

# Fisheries Management

## ANNUAL REPORT

2018-2019



# Directory

## Fisheries Management - Marine Protection Standing committee

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## NZSFC Incorporated

**Patron** John Chibnall

### Executive

President Bob Gutsell  
Vice Presidents Peter Campbell  
Ian Steele

Board members Bob Gutsell  
Peter Campbell  
Pete Saul - Zone 1  
Lewis Avenell - Zone 2  
Warren Maher - Zone 3  
Vance Fulton - Zone 4  
Dave Wallace - Zone 5  
Ian Steele - Zone 6  
Mark Connor - Zone 7  
Ross Lucas - Zone 8  
Mark Hemmingway - IGFA/Life Members  
Phil Appleyard - (Immediate Past President)  
Scott Macindoe - Co-opted  
Richard Baker - Co-opted  
Dirk Sieling - Co-opted

### By the numbers

Member clubs 55  
Life members 8  
Affiliated members 35,239  
Zone Board representatives 8  
IGFA members 11

### Administration

Admin Officer  
Auditor  
Records Officer

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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, Digital Fish, Stacey Connolly, Jackson Baker, Kaye van der Straten

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Attendees at the 2018 Annual General Meeting of the New Zealand Sport Fishing Council, hosted by Zone 2 Auckland.  
Image credit: New Zealand Fishing News

## 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 2019. I reflect back on my first 12 months as President of this Council with a blend of satisfaction and frustration.

Satisfaction because we do a pretty fine job of a lot of things. We've continued to set the bar high with our fisheries management and advocacy work. The Fisheries Management Standing Committee chaired by Lewis Avenell has offered direction and mandate to the experienced and reliable team of contractors that serve us so well. Thank you to John Holdsworth who has been such a stable and constant source of practical and insightful advice. Together with Trish Rea and Josh Barclay the NZSFC are engaged and participating in all relevant fisheries management processes. I am proud of the powerful and relevant submissions that the Council is making. Let's hope that those advising the Minister are paying attention.

We celebrate the work undertaken by the LegaSea team to help elevate public awareness of the work that needs to be done to rebuild our fisheries and also the efforts to inspire people and businesses to contribute to this work. Thank you to Sam Woolford for your deeply committed leadership of the LegaSea team of Trish Rea, Si Yates, Benn Winlove, Pieter Battaerd, Angela Janse van Rensburg, Louise O'Sullivan, Scott Cushman, Brie Handford and Jess Beetham. The steady growth in LegaSea Legends is testament to your authenticity team. I take this opportunity to acknowledge both the long standing Platinum and Gold Partners and the new. Your commitment to stand by this Council year after year is humbling. Whilst your financial support is vital, your endorsement of the work we do means so much as well.

It has been so pleasing to see the mind-set shift in people's attitudes towards full utilisation and respect for the fish we take. The Kai Ika project being trialled through the Outboard Boating Club of Auckland and the Papatuanuku Kokiri marae at Mangere sees teams of people combining to deliver over 40,000 kilograms of heads and frames

to people who truly appreciate this healthy food. Thank you to the Bobby Stafford-Bush Foundation for your generous support that has allowed us to purchase a 3-tonne refrigerated truck this year, Scott Seafood in Henderson for your tremendous gifts of fish, and now thanks to the 'Working together More Fund', an expansion into Wellington based around the leadership of the Mana Cruising Club. Nothing more powerful than a good idea whose time has come. Similarly, the FishCare project has taken the lead on work required to shift people's attitudes and behaviours with best practice for handling the fish we keep and those that we release. More good work made possible by a growing family of funders and partners. The New Zealand Sport Fishing Council and our subsidiary LegaSea have every reason to be proud of this leadership work and the alignment with other organisations. It is all about our values and the principles and policy made possible by being a Council of like-minded people. Very little of the work we do in Fisheries management and LegaSea would be possible without the passion, enthusiasm, general weirdness (his own words) and resources of Scott Macindoe; The general roustabout who continues to passionately and enthusiastically fill any gap that needs filling not only in FM, LegaSea but the Council in general. This year we publish the inaugural Weigh Masters Handbook. Thank you to Mark Hemingway, Pete Saul, Helen Pastor and all those that provided content for this milestone piece of work for the Council.

We also went live with our new website. A much cleaner presentation that responds to the device that you're viewing it on incorporating some handy features that help you not only find your local club(s) but message them directly as well. Now that we have a powerful, versatile Content Management System (CMS) you can expect our website to become ever more useful and rich in relevant reference material and tools. We are about to commit to new software for running the Nationals. Some will be aware of the challenges we had from this year's Nationals with the system locking up on us and with several functions not working consistently. We've completed the

'requirements collection process' and are just wrapping up the procurement phase. We are on target for having the new system online for next year's Nationals. This is about where it gets frustrating. We are doing a good job in the fisheries management space (some would argue that we could be doing better which is another frustration in itself) with a solid team of contractors coupled with some very committed volunteers with the passion and ability to make their time and resources available for doing this work to a high standard. Conversely, for the development of the Sport of Fishing and the club support side of our business we have Helen and a team of volunteer Board Members who have day jobs, businesses, family and responsibilities with their home clubs and, of course, the urge to go fishing to balance. Needless to say, getting stuff done and making meaningful progress with club or Sport of Fishing initiatives is frustratingly slow and laboured. We have many opportunities to do a better job here as well as clubs questioning what value the Council provides despite the huge amount of work we do in the fisheries management area, with member benefits like Go Fuel, Club Marine, the Nationals tournament, awards, trophies, record keeping, affiliation/visitation, courtesy weigh benefits among others. We can do more and I welcome the challenge.

We need strategy coupled with resourcing and funding to lift our game in these areas and truly deliver value and relevance.

This is why we've decided to take the plunge and commence the recruitment process for a CEO. Without this cornerstone resource/leadership, I fear we could still be here in 10 years' time with approximately 55 members clubs, representing 35,000 members, many of whom are still unclear what they get for their \$9 per member per annum affiliation and \$2 donation to the New Zealand Marine Research Foundation.

This time next year I'm expecting to report back on a year of having a CEO in place and presenting our strategy for how we will deliver more value back to our member clubs, what we've already started and what still needs funding. So, here's to the year that was and the exciting changes for the year ahead. Thank you for your support and encouragement.

Bob Gutsell

**1623+**

anglers from around NZ fished the 2019 Nationals

**55**

Member Clubs

**35,000**

Members represented

**4**

Quarterly reports outlining activity, submissions and meetings

**9**

People on the Fisheries Management - Marine Protection Standing Committee

**B<sub>50</sub>**

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

**33**

years of the Quota Management System



## Chairman's Report Fisheries Management

What an amazing year to step up to the role of Chairman of the Fisheries Management - Marine Protection Standing committee. My first note is to thank the dedicated team, Bob Gutsell, Peter Campbell, Mark Connor, Dave Wallace, Scott Macindoe, Richard Baker and Dirk Sieling and all our contractors. Without you all we would not be in the position we are now.

We deliver regular Quarterly Reports to club delegates and their members. The feedback we receive is invaluable and fuels us. Thank you.

We now have a dedicated 'NZSFC Fisheries Management Policy Document' that records all of our policies and objectives relating to fisheries management and marine protection. It is these policies that give guidance/alignment for our team and contractors to write submissions on your behalf. This is important because on average we are given a mere 19 working days to research, draft and complete submissions.

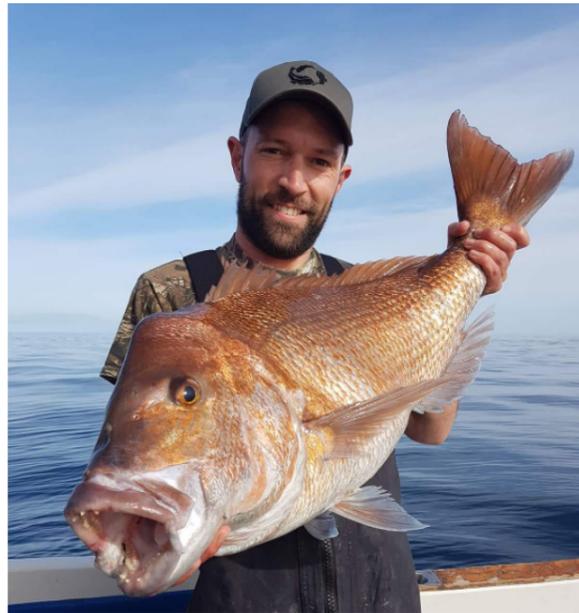
This document can be updated and modified by a notice of motion at any AGM, if you or your zones have any requirements please notify the FMMP or make notes in your Zone Minutes.

Over the next year we aim to add policies relevant to more species, which can be signed off at the 2020 AGM.

We are at a stage in national fisheries management where the status quo cannot be accepted. The Quota Management System (QMS) no longer sits atop its pedestal of being 'world-leading' as one after another of our fisheries are tipped from the knife edge of Maximum Sustainable Yield (MSY) onto the floor of 'over exploited' - Cray2, Tarakihi 1/2/3 and Hoki as examples of unacceptable fisheries management.

It has been uplifting to see the evolution of 'Rescuing Fisheries'. This project has highlighted for me the challenges and pitfalls of fisheries management through the QMS, what other systems are being used internationally and how they could be adopted to serve us here in New Zealand. Please refer to the Rescue Fish section further in this booklet for more details

The positive attitude of this project is a complete turn around on the daily frustrations set upon us by the Fisheries New Zealand



(FNZ) submission process and battle to restore depleted fisheries with excuses such as "unreasonable economic hardship" taking precedence over an abundant fishery.

We all must act now to ensure that we are the first to leave the fishery in a better state for the next generation than we have now.

The Rescue Fish campaign is all encompassing of the NZSFC Manifesto we created a few years ago for our future vision of our fisheries.

1. Establish a Royal Commission of Inquiry into fisheries management and the Quota Management System.
2. Amend the Fisheries Act 1996 to include an Allocation Principle.
3. Remove industrial fishing methods such as trawling, seining and dredging from the inshore zone.
4. Establish a separate, well-resourced Ministry of Fisheries.
5. Amend section 13 of the Fisheries Act 1996 to replace the minimum stock target of BMSY with a minimum biomass target of B50, that is 50% of the unfished stock size.

A special thanks to Scott Macindoe, Barry Torkington, Trish Rea, Josh Barclay and Sam Woolford and Andrew Charleston for their dedication to this project.

Toitū te marae a Tāne-Mahuta, Toitū te marae a Tangaroa, Toitū te tangata. (If the land is well and the sea is well, the people will thrive)

Lewis Avenell.  
Chairman. Fisheries Management Marine Protection Standing Committee.



### Introduction

The Fisheries Management - Marine Protection Standing Committee provided research-based responses to management reviews and engaged in fisheries meetings throughout the 2018-19 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 54 forums and working group meetings.
- 15 substantial submissions completed.
- Comprehensive Quarterly reports distributed.
- Estimated the total recreational catch of southern bluefin tuna.
- Ongoing participation in the fisheries management systems review.

### Representation

Since July 2018 New Zealand Sport Fishing Council (NZSFC) representatives have attended the following FNZ Working Group and fisheries meetings -

- Rock Lobster Working Group.
- HMS Working Group meeting.
- Innovation Pathways Concept meeting.
- Scallop 7 management meeting.
- Southern bluefin tuna Recreational Working Group meeting.
- Fisheries Plan planning meeting. (2)
- Purse seine multi-interest meeting. Tauranga.
- Fisheries Change Programme public meeting. (3)
- Southern Inshore Working Group. (2)
- Marine Amateur Fisheries Working Group. (1)
- Bottlenecks TAG meeting. (2)

## Fisheries Management - Marine Protection Standing Committee Report

- Deep Sea Conservation Coalition meeting.
- Statistical assessment methods Working Group on PSH.
- Statistical assessment methods Working Group on Tarakihi net mesh size.
- Sea Change Technical Advisory Panel consultation (2).
- Northern Inshore Working Group.
- Napier Port Fisheries Liaison Group
- Southern Inshore Working Group. (2)
- Deep Sea Conservation Coalition meetings of NGOs.
- Hauraki Gulf Forum.
- Marine Amateur Fisheries Working Group. Recreational harvest estimates.

### Alignment with the Deepsea Conservation Coalition

[www.savethehighseas.org](http://www.savethehighseas.org)

In July 2018 the Board of the NZSFC with a recommendation from the Fisheries Management Marine Protection Standing committee became a member of the Deepsea Conservation Coalition.

This alignment comes from the shared values:

- To substantially reduce the greatest threats to life in the deep seas.
- To safeguard the long-term health, integrity and resilience of deep-sea ecosystems; and
- Protect cold-water corals and vulnerable deep-sea ecosystems.

### 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 must not be depleted.

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

### Purse Seine Fleet Interaction Management

Every year, there are stories of purse seiners moving in on schools of baitfish being fished by recreational boats or areas that had been productive game fishing suddenly closing down as they get cleaned out.

This year we attempted to make a difference by distributing information to the purse seine operators about what tournaments we were holding on our North East coast, where 50% of our member clubs operate, and asked them to steer clear of these areas for a couple of weeks leading up to each of the tournaments. Initial feedback was not supportive.

However in January 2019, a delegation from NZSFC including Bob Gutsell, John Holdsworth, Deryk Neilsen, and Peter Campbell met with Andy and Andrew Rolleston, the owners and operators of the fishing company Pelco which is based out of Tauranga, and the skippers of the boats operated by Pelco and Sanfords. The Pelco team explained to us how they had purchased the purse seine fleet from Sanfords and would take control later in the year. The meeting was fascinating and I think everybody involved learnt something new about each other's perspectives.

Key messages from this meeting were the new approach the Pelco team were taking to managing the sustainability of the fishery.



Their focus on mackerel and how they actively “farm” the schools as opposed to cleaning them out in one swoop. The thing that impressed the most was their willingness to work with the NZSFC. That was backed up a few weeks later when Bob Gutsell became aware of some unhelpful interactions happening in Doubtless Bay. A quick call to the Pelco team had it resolved quickly and it would seem there were little or no issues for the rest of the season. We had a follow up meeting with the same group in June and this time including Andy Smith, Operations Manager of Talleys Capt M.J.Souza, the only super seiner operating in NZ waters. He advised that their skippers had a copy of the document we had written earlier in the season and had used it as a guide for where to stay away from. It was Andy that Bob spoke to when I heard reports about the Souza operating between the Hook and Ohinau off Whitianga on the first day of the Nationals. Once we’d spoken they moved the boat out the back of Great Barrier for the remainder of the Nationals.

Another key outcome from this meeting was the joint realisation of the decline in skipjack and marlin numbers coming down from the tropics over the last 15 years. This is a sign of range contraction that happens when pelagic populations are decreasing. This is a massive issue out of the control of MPI and NZ fishers. For recreational and commercial to demand that the Central and Western Pacific Fisheries Commission (CWPF) implement tighter management controls for how tuna are fished in the tropics. The issue for us is that as pelagic fish schools decrease this forces both recreational and commercial boats into fishing the same areas more often.

We are already in talks for how we will work together for next season. We have to lift our game as well. There are Maritime rules we must follow when fishing around commercial vessels. But I’m hearing a strong commitment from the purse seine operators (only Pelco and Talleys now) to do more to ensure we can both do our respective things out of each other’s hair, to do more to ensure we can all fish responsibly and respectfully.

### Recreational harvest in NZ

[www.fisheries.govt.nz/dmsdocument/36792-far-201924-national-panel-survey-of-marine-recreational-fishers-201718](http://www.fisheries.govt.nz/dmsdocument/36792-far-201924-national-panel-survey-of-marine-recreational-fishers-201718)

[www.mpi.govt.nz/dmsdocument/35619/direct](http://www.mpi.govt.nz/dmsdocument/35619/direct)

Two large scale surveys of recreational harvest were completed in September 2018. The National Panel Survey estimates landed catch for most species from land based and boats based fisheries. The second survey uses fisher interviews and boat counts to estimate the recreational harvest of snapper, kahawai, red gurnard, tarakihi and trevally taken from FMA 1. The boat based harvest is then scaled up to total harvest using the proportion of catch by species from the National Panel Survey.

These surveys duplicate the 2011-12 recreational harvest survey methods that have been internationally recognised as robust and reliable.

- The spatial and temporal distribution of fishing effort observed from the air in 2017-18 was similar to that seen in previous aerial surveys of the FMA 1 fishery, but for an increase in fishing effort around the mussel farms in the Firth of Thames.
- The following comparisons of harvest from FMA 1 exclude catch from charterboats which is not well estimated from the boat ramp survey. The estimated harvest of snapper from SNA 1 in 2017-18 was 3257 t from the scaled boat ramp survey and 2967 t from the panel survey.
- Kahawai harvest was estimated at 1158 t from the scaled boat ramp survey and 933 t from the panel survey.
- The scaled boat based harvest estimate for eastern tarakihi for 2017-18 was 45 t from the scaled boat ramp survey and 50 t from the panel survey.
- The scaled boat based harvest estimate for trevally in TRE 1 for 2017-18 was 139 t from the scaled boat ramp survey and 118 t from the panel survey.
- The harvest of red gurnard was 29 t from the scaled boat ramp survey and 36 t from the panel survey in FMA 1.
- The recreational harvest was lower for all species above, except kahawai, than in 2011-12.

### Hawke’s Bay

A Heads of Agreement was signed with the Port of Napier regarding their Resource Management consent to build another wharf and dispose of dredge spoils.

### South Island

NZSFC Fisheries Management - Marine Protection Standing Committee has been fully engaged with south island issues

1. The Blue Cod Strategy consultation closed on March 26th. The main emphasis is on South Island catch.
2. The NZSFC has been invited to be a member of the proposed NIWA led SCA7 Technical Advisory Group.
3. The Southern Bottlenecks team convened for the second time in February in Blenheim to present its progress on the projects determining the importance of environmental elements in the development of juvenile blue cod amongst other matters.
4. Continued involvement with the Southern Inshore Working Group.

### Leadership Meetings

FNZ invited NZSFC to a meeting in late November to discuss the working relationship between FNZ and the Council. NZSFC representatives attended and spoke with Dan Bolger, Deputy Director General FNZ, and Stuart Anderson Director of Fisheries Management FNZ. It was a useful meeting where a range of topics were discussed.

A meeting with Eugene Sage, Minister of Conservation was also held in November. It was a helpful exchange of ideas and encouraging to have the Minister engaged in discussions around rebuilding fisheries and marine habitat productivity.

### Your fisheries – your say

Our team has fully engaged in the ongoing consultations on the Fisheries Management System Review (2015) and the Future of Our Fisheries (2016) proposals. Many of the serious failures in the current fisheries management system have not been discussed or addressed and probably can’t be addressed by Fisheries New Zealand. Earlier this year FNZ proposed the removal of all minimum size limits from commercial catch. They also proposed a requirement for all commercial catch to be landed, with reduced penalties for fishers caught dumping catch. Our March 2019 submission advocated:

1. The only effective means to address discards and dumping of catch is comprehensive camera monitoring of catch and an increase in resources for fisheries compliance.

2. That Fisheries New Zealand (FNZ) place more emphasis on the overarching requirement to rebuild depleted inshore fish stocks to levels that reflect contemporary best practice, in line with the first objective of Future of our Fisheries (FOOF) 'Abundant fisheries in our seas and a healthy aquatic environment'.
3. That conventional bulk harvesting methods such as trawling, purse seining and Danish seining be phased out of inshore waters to protect vulnerable habitats and juvenile fish. This is essential for any meaningful progress on ecosystem-based management fit for the 21st century.
4. The minimum legal size and the option of releasing live fish must be retained for kingfish.
5. A measurable reduction in illegal dumping or other illegal sources of fishing related mortality must not be used as a justification for increasing the Total Allowable Commercial Catch.
6. A system of demerit points for offending such as illegal activity at sea is not supported.

#### Southern Bluefin Tuna

The Minister decided in September 2018 to set a 20 tonne allowance for recreational catch of southern bluefin tuna and instructed FNZ to introduce management measures, such as bag or boat limits, prior to the start of the North Island recreational fishery in 2019.

1. The Council met with FNZ and other fishing interests in November 2018 to discuss the recreational harvest estimate of 15 tonnes from the previous year and a range of potential management measures.
2. During the consultation process that followed there was general support for a 1 SBT per person daily limit in the North Island fishery. The NZSFC submission asked for a 2 SBT bag limit for the small fish caught in the South Island fishery and did not support a boat limit.
3. The Minister decided on a 1 SBT bag limit nationwide and instructed FNZ to continue with regular meetings to discuss future management of this developing fishery.
4. NZSFC asked clubs to record all weighed SBT and keep a record of fish weighed onboard in 2019. An identification guide for large tunas was also produced for distribution to clubs. The 2019 SBT recreational fishery was better than 2018, but catches were not as good as 2017.

#### Rock lobster management

1. The Council was invited to submit on the review of membership of the National Rock Lobster Management Group (NRLMG) membership review. Online Survey and Submission written
  - a. In July this year we agreed that a Council representative would be made available for the revised NRLMG. It is important that the Council has a say in the revision of the Group's Terms of Reference.
  - b. We submitted in support for using finer scale catch and effort information when assessing stocks and eventually in management measures.
  - c. The chair of the science working group, or similar expertise on science-based fisheries management needs to be present at each key meeting.
  - d. More focus and resources are required to engage with the public and other stakeholders.
2. In February the NZSFC jointly submitted with Spearfishing New Zealand in responding to the FNZ proposals for the future management of CRA 3 (Gisborne), CRA 4 (Hawke's Bay- Wellington) and CRA 8 (South coast/Fiordland). Spearfishing New Zealand's input was helpful given their knowledge of diving and diving interests
3. We continue to develop relationships with other representative organisations including Spearfishing New Zealand and the New Zealand Underwater Association.

## High quality

NZ recreational harvest surveys recognised internationally

## Ongoing

Concerns about the impacts of bulk harvesting, bottom contact trawling & Seining

## Working Together



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
- Deepsea Conservation Coalition
- 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
- KASM (Kiwi's Against Seabed Mining)
- Mana Cruising Club
- 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
- NIWA
- The Outboard Boating Club of Auckland
- Papatuanuku Kokiri marae
- Royal Forest & Bird Protection Society of New Zealand
- Southern Seabirds Solutions Trust
- Spearfishing NZ
- Sustainable Coastlines
- Te Runanga A Iwi O Ngapuhi
- University of Auckland
- University of Otago
- Yachting New Zealand



## New Zealand Sport Fishing Council Fisheries Management Income and Expenditure

	30/06/16	30/06/17	30/06/18	30/06/19	Notes
Source of funds	Actual	Actual	Actual	Actual	
Affiliated club member levies	65000	70000	70000	80000	
LegaSea donations - Budgeted	93000	100000	120000	140000	
Grant income - Budgeted	80000	58000	0	10000	
<b>Fisheries Management Budget</b>	<b>238000</b>	<b>228000</b>	<b>190000</b>	<b>230000</b>	
LegaSea donations (under or over budget)	-2787	313	1379	5219	1
Grant income - (under or over budget)	-15000	-53066	0	0	
<b>Total Fisheries Management Income</b>	<b>220213</b>	<b>175247</b>	<b>191379</b>	<b>235219</b>	
<b>Expenditure</b>					
<b>Sustainability and management processes</b>					
Snapper	26177	18155	46	375	
Crayfish	1531	19351	12905	12167	
Pelagics	453	1510	6016	9995	
Other fisheries	7763	5137	15799	18644	
<b>Total Sustainability and Management processes</b>	<b>35924</b>	<b>44153</b>	<b>34766</b>	<b>41181</b>	
MPI process and political engagement	54522	72390	74558	22780	
Rescuing Fisheries	0	0	0	125169	2
Policy development and Council attendance	6692	19720	21042	12541	
Hokianga Accord/Symposium	59231	2579	4343	158	
Marine protection and spatial planning	20720	6864	4328	7111	
Regional issues	12008	6371	3019	7142	
Reporting and public awareness	22617	35072	24708	18236	
<b>Total expenditure</b>	<b>211714</b>	<b>187149</b>	<b>166764</b>	<b>234318</b>	
<b>Surplus/deficit</b>	<b>8499</b>	<b>-11902</b>	<b>24615</b>	<b>901</b>	<b>3</b>

### Notes

1. LegaSea Legends and other public donations came in at \$140,614. The LegaSea Hawkes Bay contribution of \$4605 makes up the balance of this surplus.
2. Rescuing Fisheries. At the 2018 AGM we adopted a Fisheries Management System Policy - 'The NZSFC supports the research and study of fisheries management systems that will deliver abundant fisheries and a diverse marine environment'. This expenditure is in support of that research and study.
3. 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 \$26,304 from previous years. After adding this years surplus of \$901 we carry forward \$27,205 to next year.

## FMMP Standing Committee members



### LEWIS AVENELL

Lewis is an active member of the Clevedon Game Fishing Club and the Big Fish Fishing Club. He has taken over to role as Zone 2 (Auckland) representative on the New Zealand Sport Fishing Council executive Board. Lewis is the new chair of this Standing Committee and is enthusiastic to be working alongside a dedicated team committed to an abundant fishery.



### PETER CAMPBELL

Peter is based in Tauranga and has been a zone delegate to the New Zealand Sport Fishing Council's executive Board for 19 years. He has been Vice President twice, from 2001 to 2009 and 2012 onwards. Peter is an active contributor to all aspects of fisheries and resource management, and marine protection activity.



### MARK CONNOR

Mark 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 29 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 and spokesperson for LegaSea Hawkes Bay.



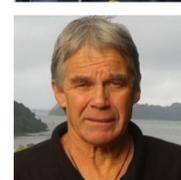
### BOB GUTSELL

Bob is 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 seven years and has recently joined the Fisheries Management - Marine Protection Standing-committee.



### DAVE WALLACE

Dave Wallace (AKA, Scruffy) has lived in Gisborne for 60 years. Dave has been a Gisborne Tatapouri Sport Fishing Club member for 35 years, is presently the Club Captain. He says he will never give up fighting for abundant fisheries in NZ and is proud to be a part of the New Zealand Sport Fishing Council family.



### DIRK SIELING

Dirk represented recreational fishers in the Sea Change Stakeholder Working Group that recommended sweeping changes in the management of the greater Hauraki Gulf fisheries, the Hauraki Gulf Maritime Park. Dirk has served as a Councillor on the Thames Coromandel District Council. Dirk feels strongly about a more rational approach to fisheries management in New Zealand.

## LegaSea Annual Report 2018 - 2019

LegaSea is pleased to report positive growth over the past year. The team continues to improve its skill level, its outputs and outreach. We have taken the bold step in engaging both a professional fundraiser and a digital expert. We expect Angela Janse van Rensburg and Benn Winlove will help LegaSea increase our annual income and overall profile over the next 12 months.

Since 2012 LegaSea has reached deep into recreational fishing circles. We now need to expand our horizons and engage the wider public in the discussions concerning our marine environment. Restoring fisheries abundance, diversity and resilience can seem to be complex issues however, we have the opportunity to leverage off the climate change discussions and relate that back to our fisheries.

We know from our polling there are five major issues that concern the public, they are:

1. Bottom trawling inshore.
2. Fish dumping.
3. Sustainability.
4. Depletion.
5. Gifting of fish.

Over the past year LegaSea's messaging has focused on these areas. This has resulted in much higher engagement and response rates from our database and supporters. It is clear the status quo is not serving anyone.

From a LegaSea perspective, it is pleasing that the public is waking up to the need to restore our fisheries and marine environment.

We would like to say a special thanks to the following organisations who share our vision for the future and are actively supporting the need for change. Spearfishing New Zealand, Whitehaven Wine, Barkers Clothing, ITM, Sustainable Coastlines, Bobby Stafford-Bush

Foundation, the New Zealand Angling & Casting Association, Yachting New Zealand and the Hokianga Accord, to name a few.

### Governance

LegaSea regularly reports to the Council through the Fisheries Management Standing Committee and LegaSea Governance Advisory Standing Committee (LGAS).

The LGAS guide operations and 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 attended, hosted or participated in 67 events around the country. This included the Hutchwilco New Zealand Boat Show, Fieldays, the Gisborne and Hawke's Bay A & P shows and the Auckland-based On Water Boatshow. Through these events, we directly engaged with an estimated 17,000 people. Simon Yates and Pieter Battaerd remain the driving force behind these events.

Key events of the last year include the:

1. Hutchwilco New Zealand Boat Show. Event organisers Premiere Exhibitions, particularly Dave Gibbs, gift LegaSea exhibition space each May. Thanks also to our valued crew of volunteers who generously give their time. We couldn't do it without this team.
2. On Water Boat Show. NZ Marine generously made space available for LegaSea to promote the FishCare programme in 2018.

Due to America's Cup-related events, space restrictions mean LegaSea will not be present at the 2019 event. LegaSea appreciates and acknowledges NZ Marine's ongoing support.

3. New Zealand Agricultural Fieldays. For the third 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 partner programme continues to grow. We welcome Boating & Outdoors, SOPERSMAC® and Whitehaven Wines as new entrants to the Platinum Partner space. LegaSea currently has nine Platinum Partners, 38 Gold Partners, 40 Works Partners and 25 Building LegaSea Partners.

Having a growing number of organisations feel so strongly about the issues facing our coastal fisheries that they are investing in LegaSea is a critical success indicator. The message is getting through. People are realising our marine environment is worth investing in.

### Communications

Interest in LegaSea's message continues to grow. Over the last year, LegaSea has published at least 120 articles, opinion pieces and press releases. A special thanks to our leading magazines New Zealand Fishing News, New Zealand Bay Fisher and Fishing in Godzone, who are consistently supporting LegaSea by generously offering space in their publications.

Our digital reach is increasing. We now have 45,000 Facebook followers, Instagram is the platform which captures younger New Zealanders' attention. With 1,700 followers and counting, communication through this channel is also growing.

To produce engaging, interesting content for print and digital media, we recently formed the "The Co-Op". A group of passionate volunteers who are committed to raising awareness of

the issues facing our inshore environment. At its core are respected marine cameramen and photographers Mike Bhana, Dan Westerkamp, Sam Wild, Guy Macindoe and Alex Wallace. All contribute their skills and artwork at no, or least cost.

### Finances

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

We have relaunched the LegaSea Legends recurring donor programme. This has resulted in a 20% increase in new regular donors since June. It feels like we are only just scratching the surface so we expect more positive results over the next 12 months.

While LegaSea's profile continues to grow, it is essential 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.

For another consecutive year, LegaSea met budget. Distributions to the New Zealand Sport Fishing Council totalled more than \$140,000 thanks to our magnificent and committed LegaSea Legends.

## LegaSea Projects

### Rescuing Fisheries

At the 2018 AGM the New Zealand Sport Fishing Council confirmed its support for the research and study of fisheries management systems that will deliver abundant fisheries and a diverse marine environment. Over the past 12 months the Fisheries Management – Marine Protection Committee has overseen the development of Rescuing Fisheries. While elements of this work continue to evolve, it is clear there are fundamental issues that need to be addressed. Those issues are summarised below.

1. New Zealand gives away its fish to private commercial harvesters without charging a resource rental. There is no justification for this gifting of fish.
2. The Cost Recovery regime strives to charge quota owners the management costs that are attributed to their presence in each fishery. This system was adopted after the original resource rental regime collapsed in the face of industry opposition. The ongoing demand to minimise costs has led to effective control of fisheries research.
3. The Quota Management System is a failed experiment, as it is for other countries that have adopted similar systems. Aggregation of fishing rights leads to investors seeking rents and controlling fisheries, not the fishermen and governments. In New Zealand 10 companies own 78% of the fishing rights and are an effective cartel.
4. The aggregation of quota rights results in political power and influence that leads to regulatory capture, where government officials promote advice to Ministers that are in the quota owners' interest and not the public interest. Ministers become trapped by this advice and decisions tend to be limited to what the quota owner's cartel will accept.
5. Most inshore stocks are depleted well below 50% of the unfished biomass, a level where ecosystem services and a good yield are available. Stocks need rebuilding and the only way to achieve a rebuild is to reduce catch.
6. New Zealand has lost most of its small scale, regionally based, commercial fishers as they have been forced out by the loss of access to local resources. Fish stocks are a valuable asset for regional economies and, if used wisely, provide extremely high benefits both socially, culturally, and economically.

7. New Zealand is suffering a catastrophic collapse of fisheries governance. Maintaining highly productive marine ecosystems has been subsumed by debates around rights, and enabling and protecting maximum catches from targeted stocks with little regard to non-target species. There are no effective Kaitiaki.
8. The team will continue to develop policy proposals that address the issues highlighted in the first part of this research project. Once fully developed these will be made public and presented to the government for their consideration.

**FishCare** - The school of best practice.  
[www.fishcare.co.nz](http://www.fishcare.co.nz)

FishCare is an educational programme designed to help recreational fishers reduce their impact on the marine environment. The programme recognises that all fishers, commercial, customary and recreational, have a responsibility to look after the resource they use and gain benefits from. FishCare is centered around five core principles:

1. **Fishing techniques.** Use methods that target the fish you want and where possible avoid catching juvenile fish.
2. **Fish handling and release methods.** Handle appropriately to ensure maximum survival rates of fish returned to the water.
3. **Maximum utilisation.** Ensure you make the most of the fish you choose to keep or share them with those that will.
4. **Impact minimisation.** Respect all marine life. Reduce your environmental impact and enjoy respectful interactions with birds and mammals.
5. **Safety principles.** Maximise personal safety while on the Water.

The programme has enjoyed a notable expansion of reach over the last 12 months. Programme partners such as NZ Marine, the Hutchwilco New Zealand Boat Show, New Zealand Fishing News, New Zealand Bay Fisher magazine, the NZ Fishing Community and Fishing in Godzone have all made generous in-kind contributions to facilitate FishCare.

LegaSea continues to work with Kelly Tarlton's Sea Life Aquarium in developing their Ocean Youth programme. This programme is built on a foundation of the FishCare principles and is designed to engage the next generation of salty sea dogs.

More than 1400 respondents participated in the annual FishCare survey in 2019. This is double the number of participants in 2018. With an objective to adjust recreational fishers' behaviour, it is encouraging to note that awareness continues to grow. For example, 55% of those who fish 12 or more days per annum said they had seen or read the FishCare principles.

### FishCare Ambassadors

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

### The Kai Ika project.

[www.kaiika.co.nz](http://www.kaiika.co.nz)

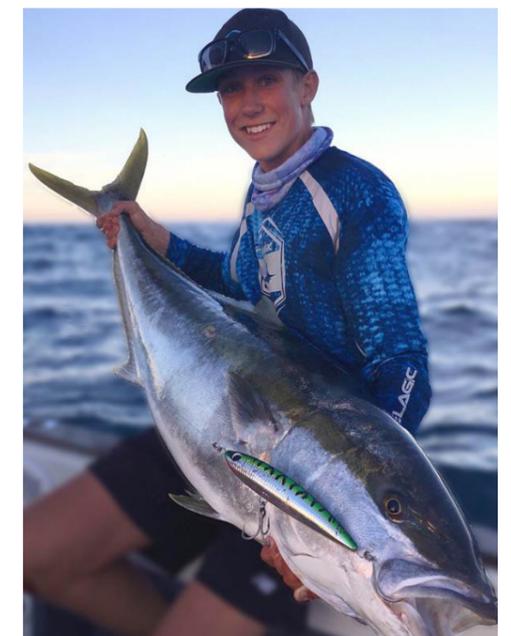
'He ika he taonga' – the gift of fish. Facilitated by LegaSea, the Outboard Boating Club of Auckland (OBC) and Papatuanuku Kokiri Marae have developed the Kai Ika Project.

This project utilises fish heads, frames and offal which were previously going to waste. Since November 2016, over 45,000 kilos of previously discarded fish parts have been collected from the OBC and redistributed to families around South Auckland.

For many, these fish parts are prized for their sweet flesh. In te reo, the head of the fish is known as rangatira kai or 'the chief's food' and is considered a real delicacy. Until Kai Ika OBC members discarded tonnes of fish heads, frames and offal every year.

Now, the OBC collects these previously unwanted fish parts. Papatuanuku Kokiri Marae volunteers collect and distribute the heads and frames to an appreciative local community. The offal is used as fertiliser in the marae gardens where locals are encouraged to help grow their own vegetables. The success of this project is driven largely by the 1500 volunteer hours and 17,000km kilometers required to pickup and distribute fish parts. We are grateful to the Trustees of the Bobby Stafford-Bush Foundation for their generous grant that has enabled us to purchase a three tonne refrigerated truck that is making the collection and distribution so efficient and best practise.

1. **Expansion.** With the generous assistance of BECA and the Ministry for the Environment we are currently focused on expanding the project. The charter fleet at Westhaven (Z Pier) has committed to supplying the Kai Ika Project this summer. We estimate a four-fold increase in fish parts. The fledgling Wellington Kai Ika project has already featured on radio and in news columns, drawing largely positive responses.
2. **Fundraising.** To cover the expected increase in expenses a fish filleting service will be provided at OBC this summer. This service will ensure a revenue stream to facilitate the growth of the Kai Ika project.



## LegaSea Ltd Income and Expenditure

	30/06/16	30/06/17	30/06/18	30/06/19	
Income	Actual	Actual	Actual	Actual	Notes
Donations from people and unaffiliated clubs	96014	104119	111248	144900	
Donations from events and affiliated clubs	13638	12817	15800	15026	
Donations for the establishment of LegaSea	68000	0	0	0	
Partner sponsorship programme	124069	95500	207723	154657	
Building LegaSea & LegaSea Works	86023	12526	32059	35440	
Grants and interest received	114476	366041	532310	438910	
Merchandise (surplus/deficit)	-11628	-835	-1312	18795	
<b>Total income</b>	<b>520592</b>	<b>590168</b>	<b>897828</b>	<b>807728</b>	
Expenditure					
Donations to NZSFC and LegaSea Hawkes Bay	96014	104119	124218	148979	1
Fundraising	145584	99008	118593	81565	
Communications and public awareness projects	186162	231832	249458	172869	
Campaigns	14366	42481	256505	346819	2
Strategy and planning	24835	54431	78629	58044	
Administration	56172	81514	71043	93649	
<b>Total Expenditure</b>	<b>523132</b>	<b>613385</b>	<b>898446</b>	<b>901925</b>	
<b>Surplus/Deficit</b>	<b>-2540</b>	<b>-23117</b>	<b>-618</b>	<b>-94197</b>	<b>3</b>

Please refer to the [www.LegaSea.co.nz/about-us/financials](http://www.LegaSea.co.nz/about-us/financials) website for copies of audited accounts.

### Notes

1. Distributions of \$140,614 to NZSFC to be administered and invested in Advocacy, Research and Education. \$8,365 distributed to LegaSea Hawkes Bay to support their valuable work.
2. Campaigns. Rescue Fish, \$222,354. Kai Ika, \$69,139. FishCare, \$32,260. Time out for Tarakihi, \$23,066.
3. This deficit has been funded by additional loans from Scott Macindoe, interest free, unsecured and repayable only from surpluses or funds earmarked for such repayment purposes.

## 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 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. Josh has been a core part of the research team working on the Rescuing Fisheries project over the past year. 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.

# Testimonials



"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**

## BARKERS

"We all like to get out and see the world but we come from the best place in the world. Our landscape and our coastline makes us kiwis. At Barkers we want to see it stay that way. LegaSea are playing their part to restore our marine life and standing up for your future. They need our help as much as yours. Their future is a future we believe in. Life is made for living. We're made for life. Do something great with it"

**GLENN CRACKNELL  
BARKERS**



"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**



"Our relationship with LegaSea is inspiring. We worked hard and made many sacrifices to build a world class winery producing top quality wines. We recognise that to achieve exceptional things you need vision and commitment. We see LegaSea as having a purpose which we believe they can achieve. That's why we are supporting them as a Platinum Partner"

**SUE WHITE  
WHITEHAVEN WINES**

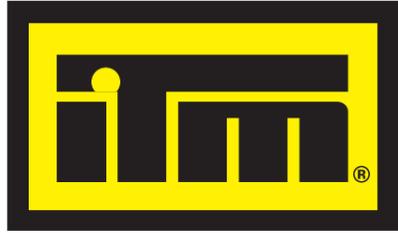


The New Zealand Underwater Association represents 41 clubs and organisations with a specific interest in underwater activities.

"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 with funding, communication, social engagement and materials. Their support motivates the team and demonstrates a commitment to all New Zealanders, to ensure our lives are made richer through the health of our fisheries and the environment we all live in. NZSFC and LegaSea gain confidence from having these Partners onboard the waka (canoe) seeking to rebuild our inshore fisheries to abundant levels. Our team strives to act in a fair and professional manner, and our dedication to detail has given our Partners the confidence to stick with us. Rebuilding our inshore fishery to a level of abundance is now a shared vision.

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.



# BE A LEGEND FOR

# THE NEXT GENERATION



**Legend**

**SIGN UP AS A  
LEGASEA LEGEND NOW**

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E: [legend@legasea.co.nz](mailto:legend@legasea.co.nz) P: 0800 LEGASEA

