

Fisheries Management

ANNUAL REPORT

2017 - 2018



Directory

Fisheries Management - Marine Protection Sub-committee

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NZSFC Incorporated

Patron	John Chibnall
Executive	
President	Phil Appleyard
Vice Presidents	Bob Gutsell Peter Campbell
Board members	Bob Gutsell Brenda Saul Deryk Nielsen Lewis Avenell Mark Connor Mark Hemingway Paul Batten Peter Campbell Phil Appleyard Ross Lucas Warren Maher Wayne Bicknell
Co-opted	Richard Baker Scott Macindoe

By the numbers

Member clubs	56
Life members	6
Affiliated members	34700
Zone representatives	8
IGFA members	11

Administration

Admin Officer	Helen Pastor
Auditor	Tim England
Records Officer	Pete Saul

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**If you want to walk fast, walk alone. If you want to walk far, walk together.
 African proverb.**

Image credits: Mike Bhana, Matt Watson, Si Yates, Trish Rea, Kaye van der Straten, Sam Wild, New Zealand Fishing Media, Dave Adams.



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Attendees at the 2017 Annual General Meeting of the New Zealand Sport Fishing Council, hosted by the Tauranga Sport Fishing Club, Tauranga.



President's Report

It is my pleasure to introduce the New Zealand Sport Fishing Council's Fisheries Management Annual Report for the year ending 30th June 2018.

Our Council has had an unprecedented year in terms of engagement thanks to the efforts of our Board, clubs, delegates, volunteers and the LegaSea crew. We have welcomed Helen Pastor to the team and she has made it through her first Simrad ITM Nationals fishing tournament with few scars, thanks to the Fishing Sub-committee's work. With an eye to the future it is pleasing to see the growth of youth learning through the successful Hiwi the Kiwi programme and LegaSea's FishCare initiative (discussed later in this report).

The New Zealand Sport Fishing Council is privileged to have such a dedicated LegaSea team on the job. Through their professionalism they have managed to secure five Platinum Partners and 39 Gold Partner brands in the past year. The Council, clubs and affiliated members have benefited from the increased exposure that LegaSea is generating. The various goods and services on offer to save money is ever-expanding and I encourage clubs and affiliated members to make the most of these opportunities.

Helen Pastor has successfully taken up the challenge of Administration Officer for the Council. Helen brings years of experience as a legal executive. Her willingness to try anything and get on the road to visit several clubs to see how it works for real is a bonus.

We are into our eighth year of our Hiwi the Kiwi Goes Fishing programme. This award-winning interactive show has appeared at over 1100 primary and intermediate schools nationwide. Mark de Lacy, aka The Minstrel, and wife Chrissy have wowed more than 360,000 pupils sharing the important messages of conservation, respecting marine creatures and safety at sea.

The success of Hiwi the Kiwi is due in large part to the ongoing commitment of two New Zealand icons who have been there from the start. Kilwell generously donates resources including a rod and reel to each school visited. New Zealand Fishing News provides ongoing support, a 12 month subscription for every school visited, and publish the most engaging story from each school in their magazine, keeping the initiative in the public eye. Thanks team.

Lastly, many thanks to the dedicated Fisheries Management - Marine Protection team ably led by Peter Campbell. Their outputs are a credit to the Council and I encourage all affiliated members to get in behind their effort to protect our fishing interests.

I will be stepping down as President at the upcoming AGM in Auckland. Thank you all for your support over the past three years and I look forward to catching up with you or your club delegate in September.

Phil Appleyard, President.



Fisheries Management Chairman's Report

Peter Campbell

Potential reforms

In response to growing public unrest about fish dumping and wastage the Ministry's fisheries system review was initiated in 2015. Since then it has mutated twice, firstly into the 2016 Future Of Our Fisheries process and more latterly the Change Programme. From broad beginnings the focus is now on electronic reporting of catch and fishing effort, GPS tracking, and having cameras on all commercial fishing vessels in New Zealand waters by mid-2020. There is potentially a land-all catch policy under development.

At first blush cameras seem like a grand idea. However, there needs to be a clear understanding of the objective because cameras alone will not remove two fatal attributes of the QMS - under-reporting and dumping.

Any notion of increasing catch limits to enable commercial fishers to land every fish they catch is fatal in itself. So long as vessels can apply unlimited effort then the incentive to select what part of the catch to land (and what to dump) remains unchanged. Trying to force commercial fishers to act against their own economic interests will always be a competition between detection and evasion. Not much different to the status quo. Of equal concern is that it would encourage greater catches and provide no incentives for innovation at a time when it is most desperately needed.

Our research to date has revealed that New Zealand is not alone, Iceland is similarly constrained. Quota schemes are unmanageable and catch limits almost untouchable due to the political control exerted by vessel owners in Iceland and quota shareholders in New Zealand. This influence is so powerful that we now face some tough decisions when it comes to our inshore fisheries.

It has been a particularly challenging year and I am grateful to the Fisheries Management - Marine Protection Sub-committee for their time and effort. The Sub-committee includes Bob Gutsell, Lewis Avenell, Mark Connor, Richard Baker, Wayne Bicknell, Scott Macindoe and I.

Special thanks also to our contractors and volunteers who have helped us fulfil our obligations to keep Council members well informed of fisheries issues.

The Sub-committee continues to provide regular, quarterly reports sent to Council members and affiliates. I encourage everyone to read these reports and provide feedback so our team can continue to deliver good value.

The time has come to face the reality that New Zealand's Quota Management System is no longer 'world-leading' and is, in fact, in dire need of reform.

We witnessed first-hand compelling evidence of fisheries management breakdown when the University of Auckland's Catch Reconstruction report was released in the midst of our 2016 Council AGM.

The report documented the amount of fish caught in New Zealand waters since the 1950s was more than twice what had been reported annually to the United Nations.

Since the report's release the New Zealand Sport Fishing Council has been agitating for meaningful reforms that will deliver abundant fisheries for future generations.

So far, the only obvious change has been a renaming of the fisheries department, from the Ministry for Primary Industries to Fisheries New Zealand. An interesting choice given that it is so easily confused with Fisheries Inshore New Zealand, the entity representing commercial interests.

10

People on the Fishing Sub-committee.

1482

People from around New Zealand fished the 2018 Nationals.

1100

Schools have enjoyed the Hiwi the Kiwi Goes Fishing show & received a Kilwell fishing rod.

8 years

Of the Hiwi the Kiwi Goes Fishing project.

360,000

Students nationwide have seen the Hiwi the Kiwi Goes Fishing show.

12 month

NZ Fishing News subscription for every school visited.



Rebuilding depleted stocks

Many stocks of importance to recreational, customary Maori, and environmental interests are well below the level that can provide for our community's social, economic and cultural wellbeing. Some stocks have not been reviewed since being introduced into the QMS in 1986, and many still have no allowance set aside for recreational or customary non-commercial interests.

A consequence of ignoring the plight of these inshore fisheries is that when a stock is reviewed significant catch reductions are often required to rebuild them to target levels. As we experienced most recently with the tarakihi stock, after years of issuing more quotas in response to commercial overcatch, the Minister now has to decide to reduce the Total Allowable Commercial Catch (TACC) by up to 65% for 10 years to achieve the required rebuild.

Suggestions by commercial interests that they will 'shelve' catch in preference to the Minister reducing the TACC are unacceptable. Shelving is an industry construct with no legal status. Shelving usurps the government's control over catches and effectively leaves quota shareholders to act as if they own our fisheries.

Timely rebuilds will never be achieved with quota holders making the decisions. New Zealand's fisheries belong to us all, including those unborn.

Our fisheries at risk

Depleted fish stocks are less resilient to environmental shocks, and sooner rather than later we need to face the reality that our fisheries require rebuilding.

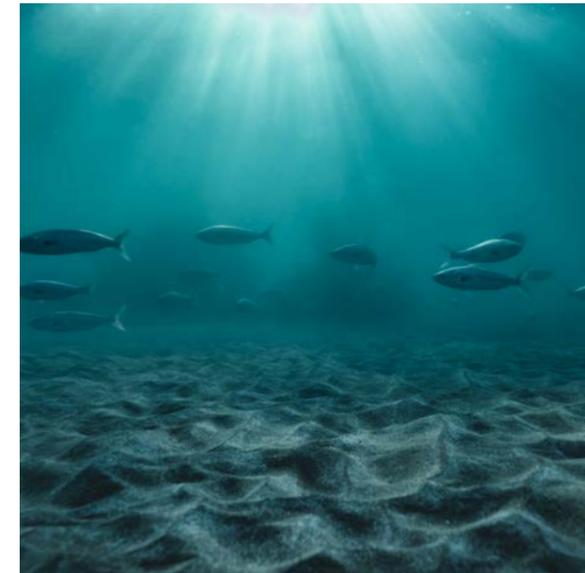
Having fish stocks fished to the maximum yield and beyond is risky, because it is only a matter of time before abundance starts to spiral downward. A cost of taking this approach is that productivity reduces and ecosystem functions that allow for rebuilding are degraded, jeopardising the whole recovery process. Unfortunately, all New Zealanders pay the cost of stock depletion even if we had no hand in its demise.

Instead of aiming for the smallest possible catch reductions and lowest targets, New Zealand needs to get with the times and aim high. International best practice is maintaining stocks above 50% of unfished biomass in order to restore healthy ecosystems.

More abundant fisheries mean greater work, economic and leisure opportunities, providing many benefits to regional economies. Most importantly, it offers the prospect that the next generation of fishers will have a fishery worthy of protection and enhancement.

It could also mean greater patronage at fishing clubs and increased membership, so I encourage you to support the Council's ongoing efforts to rebuild our inshore fishery to abundant levels.

Fisheries Management Sub-Committee Report



Introduction

The Fisheries Management - Marine Protection Sub-committee provided research-based responses to management reviews and engaged in fisheries meetings throughout the 2017-18 year. We have been proactive in highlighting issues and changes required to secure more abundant fisheries and a better fishing future.

We report the following achievements over the past year -

- Participation in 43 forums and working group meetings.
- 11 substantial submissions completed.
- Comprehensive Quarterly reports distributed.
- Surveyed the fishing public about management proposals.
- Estimated the total recreational catch of southern bluefin tuna.
- Ongoing participation in the fisheries management systems review.

The year of southern bluefin tuna

July was an historic start to the 2017-18 sportfishing season. Large southern bluefin tuna (SBT) arrived off Cape Runaway, and due to social media hundreds of anglers descended on Waihou Bay. In one weekend 124 fish were caught, with most weighed by the Waihou Bay Sports Fishing Club. The average weight was 72 kg, with 13 fish over 100 kg.

NZSFC collated the recreational catch data for all of New Zealand and provided Fisheries NZ with a conservative total of 24 tonnes

for 2017. During the Ministry's February in-season review the Council supported a 40 tonne recreational allowance, to allow for the responsible development of this tuna fishery. The Minister decided on a 20 tonne recreational allowance.

A second review is underway and another allowance will be made from October 2018.

In June the Council published a SBT FishCare best practice guide and clubs are promoting responsible, voluntary fishing practices.

As expected, there was considerable interest this year with over 200 trailer boats fishing out of Waihou Bay at the end of June. Early results indicate the North Island recreational catch could be a third of last year.

Purse seine fishing

At every Highly Migratory Species (HMS) Fisheries Plan meeting the NZSFC raises concerns about the impacts of large-scale purse seine catches. The issue is twofold. First is the harvest of or competition for access to skipjack tuna schools during the sportfishing season. Secondly, the importance of maintaining forage species stocks, including mackerel and pilchard; these are critical for sustaining the wider ecosystem, seabirds, whales, dolphins and predatory fishes.

The HMS Fisheries Plan now includes a key performance indicator stating that important forage species are not depleted.

A jack mackerel stock assessment has been proposed and this could provide stock status for these important forage species.

4

Quarterly reports outlining activity, submissions and meetings.

7

People on the Fisheries Management - Marine Protection Sub-committee.

10 year

Rebuild if tarakihi catch is reduced by 65% now.

50%

Minimum unfished stock size required to deliver abundance in finfish stocks.

32 years

The Quota Management System has been in place.

Risks

Dumping and wastage creating sustainability concerns in fisheries.

World Recreational Fishing Conference

The NZSFC supplemented costs for John Holdsworth and Josh Barclay to attend the 8th World Recreational Fishing Conference in Canada, in July 2017. The event was attended by 390 people from 19 countries. Primary learnings include:

- a. In developed countries allocation between sectors is contentious and difficult. In developing countries the lines between subsistence, local market, and commercial are blurred.
- b. A concerted effort toward an ecosystem approach (whole system) is needed.
- c. Many smart phone apps that collect some information on recreational fishing have been developed, none are likely to replace the need for recreational harvest surveys.
- d. New Zealand's recreational harvest surveys are high quality.

Recreational harvest in NZ

The methods used in the Fisheries New Zealand (FNZ) 2011-12 recreational harvest surveys have been internationally recognised as robust and reliable.

In March 2018 a scientific paper describing the three concurrent surveys was published in the international peer-reviewed journal, *Fisheries Research*, recognising the high-quality survey work.

It is helpful to have peer-reviewed science to refute the common adage of 'we don't know what recreational fishers catch'.

Two new 12-month surveys are underway now. NIWA is quantifying boat-based catch using aerial boat counts and interviewing returning fishers at boat ramps. NRB is conducting a national household panel survey. The panelists' responses will be used to estimate the number of fish landed in 2017-18 by all fishing methods, including land-based catch.

Results from current survey and direct comparisons with the 2011-12 harvest will be available in 2019.

Research and Snapper 1

In December 2017 the Ministry (FNZ) hosted a multi-sector research planning meeting for inshore fisheries, for the first time in a decade.

It is positive to have FNZ working towards fisheries-independent surveys that do not rely on self-reported data. Debate about whether commercial interests are willing to pay extra

for these surveys is expected to occur over the next few months now that the proposed 3-year Snapper 1 tagging programme has been dropped.

The NZSFC strongly objects to the Ministry's inaction regarding Snapper 1. The Minister made a decision with clear-cut outcomes in 2013 and commercial interests have made many promises while employing stalling tactics. Meantime, the NZSFC has made a substantial investment in the SNA1 planning process to deliver a more abundant snapper fishery on the northeast coast. To have the comprehensive snapper tagging programme thwarted at this late stage is very frustrating.

South Island issues

Many stocks of importance to South Island recreational fishers have not been reviewed since their introduction to the QMS in 1986. Comprehensive responses to management proposals for bluenose, paua, gurnard, red cod, crayfish and flatfish were completed in July 2017. In 2018 submissions were made for tarakihi, rig, elephant fish, gurnard and kingfish.

Blue cod is an iconic species for central and southern fishers. The Council will monitor the four research projects planned for 2019 and is supporting the BCO 7 research project through the current planning process.

A Marlborough Marine Futures Marine Spatial Plan is being developed, similar to the Sea Change Hauraki Gulf planning process. We have attended several meetings. Corporate commercial interests seem strongly opposed to the process, fearing exclusion from the Marlborough Sounds and outer regions. Public support seems patchy. NZSFC will continue to monitor and report any progress.

In 2017 and 2018 the Council submitted in support of the Ministry's proposals to close Southern Scallops to commercial and recreational fishing. Ministerial approval was given in both years.

We anticipate joining the multi-sector working group tasked with reviewing new information and advising the Minister on rules to apply around the top of the South Island when the fishery eventually reopens to harvesting.

Crayfish Crisis

CRA 2 is an important recreational fishery in the Hauraki Gulf and Bay of Plenty. The CRA 2 stock has been collapsing despite annual management reviews.

The NZSFC has used CRA 2 to highlight problems with the Quota Management System and the impacts of having stakeholder management groups dominated by commercial quota holders.

The CRA 2 stock assessment was brought forward a year and NZSFC was invited to contribute to the science working group process. Our team contributed to changes in the stock assessment methodology. The net result showed long-term declines in the CRA 2 stock and reinforced the urgent need for management action.

A review of four crayfish stocks occurred in January 2018. A joint CRA 2 recreational submission was lodged by NZSFC and the New Zealand Angling & Casting Association, with subsequent support from the New Zealand Underwater Association.

The main thrust of our submission was that crayfish management had failed, and CRA 2 was at an historic low. Closure was an option that must be considered by the Minister. The only alternative for Stuart Nash was to reduce the Total Allowable Commercial Catch from 200 to 80 tonnes, which he did as of April 1st.

We also supported the Minister in reducing commercial catch limits in the Otago stock. We did not support his decision for catch increases in Hawke's Bay or Southern stocks.

Future Catch report

Between 2016 and 2017 the NZ Initiative (formerly the Business Roundtable) launched three reports promoting recreational fishing reforms. Randall Bess presented a draft report, *The Future Catch*, to last year's AGM in Tauranga. Randall requested and subsequently received feedback from the NZSFC.

Bob Gutsell was invited to be a panellist at the final report's release in December 2017. Randall is promoting the establishment of a peak body to represent recreational fishing interests.

The Nature Conservancy is hosting the recreational fisheries project over the next 12 months and Randall will continue to lead the process.

Fisheries system review

Aspects of fisheries management have been under review for the last three years. The Council has fully engaged given the prospect of real reforms and fulfilment of the 2013 commitment to have 100% observer coverage on all trawlers and Danish seiners operating in SNA1, on the North Island's northeast coast.

In 2016 Fisheries NZ issued the Future Of Our Fisheries proposals including the Integrated Electronic Monitoring and Reporting System (IEMRS).

Commercial fishers initially supported cameras but by 2017 they were pressuring the government to change the law, to prevent release of the video and data generated by IEMRS.

After much lobbying, Stuart Nash announced a slow-down in the camera roll-out programme in November 2017. The IEMRS process is still being reviewed.

We are disappointed the scope of reforms has narrowed however, we remain engaged and are participating in the IEMRS Advisory Group.

NZSFC appreciates the solid support from the New Zealand Angling & Casting Association, the New Zealand Underwater Association, and Yachting New Zealand throughout this process.

124

Southern bluefin tuna caught in one weekend at Waihou Bay.

Ongoing

Concerns about impacts of large scale purse seine catches.

Best practice

Southern bluefin tuna fish guide published to educate fishers.

Forage

Species must not be depleted by fishing, HMS Fish Plan.

High quality

NZ recreational harvest surveys recognised internationally.

SNA 1

Tagging project canned 5 years after Minister's decision.

NZSFC Fisheries Management Income and Expenditure

	31/03/15	30/06/16	30/06/17	30/06/18	
Source of funds	Actual	Actual	Actual	Actual	Notes
Affiliated club member levies	65000	65000	70000	70000	
LegaSea donations - Budgeted	65000	93000	100000	120000	
Grant income - Budgeted	0	80000	58000	0	
Fisheries Management budget	130000	238000	228000	190000	
LegaSea donations (under or over budget)	-8582	-2787	313	1379	1
Grant income - (under or over budget)	0	-15000	-53066	0	
Total Fisheries Management Income	121418	220213	175247	191379	
Expenditure					
Sustainability and management processes					
Snapper	40698	26177	18155	46	
Crayfish	10653	1531	19351	12905	
Pelagics	1624	453	1510	6016	
Other fisheries	3816	7763	5137	15799	
Total Sustainability and Management processes	56791	35924	44153	34766	
FNZ processes and political engagement	12797	54522	72390	74558	2
Policy development and Council attendance	12254	6692	19720	21042	3
Hokianga Accord/Symposium	4004	59231	2579	4343	
Marine protection and spatial planning	11401	20720	6864	4328	
Regional issues	1376	12008	6371	3019	
Reporting and public awareness	14033	22617	35072	24708	
Total expenditure	112656	211714	187149	166764	
Surplus/deficit	8762	8499	-11902	24615	4

Notes

1. LegaSea Legends and the public came through at \$120,644 (over budget by \$644) . The LegaSea Hawkes Bay contribution of \$735 makes up the balance of this surplus.

2. Fisheries New Zealand (FNZ) and political engagement. This year saw the Council invited to attend the National Rock Lobster Management Group in an observer capacity. In addition, the Council maintained it's contribution to the Fisheries New Zealand-led Rock Lobster Working Group. This work added up to over \$29,000 worth of external engagement and participation this year.

3. Policy development and Council attendance. Included in this figure is a one off investment of \$7,000 in Phase 2 of the Economy of Recreational Fishing research

4. Unspent LegaSea donations. LegaSea donations are monies received from LegaSea Legends and other public contributions. 100% of this income is transferred to the New Zealand Sport Fishing Council to be carefully administered and invested in advocacy, research and education initiatives. We have carried forward \$1,689 from previous years. Adding it to this year's surplus of \$24,615 means we have a reserve of \$26,304 'Unspent LegaSea Donations' to carry forward to next year.

Fisheries Management - Marine Protection Sub-committee



Peter Campbell

Peter is based in Tauranga and has been a zone delegate to the New Zealand Sport Fishing Council's executive Board for 18 years. He has been Vice President twice, from 2001 to 2009 and 2012 onwards. Peter is the respected Chairman of the Fisheries Management - Marine Protection Sub-committee.



Mark Connor

Mark is the Council's Immediate Past President. He is the South Island's representative on the New Zealand Sport Fishing Council executive Board. Mark is a long standing member of the Ashley Sport Fishing Club in North Canterbury and remains actively involved in local and regional fisheries management processes.



Richard Baker

Richard has been involved with the New Zealand Sport Fishing Council for 28 years. Richard was Council President from 2008 to 2011, and is the Council's youngest ever life member. He is one of New Zealand's 11 IGFA representatives. Richard is the Council's spokesperson on fisheries management and public education issues.



Scott Macindoe

Scott has been an active contributor to the New Zealand Sport Fishing Council in a management and public awareness capacity for more than a decade. He has been a member of the Warkworth Gamefish Club committee for eight years. Scott is LegaSea's spokesperson on fisheries policy and public awareness issues.



Wayne Bicknell

Wayne is a life member of the Hawke's Bay Sport Fishing Club and an IGFA representative. He is a New Zealand Sport Fishing Council executive Board member. Wayne has years of experience in local and national issues. He is also a founding member of and spokesperson for LegaSea Hawkes Bay.



Lewis Avenell

Lewis is an active member of the New Plymouth Sportfishing and Underwater Club. He has been the Waikato-Taranaki representative on the New Zealand Sport Fishing Council executive Board for the past three years. Lewis is an active contributor to all aspects of fisheries and resource management, and marine protection activity.



Bob Gutsell

Bob is Vice President of the New Zealand Sport Fishing Council, and is a past President of the Waikato Sport Fishing Club. He has been a member of the executive Board for six years and has recently joined the Fisheries Management - Marine Protection Sub-committee.

LegaSea Annual Report 2017 - 2018

Established in 2012 LegaSea is a not for profit organisation, a wholly owned subsidiary of the New Zealand Sport Fishing Council.

LegaSea is working with a growing number of Partners and organisations to achieve the shared vision of an abundant fishery, a diverse marine ecosystem, and more fish in the water for future generations.

Organisations engaging with LegaSea include Yachting New Zealand, the Royal New Zealand Yacht Squadron, NZ Marine, New Zealand Underwater Association, Sustainable Coastlines, the Outboard Boating Club of Auckland, Papatuanuku Kokiri Marae, the New Zealand Angling & Casting Association, Ngapuhi and Spearfishing NZ. Collaboration and community engagement sum up the year just been.

While LegaSea's profile continues to grow, it is important to reinforce how critical the New Zealand Sport Fishing Council has been in every step of this journey. Firstly, for having the strategic vision to create LegaSea and, secondly, for providing the necessary support.

Governance

LegaSea appreciates the opportunity to regularly report to the Council, the Fisheries Management - Marine Protection Sub-committee and LegaSea Governance Advisory Sub-committee (LGAS).

The LGAS guide our team's operations. LGAS includes LegaSea directors, Mark Connor and Peter Campbell (Chairman), and NZSFC Board and co-opted members Richard Baker, Lewis Avenell, Scott Macindoe and Ross Lucas.

Supporter Engagement

LegaSea is supported by a growing number of corporate sponsors, over 45,000 subscribers, 42,000 Facebook followers, and the generosity of thousands of Kiwis who care about the environment.

Events

Over the past year the LegaSea crew spent 106 days at events, engaging with an estimated 21,000 people. Simon Yates and Pieter Battaerd are the driving force behind these events.

A highlight was our inaugural Gala Dinner - The Big Workup, in November 2017. 300 people enjoyed a three course meal and entertainment at the Royal New Zealand Yacht Squadron. The feedback has been overwhelmingly positive.

We were delighted to present the inaugural LegaSea Award to Matt Watson for his invaluable support of LegaSea, and adoption of better fishing practices. Scott Macindoe was presented with a special taonga, award, for his ongoing commitment to restoring our fisheries to abundance.

Key events include the:

1. Hutchwilco NZ Boat Show. Event organisers Premiere Exhibitions, particularly Dave Gibbs, gift LegaSea exhibition space each May. Thanks to our valued crew of volunteers who generously give their time. Passion really counts!
2. On Water Boat Show. NZ Marine generously made space available for LegaSea to promote the FishCare programme in spring 2017.
3. New Zealand Agricultural Field Days. For the second year ITM donated part of their stand to LegaSea. We presented our messages to the show's 120,000 attendees in June.

Partners and Sponsors

Our corporate engagement programme is developing, mainly thanks to the efforts of our Corporate Relations and Fundraising Lead, Simon Yates. Due to his skill and dedication, we now have five Platinum Partners and 39 Gold Partner brands supporting LegaSea.

Communications

Interest in LegaSea's message continues to grow. Communications Lead Trish Rea, supported by Josh Barclay, is serving a growing number of media outlets. Over the last year LegaSea has published at least 120 articles, opinion pieces and press releases.

Our digital reach is increasing. We have 42,000 Facebook followers and have initiated a fresh strategy on Instagram to engage younger New Zealanders.

Named "The Co-Op", it involves a group of passionate volunteers who are committed to raising awareness of the issues facing our inshore environment. At its core is Scott Cushman, supported by respected marine cameramen and photographers Mike Bhana, Dan Westerkamp, Sam Wild, and Guy Macindoe.

Campaigns - The Crayfish Crisis

LegaSea launched the Crayfish Crisis campaign in February 2018. The objective was to elevate public awareness and provide tools for people to have a say about the future management of our treasured crayfish.

A record 4000 people completed the campaign survey, indicating strong public support for a conservative Ministerial decision. The CRA 2 campaign video was a hit, attracting 78,000 views.

106

Days spent talking with people at events.

120

Articles, opinion pieces and press releases published.

21,000

People engaged at events.

This campaign supported the submission made by the NZSFC and NZ Angling & Casting Association. It also attracted letters of support from the NZ Underwater Association and Spearfishing NZ.

Campaigns - I Fish. I Care. I Vote.

Prior to the September 2017 election LegaSea launched the I Fish. I Care. I Vote. campaign. The objective was to encourage political parties to commit to policies that would restore our inshore fisheries to abundance.

Campaign messages were promoted via digital channels and generated moderate success, largely due to the large amount of "noise" surrounding the election. A substantial investment would have been required to generate further awareness.

Finances

Since 2015, 100% of public donations to LegaSea have been transferred to the New Zealand Sport Fishing Council. These funds are carefully managed by the Fisheries Management - Marine Protection Sub-committee.

For the second consecutive year LegaSea has met budget, with distributions to the New Zealand Sport Fishing Council totalling more than \$120,000 thanks to our magnificent and committed LegaSea Legends.

4000

Crayfish Crisis surveys completed.

78,000

Views of the Crayfish Crisis campaign video.

259

Shares of the Crayfish Crisis campaign video.

LegaSea Ltd Income and Expenditure

	31/03/15	30/06/16	30/06/17	30/06/18	
Income	Actual	Actual	Actual	Actual	Notes
Donations from people and unaffiliated clubs	73467	96014	104119	111248	
Donations from events and affiliated clubs	11891	13638	12817	15800	
Donations for the establishment of LegaSea	266520	68000	0	0	
Partner sponsorship programme	101529	124069	95500	207723	1
Building LegaSea & LegaSea Works	61598	86023	12526	32059	
Grants and interest received	0	144476	366041	532310	2
Merchandise (surplus/deficit)	-6571	-11628	-835	-1312	
Total income	508434	520592	590168	897828	

Expenditure					
Donations to NZSFC and LegaSea Hawkes Bay	59222	96014	104119	124218	
Fundraising	216159	145584	99008	118593	
Communications and public awareness projects	139854	186162	231832	249458	3
Campaigns	48361	14366	42481	256505	4
Strategy and planning	20646	24835	54431	78629	
Administration	40235	56172	81514	71043	
Total Expenditure	524477	523132	613385	898446	
Surplus/Deficit	-16043	-2540	-23117	-618	

Please refer to the www.legasea.co.nz website for copies of audited accounts.

Notes

- Partner sponsorship programme. We have enjoyed a 180% increase on income in comparison to the previous financial year. This is the result of more engagement with existing Partners. We also welcome aboard Haines Hunter, MOA Beer, Barkers Menswear, Sullivan Plumbing and Gas, Whitehaven Wines, and Around Sheet Metals as new Partners delivering vital support.
- Grants and interest received. We are grateful to The Tindall Foundation, Foundation North, Spark Foundation, Guardians of the Sea Charitable Trust and The Lion Foundation for generous grants made this year.
- Communications and public awareness projects. The FishCare and Kai Ika projects are now well underway. 120 articles published, 100 events attended with over 20,000 people receiving a LegaSea briefing.
- Campaigns. Both the Crayfish Crisis and Time Out for Tarakihi public awareness campaigns were designed to highlight New Zealanders support for conservative decision making in relation to our inshore fisheries. Good campaigns require planning and teamwork. LegaSea has initiated the development of three campaigns intended to be rolled out in the coming financial year.

LegaSea projects July 2017 to June 2018

Empowered by the support of our aligned organisations and Partners, LegaSea has initiated two major public awareness and engagement programmes - FishCare and Kai ika.

FishCare - The school of best practice.

An educational programme to help people reduce their impact on the marine environment. FishCare is focused on five core principles:

- Fishing techniques. Using methods to target wanted fish and how to avoid catching juvenile fish.
- Fish handling and release methods. Appropriate handling to ensure maximum survival rates of fish returned to the water.
- Maximum utilisation. Maximum use of fish kept or sharing unwanted parts with others.
- Impact minimisation. Respect all marine life. Reduce your environmental impact and enjoy respectful interactions with birds and mammals.
- Safety principles. Maximise personal safety while on or near the water.

Programme partners have made generous in-kind contributions to facilitate FishCare. These partners include NZ Marine, Hutchwilco NZ Boat Show, New Zealand Fishing News, NZ eFisher, NZ Bayfisher, NZ Fishing Community, and Fishing in Godzone.

Awareness and Education

FishCare has enjoyed greater reach over the past twelve months. Over the last year the FishCare principles were presented via three core channels:

- Print: 23 magazines articles, with a total estimated audience of 197,000.
- Digital: 107 pieces were distributed via email, social media and TV, attracting a collective 463,000 views.
- Events: Attendance at 12 events including the Hutchwilco Boat Show, the On Water Boat Show and Fieldays.

In total, FishCare has been presented over 697,000 times across these channels.

Aligned Organisations

A growing number of entities are providing expertise and experience to help make FishCare more informative and relevant for recipients.

These organisations include NZ Marine, NIWA, Coastguard, Massey University, Sustainable Coastlines, Southern Seabird Solutions, New Zealand Underwater Association, Yachting New Zealand and the New Zealand Casting & Angling Association.

FishCare Ambassadors

Matt Watson, Tony Orton, Mandy Kupenga and Matt Von Sturmer are LegaSea's first FishCare Ambassadors. All four have a well-established record of promoting ways that recreational fishers can minimise their impact on our marine environment.

The Kai ika project. 'He ika he taonga' - the gift of fish.

Facilitated by LegaSea, the Outboard Boating Club of Auckland (OBC) and Papatuanuku Kokiri Marae have developed the Kai ika project to utilise fish parts that were previously being wasted after the fillets had been removed.

The OBC now collects and sorts the heads, frames and offal, then Marae volunteers collect and distribute the food to an appreciative South Auckland community.

Since November 2016 over 17,100 kgs of this rangatira kai or 'chief's food' have been shared. The offal is used as fertiliser in the Marae's community gardens.

The success of this project is driven largely by the volunteers at OBC and Papatuanuku Kokiri Marae.

23

FishCare articles published.

697,000

FishCare messages presented.

17,100 kgs

Fish parts shared with South Aucklanders.

743 hours

Of volunteer time invested in Kai ika.

Fisheries Management – Marine Protection Service Providers



John Holdsworth (BSc)

John is a director of Blue Water Marine Research, established in 1997 to conduct research including surveying recreational fishers and various tagging projects. He has over 20 years experience in fisheries research and management. John is the ideal person to represent our club members' interests in the science, policy and working group processes run by Fisheries New Zealand.



Pete Saul

Pete is a fisheries researcher and recently retired charter operator with over 30 years experience. He owns and operates the vessel *Lady Jess*. Pete is a director of Blue Water Marine Research and is currently the Council's Records Officer. He contributed to the development of the moratorium on commercial billfish catch, which has been replaced by fisheries regulations prohibiting commercial fishers from landing marlin in New Zealand waters.



Barry Torkington

Barry has a background in commercial fishing and aquaculture. At one stage he was a director of his local commercial fishing operation, Leigh Fisheries. Barry's key attributes are his clear thinking, his ability to analyse policy and management proposals and articulate the core issues. These skills are highly sought-after and the Council has appreciated his input and guidance on significant issues over the years.



Trish Rea

Trish has more than a decade of fisheries management and advocacy experience working with a variety of non-commercial environmental and fishing interest groups. During this time Trish has developed a range of skills that enable her to make a valuable contribution to the Council's ongoing policy and management work.



Josh Barclay

Josh has completed a Marine Science degree at Victoria University. He joins the team to help with research projects, provide valuable insight into fisheries issues, and represent the Council at Fisheries New Zealand's Wellington-based working group, science and management meetings. Josh has spent time working as a research assistant designing a shark tagging system around Wellington's harbours. He is a regular diver at the National Aquarium of New Zealand.



Stuart Ryan

Stuart is a barrister with specialist practice in public law, environmental law and related areas. He represented the (then) New Zealand Big Game Fishing Council and other non-commercial interests in the Kahawai Legal Challenge proceedings. Stuart has over 20 years experience in advising public and private sector clients. Over the years Stuart has built a strong relationship with many non-commercial environmental and fishing interest groups.

Working together July 2017 to June 2018



During the year the New Zealand Sport Fishing Council collaborated with member clubs, individual experts, and utilised the outreach of LegaSea to develop various outputs. Work included submissions, presentations, and support in response to fisheries management reviews, policy proposals, and environmental initiatives.

The New Zealand Sport Fishing Council and LegaSea are grateful for the support and cooperation of many individuals and organisations including the following -

- Auckland Council
- Blue Water Marine Research
- Coastguard
- Department of Conservation
- Environment and Conservation Organisation of Aotearoa New Zealand - ECO
- Greenpeace New Zealand
- Guardians of the Sea Charitable Trust
- Hokianga Accord, mid north iwi fisheries forum
- Marlborough Recreational Fishers Association
- Massey University
- Ministry for Primary Industries – Fisheries New Zealand
- New Zealand Angling & Casting Association
- NZ Marine
- New Zealand Marine Research Foundation
- New Zealand Underwater Association
- Nga Hapu o te Moutere o Motiti
- NIWA
- Paua Industry Council
- Royal Forest & Bird Protection Society of New Zealand
- Southern Seabirds Solutions Trust
- Southwick Associates
- Spearfishing NZ
- Sustainable Coastlines
- Te Runanga A Iwi O Ngapuhi
- University of Auckland
- Yachting New Zealand





Fisheries management submissions July 2017 to June 2018

2017

BLUENOSE - NATIONAL

Our recommendation	Support MPI's Option 3, reduce the combined TAC from 990 to 740 tonnes.
Outcome	Minister agrees to a TAC reduction to 740 tonnes.

GURNARD 7 (GUR 7)

Our recommendation	Support MPI's Option 2, a precautionary 65 tonne, 7% TACC increase
Outcome	Minister increased the TACC by 15%.

KAIKOURA EMERGENCY CLOSURE

Our recommendation	Support full closure of shellfish & seaweed fisheries until safe to reopen.
Outcome	Minister closes shellfish & seaweed fisheries under s11 of the Act.

PAUA 3 (PAU 3)

Our recommendation	Support MPI's Option 1, a 50% TACC reduction.
Outcome	Minister reduces the TACC by 50%.

PAUA 7 (PAU 7)

Our recommendation	Support MPI's Option 2, a 10% TACC reduction.
Outcome	Minister reduces the TACC by 10%.

RED COD 2 (RCO 2)

Our recommendation	Support MPI's Option 2 TAC increase, for a 31 t recreational allowance.
Outcome	Minister chose Option 1, a 24 t recreational allowance.

HMS Fisheries Plan

The Highly Migratory Species (HMS) Fisheries Plan will guide the management of HMS fisheries for the next five years. The NZSFC has been an active contributor to the HMS Fisheries Plan. Our August 2017 submission made the following statements -

1. NZSFC supports the objective to maintain and enhance world class game fisheries in New Zealand waters, and to maintain the recreational - only status for marlin in New Zealand.
2. NZSFC members have a particular interest in broadbill swordfish, the other billfish species, yellowfin tuna and southern bluefin tuna.
3. NZSFC propose that the Ministry support and assist stakeholders to identify and resolve unsatisfactory interactions between recreational fishers and purse seine fishers working schools of skipjack tuna.
4. NZSFC supports the move towards an ecosystem approach to fisheries management that recognises the importance of HMS and their ecosystems, including predators, prey and protected species. Forage species must not be depleted by commercial fishing.

2018

CRAYFISH 2, 4, 7 & 8

Our recommendation	Support Total Allowable Commercial Catch (TACC) reductions in CRA 2 & 7. Oppose increases in CRA 4 & 8.
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Outcome	Minister agrees to TACC reductions in CRA 2 and CRA 7; agrees to increases in CRA 4 and CRA 8.
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SOUTHERN BLUEFIN TUNA

Our recommendation	Apply in-season increase to the Annual Catch Entitlement (ACE). Increase recreational allowance to 40 tonnes.
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Outcome	Minister increases ACE. Increases recreational allowance from 8 tonnes to 20 tonnes.
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TAURANGA BEACH BYLAWS

Our recommendation	Maintain beach access, develop a Code of Practice & a plan to keep beach users safe.
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Outcome	NZSFC presentation to public hearing. Decision is pending.
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SOUTHERN SCALLOPS

Our recommendation	Support FNZ's option to continue the closure of Scallop 7 and Port Underwood.
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Outcome	Closed to harvesting for 2018 season.
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Testimonials



"We're supporting LegaSea and helping protect one of the most important sociable occasions for future generations."

Geoff Ross,
CEO, MOA Beer



"Fresh seafood is too expensive to buy for the average household. Give recreational fisherman a chance to put it on the dinner table instead of exploiting it commercially and exporting it offshore. Families and communities across New Zealand rely on inshore areas to be abundant. Without LegaSea's initiatives and continual commitment to this cause there is no chance for our future generations."

Antonio Guzzo,
Managing Director, Marine Deals



"Yachting New Zealand share the vision of a healthy marine environment and abundant fishery. With our marine environment coming under increasing pressure, we feel the most important thing is to get involved, stay involved and start now. With that ethos in mind, Yachting New Zealand launched our new environmental sustainability strategy earlier in the year and was proud to have New Zealand Sport Fishing Council and LegaSea onboard as founding partners. We hope outcomes of the strategy will bring about real change in the yachting and boating community."

"We have targeted five key areas in our strategy: clean yacht clubs, a strong network of organisations who work together, lowering the impact events have on the environment, a focus on technology and greater education and awareness. We see a great deal of crossover between both organisations and member's interests; a partnership and working together for greater outcomes is a natural way forward."

"It's clear that in order to succeed in changing behaviours and public opinions well developed partnerships are of real value. Operating in a collaborative manner with New Zealand Sport Fishing Council and LegaSea is allowing us to realise our shared vision."

Andrew Clouston,
Chief Operating Officer, Yachting New Zealand



"It is reassuring for the leaders and members of the Whangamata Ocean Sports Club to know we have a team of experienced and well qualified people consistently engaging on our behalf on some pretty complex matters."

"What has become clear to our executive over the last 15 years is how important it is to have statutory considerations being well attended to in order for us locals to work well with mana whenua and commercial fishermen on the home patch. We appreciate the professionalism and courtesy the Council leaders and contractors bring to the table."

Phil Keogh
General Manager, Whangamata Ocean Sports Club



"The New Zealand Angling & Casting Association and its members appreciate the effort put into raising public awareness around fisheries issues by LegaSea."

"This effort is backed by the outstanding submissions and advocacy work from the New Zealand Sport Fishing Council. The New Zealand Angling & Casting Association looks forward to growing our relationship with the Council and further supporting LegaSea in their endeavours."

Jim Yeoman
President, New Zealand Angling & Casting Association

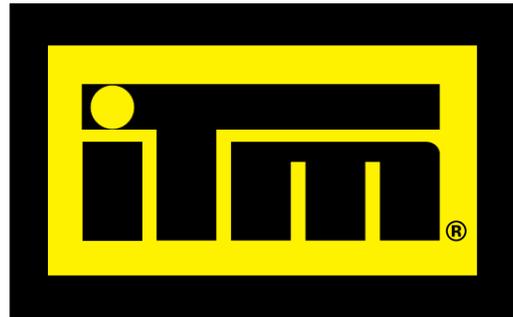


"The New Zealand Underwater Association represents 41 clubs and organisations with a specific interest in underwater activities."

"Collaboration with entire community of recreational stakeholders is critical if we are to reach our shared vision of an abundant fishery, a diverse marine ecosystem and a clean, safe marine environment. It matters for users today and it matters for future generations."

"The power of collaboration was recently evidenced by the success of the jointly executed public awareness campaign, The Crayfish Crisis. In this campaign the New Zealand Underwater Association, New Zealand Sport Fishing Council, LegaSea and our associated partners raised awareness for the decimated crayfish populations in the management area between Pakiri and East Cape (CRA 2). Led by LegaSea, we encouraged the Minister of Fisheries to make a conservative decision - the result, a substantial cut in the Total Allowable Commercial Catch (TACC) giving crayfish populations a chance to recover. An important step change. Further work will be required in CRA 2, and the NZUA looks forward to working with LegaSea as the challenge unfolds. The NZUA also looks forward to further developing this essential partnership in the coming years."

Jeff Strang,
On behalf of the New Zealand Underwater Association



Our Partners are our lifeblood. They help us with funding, communication, social engagement, materials support and motivation. Their commitment to support LegaSea and the New Zealand Sport Fishing Council demonstrates a commitment to the people of New Zealand, to ensure our lives are made richer through the health of our fisheries and the environment in which we live. Restoring our inshore fisheries to an abundant level is now a shared vision. Please contact us if you wish to join this list of outstanding contributors.

Our work would not be achieved without the generous support of many people and businesses. The New Zealand Sport Fishing Council and LegaSea appreciate this ongoing trust and confidence in us to deliver the best outcomes for today's fishers and future generations of New Zealanders.





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