

# The Recreational Fishing Economy

Measuring the jobs, dollars and other returns to New Zealand

# The Problem



# Solution

- \* Measure and promote marine recreational fishing's economic impacts
  - Hire experienced fisheries economists
  - NZMRF has organized the effort

# Who is Southwick Associates?



**Our Philosophy:**  
*Accurate  
economic  
information is a  
communication  
tool!*

# Experience/Past Projects

- 25 years specialising in recreational fishing and hunting economics
- First to measure U.S. fishing & hunting economic impacts nationally
- Quantified recreational fisheries in:
  - Mexico; Costa Rica; Panama; Africa (hunting)
- Developed methods for 2<sup>nd</sup> and 3<sup>rd</sup> world nations for U.N. FAO



# Recreational Fishing Economics

## Project Lead: Southwick Associates

- ✓ Supported by:
  - Blue Water Marine Research
  - Moana Consulting
- ✓ Driving premise:
  - By communicating recreational fishing's economic contributions:
    - a. There will be more robust data to inform Ministerial decisions,
    - b. Increase public support for marine conservation and management.



# Recreational Fishing Economics

## Objective:

Estimate expenditures, jobs, tax revenues, income and other economic contributions:

- Nationally & regionally
- For major recreational species
- Land & boat-based fishing
- Resident & non-resident





# Proposed Methodology

- ✓ Work plan
- ✓ Participation profiles
- ✓ Angler expenditures
  - Resident
  - Non-resident
- ✓ Economic modeling



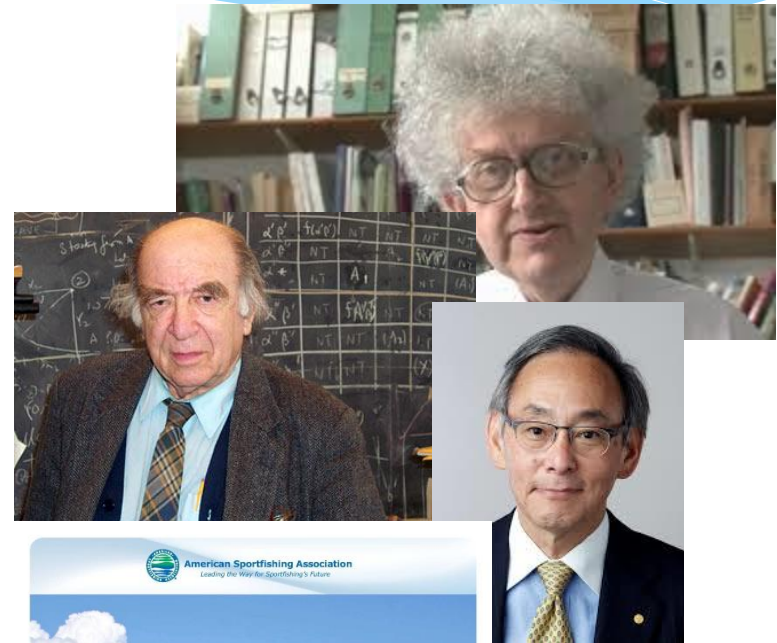
# Timeline:

*~ 12 months*



# Deliverables

1. Academic peer-review report
2. Friendly public report



# Public Rollout



# Funding



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



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# ***Questions?***