasman Bay	51	27%	24%	49%
BC07 – Marlborough Sounds	250	36%	24%	40%

Figure 5. Online survey response to “how would you rate the availability of legal size blue cod in your area?”

Issue	National – All	National – Recreational fishers	National – Commercial Fishers	National – General public	BC01 – All	BC02 – All	BC03 – All	BC04 – All	BC05 – All	BC07 – All	BC08 – All
Number of respondents	965	856	41	39	18	50	412	4	138	339	15
Recreational bag limits	48%	46%	61%	33%	11%	30%	66%	100%	49%	28%	47%
Total allowable commercial catch (TACC) settings	44%	44%	15%	46%	39%	52%	42%	25%	41%	46%	27%
Released fish mortality	36%	36%	32%	15%	39%	30%	20%	25%	22%	59%	47%
Illegal take	32%	32%	24%	41%	44%	30%	33%	-	28%	31%	33%
Localised depletion	31%	31%	17%	36%	33%	28%	32%	25%	28%	30%	47%
Amateur fishing charter vessels	28%	28%	44%	18%	6%	20%	36%	-	22%	22%	13%
Commercial pot mesh size	26%	27%	17%	15%	33%	42%	26%	50%	27%	22%	20%
Seasonal fishing pressure	25%	25%	10%	15%	22%	12%	17%	-	12%	41%	27%
Concentrated effort on small areas	24%	23%	24%	26%	11%	30%	22%	50%	25%	22%	47%
Recreational size limits	24%	23%	17%	15%	11%	16%	27%	25%	15%	24%	27%
Accumulation limits	23%	21%	37%	31%	-	4%	27%	75%	26%	19%	13%
Habitat loss	21%	20%	12%	46%	39%	22%	13%	-	11%	34%	33%
Small hooks and hook type	18%	17%	29%	13%	6%	10%	12%	25%	17%	26%	27%
Recreational allowance settings	18%	17%	24%	18%	6%	14%	20%	-	20%	14%	-
Lack of information for management purposes	15%	15%	7%	10%	33%	24%	15%	25%	12%	12%	-
Season open during spawning	14%	13%	17%	18%	17%	22%	12%	50%	13%	13%	33%
Lack of education on fishing rules	13%	12%	12%	18%	11%	22%	11%	-	15%	12%	33%
Section 111 blue cod take	11%	12%	7%	5%	6%	8%	17%	-	7%	6%	-
Timeliness of management decisions	11%	10%	10%	8%	11%	2%	9%	-	4%	16%	7%
Filleting at sea	10%	8%	12%	26%	6%	8%	10%	-	7%	10%	-
Recreational pot mesh size	7%	7%	15%	5%	6%	6%	8%	25%	9%	6%	-
Current regulations	7%	7%	5%	3%	11%	4%	7%	25%	3%	9%	7%

Figure 6. Online survey rankings of issues facing blue cod fisheries at a national and quota management area (QMA) scale. Red = an issue that was identified by a high percentage of respondents. Green = an issue that was identified by a low percentage of respondents.

Issue	BC03 – Kaikōura	BC03 – Moeraki	BC03 – Motunau	BC03 – Outer Banks Peninsula	BC03 – Oamaru	BC03 – Karitane	BC03 – Eastern Otago Peninsula	BC03 – Taieri Mouth	BC05 – Bluff	BC07 – Marlborough Sounds	BC07 – Tasman Bay
Number of respondents	36	69	39	27	20	34	46	35	60	248	49
Recreational bag limits	33%	83%	62%	44%	80%	65%	78%	71%	47%	25%	39%
Total allowable commercial catch (TACC) settings	58%	43%	31%	59%	15%	32%	43%	49%	40%	46%	45%
Released fish mortality	28%	19%	44%	30%	30%	6%	15%	6%	23%	63%	49%
Illegal take	33%	29%	15%	33%	35%	35%	37%	46%	32%	34%	18%
Localised depletion	31%	39%	44%	37%	60%	24%	28%	17%	28%	31%	33%
Amateur fishing charter vessels	28%	55%	38%	30%	20%	29%	46%	31%	17%	21%	24%
Commercial pot mesh size	28%	19%	8%	30%	15%	26%	30%	34%	23%	25%	6%
Seasonal fishing pressure	11%	22%	33%	11%	20%	15%	9%	9%	8%	43%	39%
Concentrated effort on small areas	42%	17%	21%	26%	45%	18%	20%	14%	18%	20%	24%
Recreational size limits	14%	33%	26%	4%	15%	26%	33%	31%	10%	24%	24%
Accumulation limits	28%	29%	23%	22%	25%	41%	30%	26%	23%	18%	20%
Habitat loss	19%	6%	3%	33%	5%	9%	2%	6%	12%	38%	22%
Small hooks and hook type	11%	10%	28%	19%	5%	9%	9%	3%	18%	27%	31%
Recreational allowance settings	11%	25%	23%	15%	25%	32%	33%	14%	18%	15%	14%
Lack of information for management purposes	14%	12%	15%	22%	5%	24%	15%	9%	10%	13%	10%
Season open during spawning	14%	9%	21%	22%	10%	6%	9%	11%	12%	13%	8%
Lack of education on fishing rules	14%	12%	5%	15%	5%	18%	13%	6%	20%	12%	10%
Section 111 blue cod take	11%	22%	5%	19%	30%	21%	20%	3%	5%	6%	10%
Timeliness of management decisions	17%	14%	5%	4%	10%	0%	9%	6%	3%	18%	10%
Filleting at sea	17%	12%	8%	15%	20%	15%	4%	9%	12%	11%	6%
Recreational pot mesh size	3%	4%	5%	4%	0%	9%	15%	17%	3%	7%	2%
Current regulations	11%	7%	5%	4%	0%	3%	7%	9%	2%	10%	8%

Figure 7. Online survey rankings of issues facing local blue cod fisheries. Only areas that had 20 or more respondents are presented. Red = an issue that was identified by a high percentage of respondents. Green = an issue that was identified by a low percentage of respondents.

Expert Workshop II

On 17 October 2017, MPI held the second expert workshop in Christchurch (**refer Figure 1**). The results from Wider Engagement 1 were used to help identify key issues in local blue cod fisheries. Additionally, the results were used to help guide the workshop in discussing and developing options that could achieve the aim and objectives of the strategy.

The proposed options developed at the second workshop are being further worked through. Once this is done, MPI will undertake Wider Engagement 2. This will again include reaching out to fishers, tangata whenua and the general public through information sessions, club meetings and a second online survey to gather feedback on:

- the proposed options developed during the second expert workshop to achieve the aim and objectives of the strategy; and
- whether we have missed anything that needs to be included

Stay up to date with how you can continue to be involved with the development of the National Blue Cod Strategy at www.mpi.govt.nz/bluecod.