

3 BIG QUESTIONS!

What does your business contribute to the New Zealand economy?

What if we had evidence to support decisions for more abundant fisheries?

How would your business grow if there were more fish in the water?

IT'S TIME TO
FIND OUT!

Industry is telling us...

Bruce Smith Charter operator, Bay of Islands
Charter businesses rely on having healthy fish stocks so we can provide our customers with the best possible experience. This research is fundamental for growing businesses and coastal communities like ours in the Bay of Islands.

Warren Hay Retailer & boat supplier, Whangarei
We need a strong recreational fishing sector and thriving inshore fisheries. I know that my business, suppliers and competitors will benefit from this timely research. It's so simple, we need abundant fisheries for people to go fishing.

Dave Gibbs GM, The Hutchwilco New Zealand Boat Show
Our marine industry makes a significant contribution to the national economy. This research will quantify our contribution, and measure what recreational fishing generates for the service industry, retailers, manufacturers and suppliers.

Grant Dixon Editor, New Zealand Fishing News
Fishing is part of our Kiwi lifestyle. To have healthy fisheries we need decision makers who recognise the contribution that recreational fishing-related industries make to our GDP. This includes our media, tourism and hospitality providers.



IT'S ALL HANDS TO THE PUMP!

Do we have yours?

Your contribution is essential for the success of this project, make your donation today.

For more information please -

Contact: Matthew Taylor

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Email: matthew@nzmr.org.nz

Please donate at www.nzmr.org.nz

* All donations are tax deductible.

This project is endorsed by:



What is the value of recreational fishing to you, your business and the economy of New Zealand?





Nobody knows the real value of recreational fishing in New Zealand.
Why? Nobody has committed to find out, until now.

For too long recreational fishers have been the poor cousins in the continuing lobby for better management and utilisation of New Zealand's marine resources.

Commercial returns from fishing have been easy to quantify, not so for recreational fishing, yet there are thousands of businesses reliant on abundant fisheries for their ongoing success.

The New Zealand Marine Research Foundation has commissioned a landmark research project to determine what impact recreational fishing has on the national economy. The Trustees believe this research is essential.

Having some hard-hitting, simple, and persuasive facts will provide the necessary tools to achieve more fish in the water.

The Foundation is asking fishing-related industries to help fund the research because having abundant fisheries would bolster their future prospects.

Worldwide there is an insatiable demand for our seafood. A growing domestic population puts increasing pressure on our fish stocks.

We are failing to retain our bag limits let alone catch the fish.

If your business is in any way affected by recreational fishing success then this project is worth supporting.

We need to quantify, in real terms, what successful recreational fishing is worth to retailers, suppliers, boat builders, manufacturers, media, charter operators, hospitality, accommodation, transport, tourism and more. What is their contribution to NZ in economic turnover, employment, taxes?

Southwick Associates are the chosen researchers because they have a proven record of past projects valuing the recreational fishing economies in several countries.

Now is the time to act. Here is your chance to help us help you. We cannot let this slip, we need to empower our advocates for many years to come. Your future success and fishing depends on it.


Jeff Romeril, Chairman
NZ Marine Research Foundation



The Project

Purpose:

To improve fisheries management through greater public awareness of marine recreational fishing's economic significance.

Objectives:

- Generate valid estimates of the economics (expenditure, jobs, tax revenues, income and other economic contributions) associated with recreational fishing.
- Quantify the economic contributions per kilo of fish harvested by recreational fishers.

The Foundation

The New Zealand Marine Research Foundation is a registered charitable trust established to research aquatic plants and animals and the physical marine environment, to the benefit of all New Zealanders.

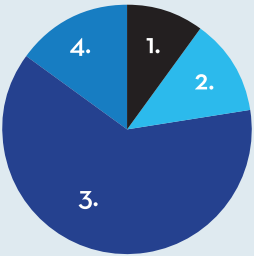
The Foundation specialises in research that:

- Is conservation focused
- Is important to our people, culture and heritage
- Is not likely to be funded by Government
- Supports the needs and aspirations of people involved in ocean recreation.

Fundraising targets

LegaSea has been appointed to help with project fundraising. Overall project costs are \$400,000. This will be raised through a variety of channels including grant applications, a public appeal, and contributions from organisations which have a vested interest in the economy of recreational fishing.

A summary report will be published on completion of the research. A dedicated publicity campaign will also be launched to promote the results, to acknowledge our supporters and encourage adoption of the data into decision making processes.



- \$40,000: 1. Scoping, feasibility study and introductions.
- \$50,000: 2. Fundraising and administration.
- \$250,000: 3. Research project, surveys, profiles and reports.
- \$60,000: 4. Results publicity and promotion.
- \$400,000 TOTAL

Outcomes

Research results will be made publicly available. By quantifying and communicating expenditure, jobs, taxes and other contributions from recreational fishing the results of this research can be used to:

- Help enhance fisheries management
- Ensure best use of marine resources
- Support implementation of conservation policies
- Boost overall awareness and public interest in fisheries
- Protect and promote rebuilding abundance of fisheries for future generations.

Research provider

Internationally acclaimed Southwick Associates have over 25 years experience in research and analysis, with an emphasis on determining the true value of non-commercial fishing. Southwick Associates has retained two local research providers, Blue Water Marine Research and Moana Consultants, to ensure a 'New Zealand' focus.



Are you ready to help?

Take action today
www.nzmrf.org.nz

