

# Mahere Takahuritanga Ahumahi Hao Ika

## Draft Fisheries Industry Transformation Plan

### Vision

**Vision:** New Zealand is acknowledged globally as the world leader in the innovative and sustainable production of premium seafood and bioproducts.

**To deliver on this vision:** we will work in harmony with nature, respect the ocean, draw on intergenerational knowledge, support local communities and invest in innovative technologies on-board and onshore.

## Actions

### Strengthening environmental performance

#### Fishing with care and precision to support healthy ocean ecosystems

- 1.1 Invest in innovation to accelerate selective fishing and further reduce benthic impacts and protected species interactions:
  - 1.1.1 establish a joint industry/government project to source and develop technology that minimises adverse impact on the ocean floor to the maximum extent practicable; and
  - 1.1.2 review regulatory settings and operations to identify and mitigate regulatory barriers to fishing innovation.
- 1.2 Incentivise and facilitate fast adoption of proven efficient and environmentally sustainable fishing gear and methods by fishers.
- 1.3 Investigate opportunities to apply new methods of habitat restoration and enhancement in New Zealand, for example: sea ranching, artificial upwelling, seagrass and kelp restoration.

#### Utilising data to fish selectively and with least effort

- 1.4 Advance the use of marine and fisheries data and analytical and spatial models to support fishers to avoid unwanted catch (including protected species) and maximise target catch with the least effort:
  - 1.4.1 address barriers to the regular and timely release and sharing of data collected from fishers, including reviewing the Guidelines for Fisheries Data Release;
  - 1.4.2 build technology and products that leverage data to support fishers; and
  - 1.4.3 use data to support timely decision-making by fishers and fisheries managers to manage local distribution, seasonal variation, and effects on the aquatic environment.

#### Reducing carbon footprint and improving resilience to climate change

- 1.5 Invest in a sector decarbonisation programme to connect New Zealand seafood businesses with world-class innovation and best practice guidance including developing an industry benchmarking and standardised measurement tool to support businesses to measure and reduce their carbon footprint.
- 1.6 Invest in innovation to reduce the environmental impact of airfreighting premium seafood to international markets.
- 1.7 Support the development of an adaptation pathway framework to assist the sector prepare for, and adapt to, climate change.

### Improving profitability and productivity

#### Increasing exports of high value seafood and bioproducts to discerning international consumers

- 2.1 Promote the New Zealand seafood story in priority international markets highlighting the environmental sustainability, transparency and traceability of New Zealand caught product.
- 2.2 Support emerging innovative seafood and bio-product businesses to accelerate successful expansion into premium export markets.

- 2.3 Support industry to access information on export market requirements and compile the data needed to demonstrate transparency and traceability requirements.
- 2.4 Accelerate the shift of large volumes of non-food fish material from low to higher value applications to target premium market opportunities.

#### Improving returns and investment across the value chain

- 2.5 Invest in efficient and environmentally sustainable fishing vessels, including endorsing the further progression of the inshore fleet renewal innovation project:
  - 2.5.1 reach industry-wide agreement on a sister ship model for the replacement of aging vessels in the inshore fleet; and
  - 2.5.2 confirm the government support available to assist the transition to new inshore fishing vessels based on a sister ship model.
- 2.6 Improve the investment environment for fishing and seafood processing, including exploring the introduction of tax measures like accelerated depreciation.
- 2.7 Assess the automation opportunities across the fishing industry value chain and invest in priority automation solutions following the assessment.

### Supporting people and communities

#### Supporting people in the industry to thrive

- 3.1 Provide advice (particularly for small fishers) on fishing with selectivity and low environmental impact and on improving vessel energy efficiency.
- 3.2 Provide wellbeing support to those who work in the sector, including those who are transitioning to retirement.

#### Developing the workforce to grow the industry

- 3.3 Develop a public perception and communication strategy, including the benefits of working in the industry.
- 3.4 Work more closely with the education sector to develop and implement fit for purpose qualifications and training.
- 3.5 Assess and implement initiatives to improve seasonal and generational retention.

#### Supporting communities to access local seafood

- 3.6 Encourage greater consumption and easy local purchasing of fish.

## Contact

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🌐 <https://www.mpi.govt.nz/consultations/draft-fisheries-industry-transformation-plan>

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**Fisheries New Zealand**

Tini a Tangaroa

**Te Kāwanatanga o Aotearoa**  
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