

Marine Recreational Fishing's Contribution to the New Zealand Economy



Why This Study?

- a. Past fisheries policies have underrated recreational fishing
- b. Recreational fishing is not viewed as a major jobs generator.
- c. It was time for a change...





SOUTHWICK
ASSOCIATES



Economics = A Communication Tool!



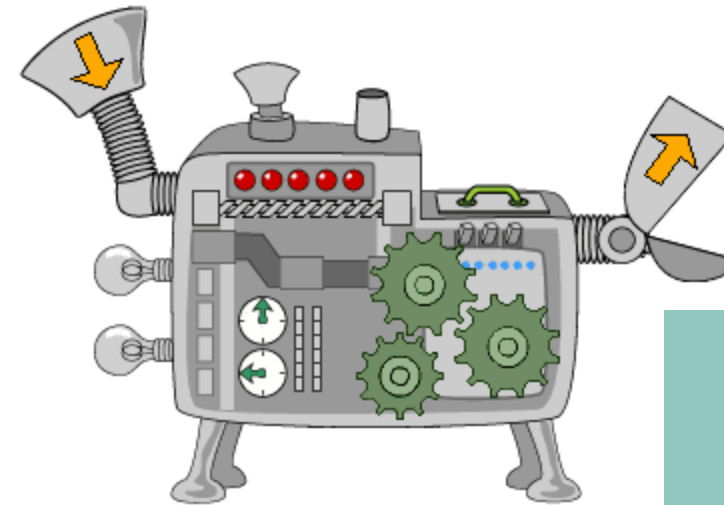


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700,000

Number of marine fishers

- One in every 6 Kiwis are marine fishers
- Anglers are twice as numerous as New Zealand's 2nd largest city, Christchurch.





\$1,590

Average annual
spending per
fisher

\$946 Million

Fishers'
annual
spending

- 40% more than the value of New Zealand's annual wool exports



\$638 Million

Gross Domestic Product (GDP)

- Roughly 0.5% of New Zealand's annual GDP



8,124

Employment

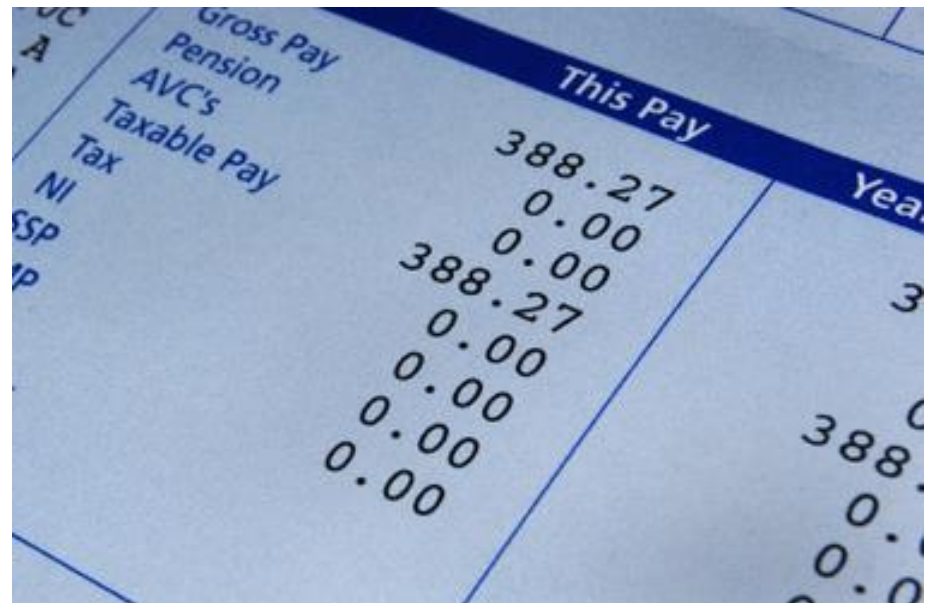
**Without recreational angling, unemployment
would grow from 5.7% to 6.0%**



\$342 Million

Salaries,
Wages &
Business
Profits

- \$220 per NZ household
- \$574 created per angler!



A close-up photograph of a pay slip, tilted at an angle. The slip is white with blue and black text. It lists various components of a salary or wage, including Gross Pay, Pension, AVC's, Taxable Pay, Tax, NI, and SSP. The net pay is shown as 388.27. The slip is partially obscured by a blue banner at the top of the slide.

	This Pay	Year
Gross Pay	388.27	
Pension	0.00	
AVC's	0.00	
Taxable Pay	388.27	
Tax	0.00	
NI	0.00	
SSP	0.00	
Net Pay	388.27	

\$188 Million

MINIMUM tax contributions

- \$41 per NZ resident!



And more!

- We have insights for major species:
 - Snapper = \$403 million
 - Kahawai = \$254 million
 - Gamefish = \$225 million
 - Bluecod = \$119 million
 - Kingfish = \$79 million
 - Trevally = \$71 million
 - Hapuku/groper/bass = \$13 million

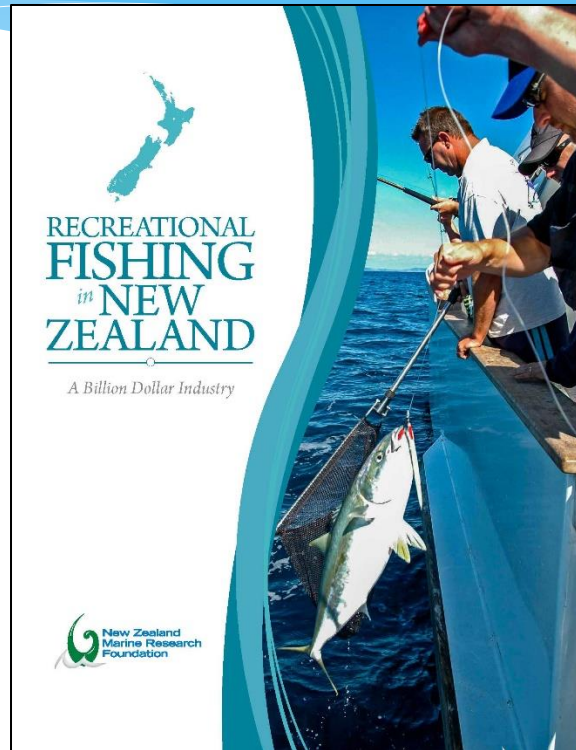


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And more!

- Regional impacts
- Residents and Non-residents
- By type of fishing

Thank you!



<http://nzmrf.org.nz/files/New-Zealand-Fishing-Economic-Report.pdf>