

# Fisheries Management

---

Annual Report 2024-25



# NZSFC Directory

---

## FISHERIES MANAGEMENT STANDING COMMITTEE (FMSC)

Mark Connor – Co-chair  
mpconnor@xtra.co.nz | 027 432 7485

Wayne Bicknell – Co-chair  
wayneos55@gmail.com | 027 521 1001

Vance Fulton – Management team  
vance@bopnutrients.co.nz | 027 329 6328

Andrew Johnson – Management team  
andrew@johnsonbros.co.nz | 021 798 525

Peter Campbell – Co-opted  
peter.campbell@kinect.co.nz | 027 497 6305

Josh Barclay (NZUA) – Co-opted  
josh@barclaywhite.co.nz | 027 350 8524

Jim Yeoman (NZACA) – Co-opted  
madaz2903@xtra.co.nz | 027 442 9628

Richard Baker – Co-opted  
richard@thebakers.net.nz | 021 869 889

Mike Plant – Co-opted  
mike.plant@nzsportfishing.org.nz | 022 655 6507

## NZSFC INCORPORATED

**Patron** – Pete Saul

**President** – Scott Macindoe

**Vice Presidents** – Andrew Johnson and Warren Maher

### ADMINISTRATION

Admin Officer – Helen Pastor

Auditor – William Buck Accounting

Records Officer – Pete Saul

Communications and Operations Lead – Mike Plant

### BOARD MEMBERS:

Tony Allan – Zone 1

Bill McGarry – Zone 2

Sue Sinclair – Zone 3

Vance Fulton – Zone 4

Brett Rigby – Zone 5

Doug Taucher – Zone 6

Mark Connor – Zone 7

Heyden Johnston – Zone 8

Mark Hemingway – IGFA and Life Member Representative

Peter Campbell – LegaSea Representative

Richard Baker – Fisheries Management Representative

### BY THE NUMBERS

Member clubs – 52

Affiliated members – 37,000

Life members – 12

Zone Board representatives – 8

IGFA NZSFC Board representatives – 1

### CONTACT

Helen Pastor

secretary@nzsportfishing.org.nz

027 485 3600

New Zealand Sport Fishing Council Inc.

PO Box 54242

The Marina, Half Moon Bay

Auckland 2144

[nzsportfishing.co.nz](http://nzsportfishing.co.nz)



Scan here to read a digital copy of  
this report complete with hyperlinks to  
in-depth information

Cover photo: Leilani Brown. Image credits: Bella Muir,  
Karena Kaihe-Woolston, Alan Paterson.  
Back cover: Ali Horsley

---

*“Complaining about a problem without posing a solution is called whining.”*

**Teddy Roosevelt**



# Contents



The Crew	1
NZSFC President's Report	2
Key Highlights	3
Fisheries Management Co-chair's Report	4
Fisheries Management Committee Report	6
Resource Management Act	9
Rescue Fish Ika Rauora	10
NZSFC Fisheries Management Income and Expenditure	11
LegaSea Annual Report	12
The Kai Ika Project	14
Cans for Kai – Fish Care	15
LegaSea Hawkes Bay Report	16
LegaSea Income and Expenditure	18
Fisheries Management Standing Committee Profiles	19
Service Provider Profiles	20
Friends and Partners	24
Platinum and Gold Partners	25

The epic team who attended the NZSFC AGM held at the Whakatāne Sportfishing Club, September 2024



# President's Report



## NEW ZEALAND SPORT FISHING COUNCIL



**Scott Macindoe,**  
**NZSFC President**

### OUR WHY

The New Zealand Sport Fishing Council (NZSFC) is unique. There is no other organisation in the world quite like us. For nearly 70 years we've served as the voice of reason and often the last line of defence for non-commercial fishers.

If you're reading this report it's likely that you will agree that bringing home a reasonable catch to feed your family and share with friends is an intrinsic link to your cultural identity. It's what makes us Kiwi. Yet, year after year we find ourselves dealing with indifferent officials defending the indefensible – over allocated fisheries, the ongoing use of indiscriminate and destructive mobile bottom contact fishing methods that trash the benthic (seabed) environment, destroying ecosystems and productivity, and the creeping death of proportionality.

I am honoured to take up the opportunity to serve as your President. I want to acknowledge my predecessors, particularly past President Ian Steele. Ian steered our ship with integrity through some pretty turbulent times, dealing with five Oceans and Fisheries Ministers.

### CURRENT CHALLENGES

The current Minister, Shane Jones, is a self-confessed apostle for the commercial sector, seeking to prioritise export receipts and profit over abundance in our coastal waters, so we've had our hands full – from confronting the mismanagement of South Island blue cod and Northland crayfish, while opposing amendments to the Fisheries Act.

Navigating this political landscape has been interesting. The post election MMP coalition negotiation process has been particularly harsh as far as our precious marine environment is concerned. Here are the 21 words agreed upon in the [Coalition Agreement](#) between National and New Zealand First. **'... remove regulations that impede the productivity and enormous potential of the seafood sector'**

As you read onto the report you will get a taste for how the Minister is upholding this agreement to remove regulations.

During this nonsense, the NZSFC has been holding the line. Our comprehensive and irrefutable submissions, engagement and participation in a myriad of science and fisheries management working groups, and the efforts of our public outreach organisation LegaSea show the depth of our commitment. We are constantly striving to do the right thing in terms of youth, disability, utilisation, safety and inclusiveness.

One of our greatest assets is our Fisheries Management Standing Committee (FMSC) and contractors. They advocate relentlessly on your behalf, for more fish in the water for future generations.

None of this effort is possible without our affiliated clubs, your members, and the many Partners and Sponsors of LegaSea. Hats off to the LegaSea Legends, Partners and Sponsors whose contributions keep us afloat. Today we have a powerful line-up of representative organisations aligned with our values including New Zealand Underwater Association, the New Zealand Angling & Casting Association, Yachting New Zealand and our tackle/marine industry friends.

We are gearing up for another year of chaos but it is so worth it. With your support we will keep showing up, speaking out, and holding the line, because abundance and a fair go for future generations are worth fighting for.

***"In the end, we will remember not the words of our enemies but the silence of our friends"*** Martin Luther King Jr



Scan here to read a digital copy of this report complete with hyperlinks to in-depth information

# Key Highlights

---

If this past year has proved anything, it's that it's more important than ever to maintain our steady presence even when it feels like our voices are falling on deaf ears. Sometimes success lies within the silence – the quiet wins behind closed doors, that show our impact.

Under the guidance of the NZSFC LegaSea Governance Committee and Fisheries Management Standing Committee, our working team has strived to ensure the voices of ordinary New Zealanders and club fishers are heard.

The highlights below reflect some of the key successes we have encountered over this past year. Ka pai to all involved, from club members to our LegaSea sponsors, you all play a significant role in our efforts.

- 1. We lodged 22 submissions** in response to issues impacting our coastal fisheries, often working to tight timelines set by Ministerial officials.
- 2. Actively participated in 110 science, management and advisory group processes.** The NZSFC invested more than \$58,000 in attending and engaging in these processes.
- 3. Four Quarterly meetings.** The Fisheries Management Standing Committee hosted four quarterly meetings, with members joining from around the country. We discussed matters impacting our coastal fisheries and prepared appropriate responses. We're sad to see

Wayne Bicknell step down as Co-chair of the FMSC, but happy to tag and release him so he can devote more time to LegaSea Hawkes Bay initiatives.

- 4. NZSFC invested more than \$40,000 into RMA processes.** In February 2025 NZSFC club representatives united in action and opposed [potential closures](#) to recreational fishing across the Hauraki Gulf, including the Coromandel. A powerful display of collaboration.
- 5. Addressed criticism of game fishing** – We engaged in discussions addressing environmental and ethical concerns about gamefishing. [NZSFC responded](#) with science and collective research to reinforce our commitment to educating the wider public on sustainable fishing practices.
- 6. All work within budget.** Due to prudent management and the generosity of everyone involved, all work was completed within budget and on time. The contractor team continues to provide a mix of in-kind contributions and generous charge-out rates. The Standing Committee continues to volunteer their time, expertise and much-needed energy. These contributions are to our collective benefit.



# Co-chair's Report

## FISHERIES MANAGEMENT STANDING COMMITTEE



**Mark Connor,**  
NZSFC FMSC  
Co-chair



**Wayne Bicknell,**  
NZSFC FMSC  
Co-chair

### INTRODUCTION

As Co-chairs of the NZSFC Fisheries Management Standing Committee (FMSC) our focus is to uphold the Council's policy of restoring abundance in our coastal fisheries. Our dedicated Committee meets quarterly with our team of specialised contractors to discuss fisheries management matters across the country.

Advocating for abundance is never straightforward. In the past year we completed 22 submissions on a wide range of fisheries and RMA issues. Inadequate consultation timeframes continue to hinder our ability to develop responses. For example, in July 2025 we had 21 working days to submit responses for 35 fish stocks.

Through the ebbs and flows, it's been great to have a strong team to rely on. Wayne Bicknell has been an integral part of our Standing Committee for more than a decade. He is now stepping away from this role and we thank him for his service. We're sure LegaSea Hawkes Bay will welcome having him around more.

### TEAM

We appreciate the ongoing commitment from all Standing Committee members including NZSFC Board members Peter Campbell, Andrew Johnson and Vance Fulton. Co-opted members include Richard Baker and Jim Yeoman (representing NZ Angling & Casting Association). Heyden Johnston and Dirk Sieling are regular attendees.

This year we welcomed Josh Barclay, representing New Zealand Underwater Association, and Mike Plant, NZSFC's operations and communications lead. We also acknowledge Scott Macindoe, who has stepped down from the Committee to take on the Presidency of NZSFC.

Special thanks to our team of specialist contractors who continue to support the NZSFC in many realms. We acknowledge Rowan Ashton and Stewart Ryan for their legal expertise. We are fortunate to retain ongoing support from John Holdsworth, Trish Rea, Barry Torkington, Sydney Curtis and Katie Goodwin. We also acknowledge Sam Woolford, Jessica Beetham and Benn Winlove for aligning the outreach work of LegaSea with the NZSFC.

Together with the New Zealand Angling & Casting Association and New Zealand Underwater Association, we are the largest and most relevant mandated groups representing recreational marine interests in Aotearoa.

### HOLDING THE HARD LINE

This year reinforced why it's important to do what we do. We are currently facing a system that is geared towards permitting ongoing, excessive commercial catch limits that fail to constrain catch. The consequences have been dire, with an increasing number of areas closed to recreational fishing. And in the areas that are open to us, our bag limits are being slashed.

We are proud to be the voice of reason while engaging in more than 100 Ministry-led meetings of science working groups, fisheries planning, spatial plans and endless multi-stakeholder groups. Thank you to members of the FMSC and contractors who regularly attend these meetings who are safe in Council policies that seek more fish in the water and a vibrant marine environment.

Engaging with affiliated Clubs and their members throughout the year has been both valuable and grounding. These conversations highlight the impact of depletion of our coastal fisheries, making it increasingly difficult for everyday Kiwi families to get out on the water, bring home a feed, or simply enjoy the experience of a thriving marine environment.

### THE ROOT CAUSE

Much of the depletion we see in our coastal waters stems from ineffective management under the Quota Management System (QMS) that regulates commercial fishing. Officials continue to sanction the use of destructive fishing methods to the detriment of our coastal marine environment and fish.



With each passing year we continue to witness more closures and rāhui in response to depleted fisheries. Our scallop fishery has collapsed, and crayfish on the east coast could be next. This has all occurred under the QMS. It's clear that how we manage our fisheries, the status quo, is not working.

Instead of reform, we've witnessed a Minister who is hell-bent on entrenching the status quo. We encourage you to read the Fisheries Management Standing Committee report to learn more about what Shane Jones' recent 'reforms' mean for us and the health of our fisheries.

The key difference between recreational and commercial harvest is that the fish we catch while out on the water, feeds our friends and family. In contrast, around 90% of commercially harvested fish is exported overseas. And like many of our country's resources, overseas buyers often pay less for our kai moana than we do at the local fish shop. While the QMS exists, managers will continue to prioritise bulk harvesting rather than adding value to the harvest, while catching fewer fish.

## RECREATIONAL HARVEST

The latest [National Panel Survey](#) results estimating recreational harvest in 2022-23 confirms that Kiwis take home less than 5% of the total harvest from New Zealand's marine waters to feed their families. There is some uncertainty about what is taken in some small-scale

fisheries, so to be conservative we often refer to overall recreational harvest as being less than 10% of total harvest.

Despite these facts, cuts to recreational bag limits and allowances are often the first target when a fishery is showing signs of depletion. This protects quota from necessary reductions, and as long as the QMS is in place, this protection of private interests will continue.

## LOOKING AHEAD

While the current government is in power until the end of 2026, we can continue to expect more challenging times, fast-tracking and the ongoing Ministerial led pressure to prioritise exports. Significant changes are also looming for crayfish on the North Island's east coast.

Our team will be on the frontline, submitting in response to proposals impacting the future management of crayfish as well as engaging with Zone 1, 2 and 5 clubs. We remain committed to advocating for restored crayfish abundance for the benefit of our future generations.

We are also expecting the Minister to develop a draft Bill filled with so-called 'reforms' to the Fisheries Act. (Read page 6 for more). If the Bill includes changes already signalled, the New Zealand Sport Fishing Council and LegaSea will fight tooth and nail to stop the Bill from becoming law.



# Committee Report

## FISHERIES MANAGEMENT 1 JULY 2024 – 30 JUNE 2025

### FISHERIES AMENDMENT BILL MAKES A RETURN

With a compliant Minister at the helm, commercial fishing interests have wasted no time advancing their agenda. On 12 February 2025 the Minister, Shane Jones, announced a raft of [proposed amendments](#) to the Fisheries Act that potentially provide a pathway for proportional allocation of the Total Allowable Catch (TAC). If successful, recreational fishers will be the loser.

The Minister's 'reforms' are designed to fast-track commercial access to fish stocks, while removing important safeguards that defend stocks against overexploitation and protect the ecosystems on which they depend on.

There's no doubt that the proposed changes are intended to serve the interests of major quota owners and will be at the expense of the public, marine environment and local small-scale commercial fishers.

This process follows more than 20 years of regular system reviews, and recent High Court and Supreme Court rulings directing the Minister to take a more precautionary approach when managing fish stocks with inadequate information. These obligations clearly don't suit the Minister or his allied industry investors who want to reduce costs, not spend more money on independent research.

Fortunately, the Fisheries Management Standing Committee saw through the spin. Working alongside the New Zealand Angling & Casting Association and New Zealand Underwater, we developed a comprehensive [60-page submission](#) grounded in two decades of experience dealing with industry overreach.

We anticipate a draft Bill will be introduced to Parliament before the end of 2025. When it does, we'll be ready. What remains clear is that Kiwi's want more fish in the water, not less.

### SOUTH ISLAND

The decline in blue cod populations and the subsequent inequitable management continues to frustrate recreational fishers across the South Island, particularly in the Marlborough Sounds, Otago and Southland.

In November 2024 NZSFC [submitted in support](#) of a range of measures to improve the abundance of blue cod in the Marlborough Sounds. Addressing water quality and habitat degradation would be a significant contributor to improving abundance.

Fisheries NZ also proposed extending the Sounds closure to recreational blue cod fishing in order to reduce recreational fishing pressure, meanwhile bottom trawling continues unabated alongside overallocated commercial catch limits.

Kaikōura pāua fishers continue to suffer biased management, as priority has been given to commercial fishers who now enjoy year-round access to the pāua fishery while local families are confined to a 3-month season in winter, with an increased size limit and daily bag limit of three per person.

Science shows that the Kaikōura pāua fishery is relatively abundant. In July 2024, [we advocated](#) that the Minister increase the recreational allowance from 5 tonnes to a more realistic 46 tonnes, alongside resetting the daily bag limit to 5.

The [Minister's decision](#) to only increase recreational allowance to 18 tonnes but increase commercial catch limits to 46 tonnes was not surprising but still disappointing.

### HAURAKI GULF

In line with his stated priorities, Minister Shane Jones has rejected proposals to [restrict bottom trawling](#) to designated trawl corridors within the Hauraki Gulf Marine Park.

It's a mixed decision. On the one hand it demonstrates a willingness to bow to existing commercial interests in the Gulf. On the flip side, it presents another opportunity to push for a complete ban on destructive mobile bottom-contact fishing methods throughout the entire Marine Park, from Bream Bay to the Bay of Plenty. Potentially setting a powerful precedent that if such practices are unacceptable in one part of the country, they won't be tolerated anywhere in New Zealand's inshore fishery.

We are still awaiting enactment of the [Hauraki Gulf Marine Protection Bill](#) which proposes 19 new protected areas in the Marine Park, 14 of those will restrict recreational fishing. The Minister of Conservation's [controversial proposal](#) to allow commercial gill netting in two of the proposed High Protection Areas undermines the integrity of the entire process.

On behalf of the NZSFC, Katie Goodwin continues to participate in the Hauraki Gulf Fisheries Plan Advisory Group and discussions on the future management of the Coromandel scallop fishery.



## CRAYFISH

It has become increasingly obvious that crayfish populations were being depleted on the northeast coast of the North Island. Officials have done little over the years to address the serious concerns of our Council or local hapū or iwi. Now, the CRA 1, Northland, stock is at a crisis point. A closure to harvest on this coastline is a real possibility.

The [November 2022 ruling of the High Court](#) found that the previous Minister's decision for CRA 1 was unlawful. In his judgment Justice Churchman turns the spotlight directly on the Minister's statutory duty to "ensure sustainability" as well as many other worthwhile nuggets of common sense that we repeat as often as possible in our submissions.

This High Court ruling has created a ripple effect, in that the statutory obligation on the Minister to ensure sustainability applies to all species, not just the target species. So as a Minister considers the future management of crayfish or any other species, he/she has a duty to take into account the effect of fishing on the marine environment and all the creatures affected by that activity.

In January 2025, the Minister reviewed the [management of crayfish](#) in the wider Hauraki Gulf and Bay of Plenty (CRA 2). Our collective efforts and [submission](#) meant the Minister did not increase commercial catch limits, however the Minister did announce a closure to all recreational and commercial harvest of crayfish in the inner Hauraki Gulf.

The closure is too little, too late. There is already minimal commercial or recreational crayfishing in the inner Gulf due to depletion.

The loss of crayfish in Northland (CRA 1) has contributed to the explosion of kina populations, devouring kelp forests and leaving behind barren habitats.

In December 2024, we [submitted strong recommendations](#) on potential management measures to restore Northland crayfish abundance. We urged the Minister to suspend the harvest of crayfish until a comprehensive recovery plan is in place. We are expecting the Minister to consult on further changes before the end of 2025.

Advocating for restored crayfish abundance has been a major task for our team this year. There is the opportunity to set long-term management targets that will rebuild stocks. John Holdsworth and Sydney Curtis continue to represent our fishing and environmental interests in the National Rock Lobster Advisory Group - previously referred to as a Management Group.

## AREA CLOSURES

In the absence of action from Fisheries NZ and the Minister, mana whenua and iwi are stepping up and using customary tools to combat depletion surrounding their local fisheries. This has had mixed results around the country.

Over the past year, NZSFC supported 2-year temporary closures at [Ohiwa Harbour](#), and an [artificial reef in Napier](#) co-established by LegaSea Hawkes Bay. We also worked alongside the Whakatāne Sportfishing Club supporting a [mātaitai at Whale Island](#). Due to feedback from local clubs, the NZSFC did not support several other closure applications in the past year. NZSFC continues to support collaborative, long-term solutions and community based initiatives such as Ahu Moana, as reflected in our Policy.

## 50 YEARS OF GAMEFISH TAGGING

In 1975 NZSFC helped establish the national Gamefish Tagging Programme, now recognised as New Zealand's longest running citizen science initiative. Over the past 50 years, this programme has built a world-class dataset through the efforts of club members and anglers who voluntarily tag and release pelagic species.

To date, more than 32,000 marlin, 26,000 kingfish, and 16,000 mako sharks have been tagged and released, with over 2,500 recaptures reported, providing valuable data on fish movement and growth.

---

# 110

science and advisory working group processes attended and engaged in

---

# 22

submissions to fisheries and RMA processes

---

# 2500

contractor hours engaging and participating in processes

---

# Committee Report



This past year was a particularly successful season for billfish recaptures, with seven striped marlin tagged and four swordfish recaptured in New Zealand waters. Notably, marlin tagged early in the season generally moved south and were recaptured a few weeks later. Later-season fish were recaptured well north of where they were released.

## MARLIN FISHING

There was plenty of striped marlin action along the west coast in 2025, though the east coast season was relatively short-lived, with fewer blue marlin and the marlin season tailing off by mid-March. Interestingly, our stripies ventured further south than usual, suggesting the beginnings of a regular South Island marlin fishery. A notable record was a striped marlin tagged in February 2024 off the Mercury Islands. It was later recaptured north of Kawhia on the west coast, after a year at liberty.

## TUNA FISHING

Yellowfin tuna were a highlight of the season, with catches across a wide range of sizes. Northland fishers were surprised to find large Pacific bluefin tuna feeding in coastal waters in late 2024. Warmer waters off East Cape are likely responsible for the delayed start to the North Island southern bluefin tuna fishery.

## SATELLITE TAGGING

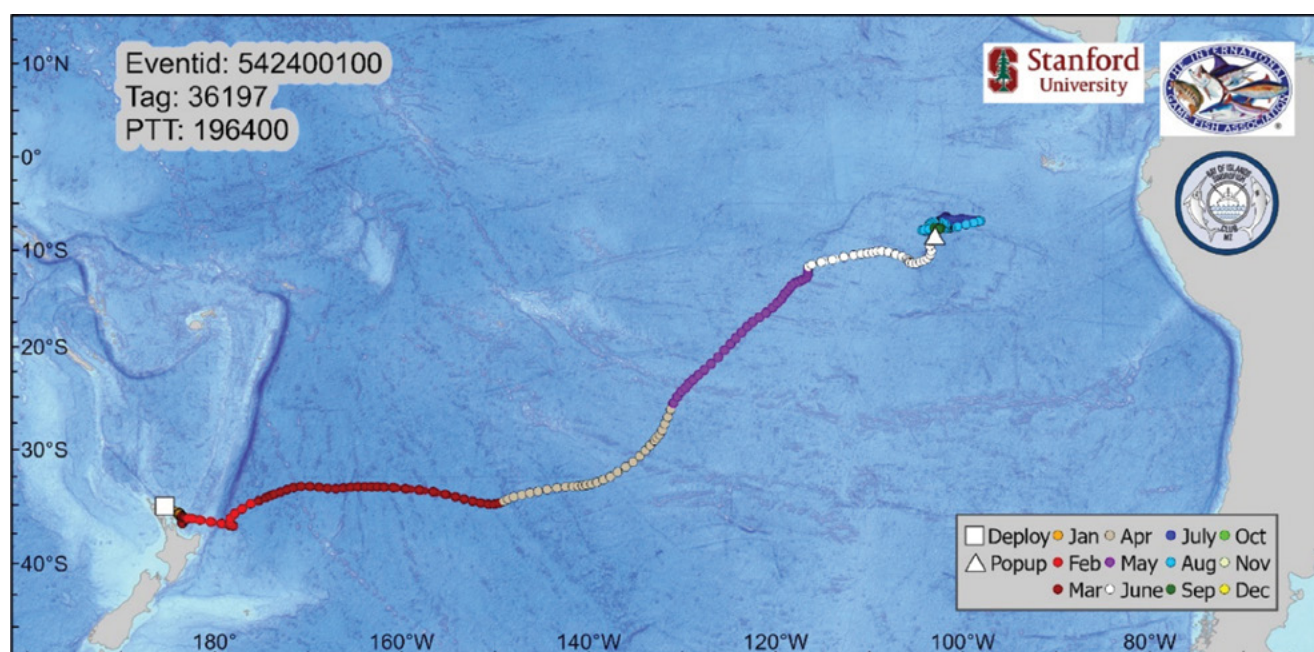
Four more pop-off satellite tags purchased by the New Plymouth Sportfishing and Underwater Club and the NZ Marine Research Foundation were successfully deployed this year.

Last year a 90kg striped marlin, tagged on 6 January 2024 off the Cavalli Islands, made history. In September 2024 the satellite transmitted southwest of the Galapagos Islands in the Eastern Pacific Ocean, having travelled a straight-line distance of 4,740 nautical miles – an IGFA Great Marlin race record for striped marlin. This is the first electronically or conventionally tagged striped marlin known to leave the southwest Pacific.

The tracking showed that the striped marlin spent January and February off East Northland, then left NZ to travel through warmer waters in May and June, before settling on the eastern side of the East Pacific Ridge in 24°C waters.

This raises important questions about connectivity between marlin stocks in the SW and Eastern Pacific. Are migratory patterns shifting, and will such fish return to New Zealand waters in future years?

Eight month striped marlin track from the satellite tag deployed off the Cavalli Islands, January 2024



# Resource Management Act

1 JULY 2024 - 30 JUNE 2025

## INTRODUCTION

The ongoing battle for increased abundance and biodiversity is getting more complex now the Environment Court has confirmed that, under the Resource Management Act (RMA), Regional Councils are responsible for protecting indigenous biodiversity within the Territorial Sea – 12 nautical miles from the coastline.

It's reassuring for the NZSFC to have our legal team of Rowan Ashton and Stewart Ryan guiding us through this unfamiliar territory.

## RMA AMENDMENT BILL

In December 2024, the government proposed the Resource Management (Consenting and Other System Changes) [Amendment Bill](#) that seeks to continue to regulate under the RMA fisheries resources that are currently controlled under the Fisheries Act.

In February 2025 the [NZSFC submitted in opposition](#) to the proposed Bill, advocating that the Bill needs to remove the unnecessary regulatory overlap between the Fisheries Act and RMA. Rowan Ashton spoke to the submission at the Environment Select Committee hearings in March 2025.

NZSFC continues to advocate that biodiversity loss and depletion must be addressed using tools within the Fisheries Act. We don't want or need duplication. The Fisheries Act is sufficiently robust. The problem is that decision-makers aren't using it to its full potential, failing to manage the effects of fishing and setting appropriate catch limits that ensure abundance and biodiversity.

This RMA versus Fisheries Act debacle is just another symptom that the Quota Management System that regulates commercial fishing in New Zealand is failing us all.

## WAIKATO REGIONAL COUNCIL COASTAL PLAN

Since 2022 NZSFC has been involved in the [Waikato Regional Council Coastal Plan](#), guided by Rowan Ashton. Involvement has included attending hearings and providing detailed submissions.

Our stance has stayed strong throughout this process. To protect biodiversity there must be restrictions on destructive, mobile bottom contact fishing methods within WRC waters.

Sydney Curtis has been accepted by the WRC as an independent, expert witness in the Plan development process, providing guidance and evidence on marine science and indigenous biodiversity.

Nominated representatives from NZSFC attended an all-day hearing in April 2025, with Rowan Ashton presenting [NZSFC's legal submission](#) and Scott Macindoe presenting as the ['corporate' witness for the NZSFC](#).

Thank you to NZSFC club representatives Dirk Sieling, Gordon McIvor, Bob Gutsell and Deryk Nielsen, for attending the hearing and providing [statements of evidence](#). Also Ken Hindmarsh of the Mercury Bay Business Association. Their contributions are deeply appreciated.





## INTRODUCTION

Throughout the history of the New Zealand Sport Fishing Council, it has never been more obvious that the Quota Management System (QMS) is dysfunctional and needs reform.

As Teddy Roosevelt said, “Complaining without proposing a solution is called whining”. That’s why NZSFC and LegaSea have invested more than \$1 million dollars into developing Rescue Fish Ika Rauora – a comprehensive alternative to the QMS.

Version 1 of the Rescue Fish package was published in 2020 with the intention of generating interest in a more equitable regime that provides for restored abundance in our coastal waters for the benefit of all New Zealanders

Five years on, [the principles of Rescue Fish](#) remain more relevant than ever.

## REAL REFORM

The Minister’s most recent proposed amendments to the Fisheries Act became the perfect opportunity to put forward what real reform could look like – reform that benefits small-scale fishers, the marine environment and the public.

The problem is not the Fisheries Act, it is the Quota Management System.

Guided by Rescue Fish principles, we submitted a [60-page response](#) to the Ministers’ proposals outlining an alternative reform package to remedy depleted fish stocks and address environmental damage.

Real reform, as we see it includes;

- 1. The removal of private property rights** – The Crown will buy-back existing fish quota in the inshore fishery and replace the QMS with a licensing, resource-rentals, based model.
- 2. Restore abundance** – Agree to manage our inshore fish stocks at higher levels.
- 3. Transition to low-impact, selective fishing methods** – Removal of destructive, mobile bottom-contact fishing methods such as bottom trawling and dredging from inshore waters. Viable selective harvest methods include long-lining, potting, spearfishing and handgathering.

This approach would free small-scale fishers from having to rent quota from large companies. Instead, it would support the development of a regionally based industry using low-impact fishing methods to supply fresh, affordable fish to Kiwi families.

## WHO BENEFITS?

Giving effect to the principles of Rescue Fish will have positive benefits for our people and the marine environment. And, it will make New Zealand’s waters more productive for the benefit of future generations. Rescue Fish is designed to benefit our economy, mana whenua and commercial fishing while securing access to an abundant, natural food source.

- 1. The economy** – Processing more fish for added value within New Zealand will create jobs and bring economic prosperity back to regional New Zealand.
- 2. Food security** – Securing kaimoana for all New Zealanders that we can all enjoy.
- 3. Mana whenua** – new Fisheries laws will honour Treaty obligations and provide business opportunities and food security for mana whenua.
- 4. The environment** – Prioritising more fish in the water and healthy coastal fisheries.
- 5. Commercial fishing** – Resetting to a resource-rentals based model creates jobs in a high value, thriving small scale fishery.

## NEXT STEPS

The [principles of Rescue Fish](#) remain strong, but a refresh of the Policy is due. An updated economic study is needed to quantify what a buy-back of inshore quota might cost.

Over the next 12 months we aim to;

- Integrate Rescue Fish principles into LegaSea’s public communications, providing the public with a clear solution to ongoing fisheries decline.
- Develop a regional case study for Rescue Fish using the Coromandel scallop fishery as a trial site for a localised approach to management and restoration.

We know meaningful reform won’t happen overnight. But by keeping the principles of Rescue Fish alive we’re building the momentum needed to make real change not only possible – but inevitable.

# Income and Expenditure



## NZSFC FISHERIES MANAGEMENT

	30/6/2022	30/6/2023	30/6/2024	30/6/2025	Notes
<b>SOURCE OF FUNDS</b>					
NZSFC affiliated club member levies	95,000	120,000	120,000	120,000	
LegaSea Legends, public, and unaffiliated clubs donations	132,354	135,636	108,085	113,794	
Grant income – Engagement & Participation	0	50,000	94,500	47,000	1
Grant income – Rescue Fish	0				
Sundry Fisheries Management income	3,275	9,703	2,400	3,120	
<b>Total Fisheries Management Income</b>	<b>230,629</b>	<b>315,339</b>	<b>324,985</b>	<b>283,914</b>	
<b>EXPENDITURE</b>					
<b>Engagement and participation in fisheries management and marine protection processes</b>					
Snapper	8,630	5,328	20,264	4,390	
Crayfish	17,829	49,077	42,759	47,619	2
Pelagics	1,247	4,328	4,415	5,112	
Other fisheries	31,811	22,197	13,682	22,584	
FNZ processes and political engagement	35,737	93,635	97,972	58,765	3
Marine Protection and RMA process	65,135	13,031	17,432	41,430	
Regional issues/support	3,236	68,206	13,066	7,500	
<b>Planning, projects and team development</b>					
Rescue Fish and FAQ project investment	0	5,035	8,570	3,569	
Standing Committee administration/training	8,862	27,054	44,598	41,702	4
Policy Development	1,743	5,763	3,125	2,080	
Grant seeking	105	3,510	1,954	2,200	
Reporting and public awareness	18,189	21,322	32,695	41,328	
<b>Total expenditure</b>	<b>192,524</b>	<b>318,486</b>	<b>300,532</b>	<b>278,279</b>	
<b>Surplus/deficit</b>	<b>38,105</b>	<b>(3,147)</b>	<b>24,453</b>	<b>5,635</b>	

### NOTES

1. The Council appreciates the many donors to the Guardians of the Sea Charitable Trust who make these invaluable grants possible.
2. We are fully engaged in the National Rock Lobster Management Group, the Rock Lobster Working Groups as well as multiple regional conversations. Our succession planning for this engagement is well developed.
3. Our engagement and participation in Ministry-led processes is essential. In the majority of these stakeholder meetings we are often alone in advocating for both restored abundance as well as the interests of the non-commercial fishing public of New Zealand. However, it is more than just advocating – our presence in itself has the power to hold other sectors accountable. The New Zealand Sport Fishing Council FMSC members and contractors who take part in these processes are made safe by adhering to the Council's invaluable package of Fisheries Management and Marine Protection Policies which are only adopted after exhaustive, constitutionally driven process that distinguishes our Council.
4. We have made a considerable investment in succession planning this year. Finding good people, training, coaching and quite a bit of replication in our engagement and participation. Please note that almost all of the monies accounted for in this Income and Expenditure account have been invested in our team of contractors. Not accounted for is the 'in kind' contribution from our nine Standing Committee members all of whom are volunteers. They each have, on average, more than 15 years' experience in this arena and contribute more than 2000 hours per annum.

# LegaSea Report

## ANNUAL REPORT 2024-25



**Sam Woolford,**  
**LegaSea project lead**

### INTRODUCTION

LegaSea was established in 2012 by the New Zealand Sport Fishing Council (NZSFC), to elevate public awareness of issues impacting our coastal fisheries, New Zealand's big blue playground.

LegaSea's mission is to communicate these challenges clearly to the public, and raise funds to support the vital work of the NZSFC Fisheries Management Standing Committee as they defend our collective interests in the marine environment. Our success is empowering everyday New Zealanders to make their voice heard.

Thirteen years on, LegaSea has grown exponentially as more Kiwis witness the decline of once-abundant coastal fish species and the degradation of our marine environment.

Our call to restore abundance and biodiversity for future generations remains more urgent than ever and it won't fade until we see meaningful reform of the failing Quota Management System.

### EVENTS

Public outreach remains at the heart of our work. Throughout the year we engaged with thousands of Kiwis at events, thanks in large part to our dedicated volunteers.

1. In March, we launched the [Fisheries Reform Scam](#) campaign at the Auckland Boat Show thanks to our Gold Partner NZ Marine Industry. We were able to showcase our new Kai Ika ute thanks to Auckland City Toyota. Our friends at [Wild Chix](#) also joined us.
2. In May we returned to the [Hutchwilco New Zealand Boat Show](#), one of the highlights of our calendar. Over four days, more than 4,400 people visited our stand, many already familiar with LegaSea's mission. By the end of the show, our entire backdrop was covered in cardboard fish – each one representing a voice calling for restored abundance in our fisheries.

### VOLUNTEER EFFORT

Time is one of the most valuable currencies. Every year we are amazed to see more people voluntarily dedicating their time to LegaSea, to help restore our marine environment. The commitment of these volunteers does not go unnoticed. In the past year volunteers have invested more than 400 hours in various initiatives including helping out at LegaSea HQ, assisting the team at events, and supporting the Westhaven Kai Ika station and kaimoana distributions.

### ARTICLES

During the year we published more than 30 articles through local and national media outlets including NZ Fishing News, Fishing in Godzone, Dive Pacific, The Adventurer and Mahurangi Matters. This engagement is vital to raising public awareness and educating more Kiwis about issues impacting their local fisheries, while offering a solution or ways they can help.

### ONLINE PRESENCE

The times are changing, and online digital content is king. Engagement across all of our LegaSea social media platforms has increased dramatically. Over the next 12 months we will continue to focus on improving this engagement and educating more Kiwis.

### CAMPAIGNS

LegaSea remains fiercely committed to restoring our coastal fisheries and that means standing up to whatever nonsense comes our way. This year, we had to pivot fast to respond to Minister Shane Jones' proposed fisheries 'reforms' announced in February.

In response, we launched the [Fisheries Reform Scam](#) campaign to raise public awareness of the risks associated with the proposed changes. As part of our efforts we engaged with mainstream media outlets including [Radio NZ](#), [Newsroom](#) and reporter [Duncan Garner](#), making sure the public knew what was at stake.

Integral to the campaign was an online submission tool. We had to make it easy for concerned Kiwis to make their voice heard and write a submission. We received more than [25,000 submissions](#) that were subsequently sent to the Minister. An overwhelming 97% of respondents opposed the 'reforms'.

This wave of public action was powered by supporters like Matt Watson, Tom Hishon (*kingi restaurant*), Darren Shields (*Wettie*) and Tākuta Ferris (*Te Pati Māori MP*) who shared powerful videos across social media, urging followers to make a submission opposing the proposed 'reforms'.



Behind the scenes, our team invested time into meeting with MPs across the political spectrum to inform them about the risks of the proposed changes. We've built some strong relationships through this process that we will pursue further as we head into the 2026 election year.

## FUNDRAISING

To succeed we need funds. A lack of funds over the past year has meant we have lost several valuable members of our team. We're working hard to maintain close relationships with our current Partners and Sponsors (see page 28 to view all Partners). In terms of grant seeking, we have been successful in several areas and continue to fulfil our commitments in reporting back to those generous entities. We are striving to secure sufficient funding so we can continue to push for positive change.

## PARTNERS

We could not achieve our collective outcomes without our Partners. They help with funding, communication, supporter engagement, brand enhancement and materials. We continue to value the endorsement from ongoing Platinum and Gold partners and welcome the addition of 10 new Partners and LegaSea Works sponsors coming onboard to support our collective efforts.

### Some key highlights from the year include:

- James Group and ITM Dysart, both LegaSea Platinum Partners hosted their annual Golf Days and raised a combined \$12,000. Our team enjoyed running a stand at each event.
- Platinum Partner Whitehaven Wines, held their annual 100% [Kōparepare](#) campaign, where over a week 100% of the profits from every bottle of Kōparepare wine sold online was donated to LegaSea. The campaign raised more than \$18,000 towards our mahi. This brings Whitehaven's total contributions towards our cause to over \$204,000 since 2018.
- A big thank you to our Platinum Partner Bayleys for their generous support at this year's Fishing Classic, including matching the funds raised – a gesture that will go a long way in supporting our work. We loved being part of this catch-measure-photograph-release event, which promotes responsible fishing, with participants keeping a few to share and releasing the rest, especially the big ones.
- For over five years, Barkers have been proud supporters of LegaSea – creating a custom range of clothing and donating the proceeds to our kaupapa. In that time, they've raised over \$100K, kitted out our crew, joined us

at events, and stood by us through some challenging moments in fisheries management. A huge thank you to the Barkers team for their generosity and commitment. [Check out the LegaSea range in-store or online.](#)

## LEGASEA LEGENDS

We have a long-standing commitment that 100% of public and unaffiliated club donations to LegaSea are distributed to the NZSFC. These donations are earmarked specifically for investment in Advocacy, Research, Education and Alignment work streams.

Despite many Kiwis feeling the economic squeeze in recent years, it's encouraging to see an upwards trend in LegaSea Legend recurring payments. This is in response to our targeted fundraising campaign we launched for the *Fisheries Reform Scam*.

Looking ahead to 2026, we will be building on the momentum of our existing Legends while continuing to welcome new supporters to keep our boat afloat.

---

More than

**70,000**

people subscribed to receive LegaSea's newsletter

---

**\$38,000**

invested into campaigns over the past year

---

More than

**25,000**

Kiwis submitted in response to Shane Jones' Fisheries Reform

---

**78**

Platinum and Gold Partners supporting LegaSea

---

## 'HE IKA HE TAONGA' – THE GIFT OF FISH

### INTRODUCTION

Restoring our coastal fisheries can come in many different forms. Full utilisation is conservation, so if we use more of what we catch, we can leave more fish in the sea.

That's why [The Kai Ika Project](#) was established in 2016. It's a collaboration between LegaSea, the Outward Boating Club of Auckland (OBC) and Papatūānuku Kōkiri Marae. Our shared mission is to minimise the impact of fishing on the marine environment, by collecting previously unwanted fish heads and frames from filleted fish and sharing them with families and community groups who value this taonga (treasured) food source.

### AUCKLAND

Thanks to [Woolworths](#) and Hilton Foods, we have distributed more than 81,000 kilos of nutrient-rich fish heads and frames over the past year across Auckland. We couldn't have achieved this milestone without the [Papatūānuku Kōkiri Marae](#) team including Lionel Hotene, Carlos Hotene and Valerie Teraitua.

Thanks to [Ngāti Whātua Orakei](#), we now have kai moana distributions every fortnight at Orakei.

Our recreational [filleting station at Z Pier](#), Westhaven hums during summer. Providing professionals to fillet fish and redistribute the unwanted parts has proven to be a hit. We couldn't do this mahi without the ongoing support from Westhaven Marina and local charter boat businesses.

[Sistema](#) generously donated a large volume of their 3.8L reusable plastic containers, ensuring we are stocked for packaging kaimoana for the foreseeable future. And thanks to [Auckland City Toyota](#), our Hilux hybrid double cab ute helps us to share chilled kaimoana with communities.



### WELLINGTON

Kai Ika Wellington continues to grow with new fish distributions established in Upper Hutt, Stokes Valley, and Wainuiomata, thanks to Chris Jupp and his team, marae partnerships and funding support from [Rutherford & Bond Toyota](#). The team hit a milestone of distributing more than 17,000 kilos of fish heads and frames over the past year.

We also welcomed Gerald, an experienced fish filleter, who has stepped into the logistics coordinator role, managing fish distributions and expanding the Wellington Cans for Kai collection network.

### HAWKE'S BAY

Since launching in December 2024, the [LegaSea Hawkes Bay](#) team has collaborated with Sustainable Hawkes Bay, Saltwater Seafoods, Star Food Service and The Fisherman's Shop. Together they have distributed more than 7,000 kilos of nutritious fish parts to families across Flaxmere, Camberley, Wairoa and Mahia. The team is looking to launch into Maraenui soon, depending on fish availability and funding.

### FREE FISH HEADS

Kai Ika can't be everywhere. [The Free Fish Heads app](#) has been relaunched nationwide to enable individual fishers to share their unwanted fish heads and frames with people who value them.

Alongside Matt Watson, we've invested more than \$50,000 to relaunch the Free Fish Heads app. The app fosters community sharing and caring for each other while reducing waste. The upside has been the relationships that have grown due to this community initiative.

You can [download the app](#) on both the Apple App Store and Google Play Store.

---

## 550,000 kgs

of fish parts distributed since 2016

---

## 42,000

family meals provided this year

---

# Cans for Kai



## KĒNE MŌ TE KAI

Distributing fish heads and frames comes at a cost. Cans for Kai was established in 2023, in collaboration with the [Phoenix Recycling Group](#), to generate revenue for The Kai Ika Project.

The Kai Ika team collects aluminium cans and Phoenix recycles them, kindly donating the money back into our kaupapa.

This initiative expanded significantly over the past year, growing from a handful of sites to over 150 receptacles across Auckland, Wellington, and Northland. We're now averaging 2,000 kilos of cans collected per month, with major collection partners including Sky Stadium, Eden Park, and breweries like ParrotDog, Behemoth, and Urbanaut.

We received the Lotteries Community Grant and Waste Minimisation Fund from Whangarei Council to contribute to Cans for Kai operating costs and grow the initiative.

Cans for Kai is more than just a fundraiser – it offers the

community a convenient opportunity to reduce their environmental impact while helping The Kai Ika Project provide nutritious meals to appreciative families.

## 27,500 kgs

of cans have been collected since 2023

## 150

can collections sites

# Fish Care



FishCare is built on the idea that small improvements, adopted en masse, can significantly enhance the health of our inshore fisheries. With around 600,000 Kiwis fishing annually, FishCare promotes best practice fishing techniques that reduce our impact on the marine environment.

Our kaupapa is based on five key principles;

1. Reduce Wastage
2. Maximise Survival
3. Maximise Utilisation
4. Reduce your Impact
5. Personal Safety and Wellbeing

## ACHIEVEMENTS

This year, we collaborated with marine scientists, charter operators, safety experts, and experienced anglers and divers to publish new best practice guides. These included [catching and handling advice for billfish](#) – marlin, sailfish and swordfish, and a best practice guide for [spearfishers](#).

[and divers](#). We have also previously developed guides for [Southern bluefin tuna](#) and [kingfish](#).

The purpose of the guides is to educate Kiwi fishers with helpful tips on handling fish, gear choices and responsible fishing practices to display maximum respect when out on the water.

We also continue to promote and operate the FishCare Charter Boat Code of Conduct with recreational charter operators who are committed to sustainable fishing and teaching their clients the school of best practice. Currently we have more than 28 charter operators on-board and are looking to expand in 2026.

## NEXT STEPS

Limited resources have constrained our ability to grow FishCare. Over the next 12 months we're looking forward to collaborating with the New Zealand Sport Fishing Council's new programme 'Hooked on Safety' to educate Kiwis on the importance of keeping safe while out on the water.



# LegaSea Hawkes Bay

## INTRODUCTION

Established in 2015, LegaSea Hawkes Bay (LHB) is a local arm of the New Zealand Sport Fishing Council's public outreach initiative, LegaSea. LHB was formed by volunteers committed to addressing the decline of coastal fish stocks along the Bay's coastline.

Our dedicated team includes Wayne Bicknell, Jim Yeoman, Brian Firman, Alex Smith, David Cheetham, David Bicknell, David Scott, Carl Fairey, Brett Rigby, Peter Draper, Chris Scott, Paul Scott, Titan Puna, Paul Ratapu and Sandra Mauger. Led by our Chairman, John Stewart.



LHB continues to build strong relationships with mana whenua and local organisations that have an interest in the marine environment. We are represented on working parties including Hawkes Bay Regional Council's Marine and Coastal Group and Napier Port's Fisheries Liaison Group.

## TWOFOLD BAY ARTIFICIAL REEF

This year our team has grown significantly, inspired by the challenges of creating a second artificial reef to enhance fishery habitats, by scuttling a retired fishing trawler, *Twofold Bay*.

Plans to sink the *Twofold Bay* have been delayed due to difficulties securing support for the proposed site 22 metres off Flat Rock, 17 kilometres northeast of Napier's inner harbour.

Undeterred, we identified a new site at a depth of 17 metres, near Pania Reef, where our earlier artificial reef continues to flourish with marine life. Consultation with mana whenua and stakeholders is underway, and a Resource Consent application will be lodged in August 2025.

The newly established Twofold Bay Charitable Trust has been formed to champion the project and raise the \$200,000 to make it a reality.

## ARTIFICIAL REEF

The LHB team is incredibly pleased with the progress of the existing artificial reef 1.4 km east of Pania Reef. The reef is approximately 90,000 square metres and was constructed in 2021 and 2022 using 24,000 tonnes worth of limestone boulders from an old Napier Port revetment wall. Recent comprehensive monitoring confirms the boulders are now home to a variety of marine life, including blue cod, octopus, conga eels and crayfish. What a treat!

The Te Kohanga programme, a joint mana whenua, LegaSea Hawkes Bay and Napier Port project, aimed at monitoring and enhancing the reef continues to work its magic. Two further ti kouka spat ropes woven from cabbage leaves were suspended over the reef in order to attract kuku (green-lipped mussels) and various other marine life. These spat ropes were woven at a series of workshops at Waiohiki Marae and involved mana whenua and members of the LegaSea Hawkes Bay team.

Divers braved the cold winter waters to reveal that the spat ropes have successfully recruited good sized kuku. From the careful weaving of cabbage leaves to the crews who set them out on the water, kia kaha to all who played a part.

Since 2023 the reef has been under a 2-year rāhui. In June 2025, LegaSea Hawkes Bay and the New Zealand Sport Fishing Council [submitted in support](#) of a further 2-year temporary closure to commercial and recreational harvest of marine life within the area surrounding the reef. A further closure will allow the artificial reef more time to establish and thrive without fishing pressure. Discussions are continuing with Ngāti Pārau Hapū Trust, to progress Matitai reserve status for the reef.

Right: LHB and mana whenua a part of the Te Kohanga programme at the Waiohiki Marae, weaving cabbage leaves to create ti kouka spat ropes to deploy over the artificial reef

## COLIN MURRAY RAMP SURVEY

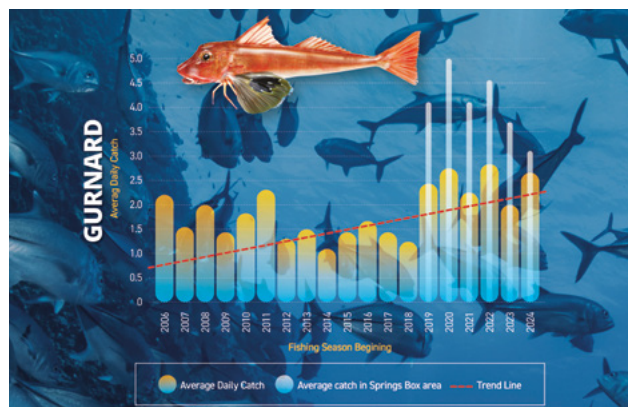
In 2006 the Hawke's Bay Sports Fishing Club initiated a boat ramp survey to address concerns about declining fish numbers in our local waters. The survey was named in honour of Club stalwart Colin Murray, who championed this vital work. LHB continues to work with the Club to collect data to monitor recreational catch trends for red gurnard, snapper, hāpuku, tarakihi and trevally caught during the Club's annual fishing competition.

## SPRINGS BOX

In 2016, LegaSea Hawkes Bay, the Napier Commercial Fisherman's Association and Fisheries Inshore New Zealand reached a voluntary agreement to exclude bottom trawling for various fish species from a 237 square kilometre area – known as the "Springs Box", during December, January and February every year.

The agreement is testament to the ongoing collaboration between recreational and commercial fishers with the common goal of improving local fish stocks.

Since 2019 the Colin Murray Ramp Survey has expanded to include data from the "Springs Box" to evaluate fish numbers and the effectiveness of the exclusion zone in creating an improved fishing experience for everyone. Survey data from the past 6 years shows improved catch rates for gurnard and snapper inside and outside of the Springs Box area, suggesting reduced trawl effort may be a contributing factor.



Recreational catch data for gurnard collected from Colin Murray Ramp Survey's between 2006 to 2024

## THANKS TO OUR SUPPORTERS

LegaSea Hawkes Bay thanks all our supporters for their continuing financial and volunteer contributions. Together we are making steady progress towards our vision of more fish in the water for the benefit of current and future generations.



Scan here to read the full Colin Murray Ramp Survey results



# Income and Expenditure



## LEGASEA

	30/6/2022	30/6/2023	30/6/2024	30/6/2025	Notes
<b>INCOME</b>					
Donations from Legends, public & unaffiliated clubs	135,225	137,848	110,929	116,710	
Partner sponsorship programme	240,617	462,511	450,219	368,109	
Grants received	668,377	452,286	216,157	585,931	1
Merchandise income	16,205	19,670	-4,139	28,364	2
Other income	8,333	3,072	1,449	239,075	
<b>Total income</b>	<b>1,068,757</b>	<b>1,075,387</b>	<b>774,615</b>	<b>1,338,189</b>	
<b>EXPENDITURE</b>					
Donations to NZSFC and LegaSea Hawkes Bay	135,225	137,848	110,929	116,710	
Public outreach	226,994	258,953	287,659	215,368	
Fundraising	83,326	170,978	109,163	121,793	
Governance, Strategy and planning	99,548	94,021	94,490	8,4101	
Administration	100,930	121,250	110,418	100,396	
Campaigns	353,333	319,039	384,175	635,419	3
<b>Total Expenditure</b>	<b>999,356</b>	<b>1,102,089</b>	<b>1,096,834</b>	<b>1,273,787</b>	
<b>Surplus/Deficit</b>	<b>69,401</b>	<b>-26,702</b>	<b>-322,219</b>	<b>64,402</b>	4

### NOTES

1. This year Scott Macindoe's donations to the Guardians of the Sea Charitable Trust have resumed.
2. The investment in kingi chopping board has shown a solid surplus this year.
3. Campaigns funded include FishCare, Kai Ika, Scallops, Hauraki Gulf Alliance, Cans for Kai, Artificial reefs and the Fisheries Reform Scam.

## GRANTS

This past year we have generously received more than \$580,000 in grants. Thank you to our Grant and Partnerships lead Jess Beetham who continues to engage with a variety of fund providers and potential partners. Grants we are grateful to receive include;

- **Woolworths Food for Good** – Woolworths renewed their support another year, contributing \$10,000 to fund Kai Ika distribution costs. We are grateful for this support as demand for this rangatira kai continues to expand.
- **Lotteries Community Grant** – we were awarded \$50,000 to support The Kai Ika Project in Auckland to help towards our operational costs.
- **Ngāti Whātua Ōrākei** – We were awarded \$12,500 to support re-development of the Free Fish Heads app to enable individual fishers to share their unwanted fish heads and frames with people who value them.
- **Whangarei Council, Waste Minimisation Fund** – \$10,000 funding received to contribute towards establishing our fundraising initiative Cans for Kai, in Whangarei.



# Committee Profiles

---

## FISHERIES MANAGEMENT STANDING COMMITTEE



### MARK CONNOR

Mark is the South Island's representative on the New Zealand Sport Fishing Council's Executive Board, and a Co-chair of the Fisheries Management Standing Committee. Mark is a long standing member of the Ashley Sport Fishing Club in north Canterbury and has represented the NZSFC in working groups discussing the future management of snapper and blue cod around the South Island. Mark was the President of the New Zealand Sport Fishing Council between 2012 and 2015, and was Vice President for two years. He has been a director of LegaSea since 2012.



### WAYNE BICKNELL

Wayne has served as Fisheries Management Standing Committee Co-chair for the past three years, following a decade being on the Committee. Wayne is a life member of the Hawke's Bay Sport Fishing Club and is a New Zealand representative to the International Game Fish Association. He has recently stepped aside from the NZSFC Board representing Zone 5 to enable a younger person to take his place and advocate for local interests with his guidance. Wayne has years of experience in local and national issues. He is also a founding member and spokesperson for LegaSea Hawkes Bay.



### ANDREW JOHNSON

Andrew is currently Vice president of the NZSFC Board and a proud member of the Bay of Islands Swordfish Club, serving on the committee of the Club for over 10 years. He spends most of his time on the water either as an engineer and marine contractor or gathering kai moana with family and friends. More recently, Andrew has represented NZSFC in the Environment Court and Select Committee processes and recently been involved in designing a suction dredge to mitigate the spread of the invasive, exotic seaweed Caulerpa.



### VANCE FULTON

Vance first became a NZSFC Zone delegate for the Mount Maunganui Sport Fishing Club in 2004. He was the Vice President for a number of years. He has been the NZSFC Board representative for the Zone 4 (Central Bay of Plenty) clubs since 2019. Vance has a strong interest in the New Zealand Game Fishing Tagging Programme. Vance's background in science and his analytical skills makes him an asset on the Fisheries Management Standing Committee.



### PETER CAMPBELL

Peter is based in Tauranga and has been a Zone delegate to the New Zealand Sport Fishing Council's Executive Board since 2000. He has been Vice President of the Board twice, from 2001 to 2009, and 2012 until 2021. Peter represents LegaSea on the NZSFC Board. He is an active contributor to all aspects of fisheries and resource management, and marine protection activity, he is also a LegaSea director. His distinctive leadership style ensures efficient development of policy documents and delivery of regular updates for members and supporters.



### RICHARD BAKER

Richard has worked in a voluntary capacity for recreational fishing interests for decades. He was a foundation member of the New Zealand Land Based Game Fishing Club, and the Club's delegate to the New Zealand Sport Fishing Council. Richard has been involved with the NZSFC for over 30 years. Richard served as Vice President of the Council for seven years. He was Council President from 2008 to 2011, and was the Council's youngest ever life member. Richard is the Council's spokesperson on fisheries management issues and a spokesperson for LegaSea.

# Committee Profiles

---

## FISHERIES MANAGEMENT STANDING COMMITTEE



### JIM YEOMAN

Jim is the Advocacy Officer and Immediate Past President of the [New Zealand Angling & Casting Association](#) (NZACA). He is also a spokesperson for LegaSea Hawkes Bay advocating for local and regional interests in fisheries and the marine environment. Jim has been co-opted onto the Fisheries Management Standing Committee to represent the NZACA's members' interests. His generous and authentic contribution to the Committee and the discussions over the past ten years is much appreciated.



### JOSH BARCLAY

Josh has recently been co-opted onto the Fisheries Management Standing Committee to represent New Zealand Underwater Association (NZUA) member's interests. Josh serves on the NZUA board as well as their independent director and chair of Environmental Impact. Josh has a strong background in fisheries and coastal management having previously been a contractor to the Council and LegaSea. He helped construct the policy and science behind Rescue Fish – Ika Rauora, NZSFC and LegaSea's alternative to the Quota Management System.



### MIKE PLANT

Mike is communications and operations lead for the NZSFC and was co-opted onto the Fisheries Management Standing Committee in 2025. Mike was a radio announcer for 20 years and has been heavily involved in his local communities and public relations. Mike is committed to fostering close relationships with NZSFC affiliated clubs ensuring their voices and concerns are heard. Growing up fishing in the Coromandel, Mike understands the importance of getting out on the water and gathering kai moana.

## FISHERIES TEAM



### JOHN HOLDSWORTH (BSC)

John is a director of [Blue Water Marine Research](#), established in 1997 to conduct research, recreational fishers surveys, and tagging projects. With over 20 years experience in fisheries research and management, combined with his love for fishing, John provides a powerful scientific and topwater perspective. John is the ideal representative for our club members' interests in the science, policy and working group processes run by Fisheries New Zealand.



### BARRY TORKINGTON

Barry has worked in the commercial fishing and aquaculture industry since the 1970s, as a fisherman, in marketing, and product innovation. He was a director of Leigh Fisheries for 10 years. Barry's particular interests over 40 years has been in policy development, the impacts of industrial fishing inshore, and innovative replacement technologies. Also productivity, in terms of yield per recruit and benthic protection. Barry has been a policy advisor to the NZ Sport Fishing Council since 2005.

# Service Providers

---



## TRISH REA

Trish has over 20 years experience in fisheries management and advocacy, driven by a passion to ensure everyone now, and in the future, can enjoy fishing and gathering kaimoana. A skilled communicator and coordinator, Trish has developed a variety of valuable skills that allows her to effortlessly pivot between working with organisations and communities, and working on policy and fisheries management issues on behalf of the Council.



## 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 from 2004 to 2009. 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 group interests.



## SYDNEY CURTIS (BSC)

Sydney is one of our marine scientists sitting on the frontlines of Ministry-led science and management groups as a representative for the NZSFC. Her position in these meetings with John Holdsworth allows the NZSFC to have a deeper understanding of the science driving fisheries management. She also works with John at [Blue Water Marine Research](#) on recreational fisher projects including estimating the snapper release mortality and the Kaikōura amateur fisher pāua harvest estimate.



## KATIE GOODWIN (BSC)

Katie's background in environmental and marine science underpins her strong contributions to the Council's submissions and fisheries management communications. She represents NZSFC in Ministry-led management groups, particularly around the future management of the Hauraki Gulf Marine Park and Coromandel scallops advocating for abundance. She ensures our communications are science-based, and understandable for various audiences.



## ROWAN ASHTON

Rowan is a senior associate with Brookfields Lawyers and specialises in the Resource Management Act (RMA), local government and public law. Rowan has experience in a diverse range of resource management matters. This experience has proven to be invaluable as he helps the Council respond to proposed RMA fishing controls due to the 2020 Mōtiti Environment Court decision impacting areas in the Marlborough Sounds, Northland, Hawke Bay, Taranaki and Waikato.

# Service Providers

---

## LEGASEA TEAM



### **SAM WOOLFORD**

Sam has been the LegaSea Project Lead since 2016. Over time his role has evolved, he is now well versed in both LegaSea leadership and fisheries management issues. His networking skills are sharp, enabling him to develop meaningful relationships with representatives from environmental, Māori, fisheries and science organisations. His ability to think strategically adds a valuable contribution to the fisheries management work programme.



### **JESS BEETHAM**

Jess specialises in grant funding and project administration, leading partnerships for LegaSea and New Zealand Sport Fishing Council initiatives, on average securing over \$600,000 per year. Jess particularly enjoys maintaining quality governance, financial oversight, and accountability reporting for the LegaSea work stream. She also doubles as Human Resources lead for LegaSea ensuring the team is working smoothly.



### **BENN WINLOVE**

Benn has coordinated the Hauraki Gulf Alliance since 2022. Over time he has developed a deeper understanding of the complexities associated with fisheries management and marine protection. Benn's ability to coordinate a disparate group of 120 organisations, businesses and individuals under the Alliance umbrella has been a major contributor to the ongoing advocacy for more fish in the water for future generations.



### **CHRIS SCOTT**

Chris leads LegaSea's social media content, creating compelling and engaging posts to educate and raise awareness about issues impacting our coastal fisheries. He is also involved with LegaSea Hawkes Bay. Chris has a background in building formidable online presences and passionate advocate communities for prominent Kiwi brands. Chris brings a fresh perspective when assisting the team in developing LegaSea's newsletters and communications.



### **LOUISE O'SULLIVAN**

Lousie brings over 20 years of experience to her administration and organisational support role at LegaSea. Her professionalism and dedication have made her a trusted backbone for a range of community organisations, ensuring they run smoothly and effectively. Most recently, Louise has attributed her skills to the Warkworth Gamefish Club, Sandspit Marina Society, and the Sandspit Yacht Club, where she has held multiple roles.



# Service Providers

---

## KAI IKA TEAM



### MATT WELCH

Matt leads The Kai Ika Project in Auckland, engaging with Papatūānuku Kōkiri Marae and Ngati whatua orakei to facilitate fish heads and frames distributions across Auckland. Matt also oversees The Kai Ika Project's filleting station at Westhaven marina and facilitates the fundraising project Cans for Kai.



### CARLOS HOTENE

Carlos is the head of distribution for The Kai Ika Project at Papatūānuku Kōkiri Marae. Carlos has played a pivotal role in transforming the marae gardens into a hub of food production and sustainability. His leadership highlights the profound impact of combining traditional Māori values with modern sustainability practices.



### CHRIS JUPP

Chris has led The Kai Ika Project in Wellington since 2022. He oversees the logistics, fundraising, community engagement and also organises fish head and frame distributions across Wellington. Chris continues to enhance our relationships with local fishing clubs by offering filleting services for fishing tournaments.



### KHARL RAMEKA

Kharl is Carlos' right hand man, organising the logistics at The Kai Ika Project distributions at Papatūānuku Kōkiri Marae. Kharl is not afraid to get his hands dirty and ensures that the weekly distributions of kaimoana at Māngere run smoothly.



### LIONEL HOTENE

Lionel leads the efforts at Papatūānuku Kōkiri Marae in Māngere as part of The Kai Ika Project. Under Lionel's leadership, the marae has become a crucial hub for the Kai Ika Project, processing around 1500kg of fish parts weekly along with fresh vegetables from their organic gardens.



### GERALD WHATA

Gerald is a recent addition to the Kai Ika Wellington team as Operations manager. For 20 years Gerald has served his local community, ensuring no kai moana goes to waste. Gerald assists with collecting cans and distributing kai moana weekly around the Wellington region.



### VALERIE TERAITUA

Val is the CEO at Papatūānuku Kōkiri Marae in Māngere, and has been instrumental in establishing The Kai Ika Project. Since 2016, she has led with wisdom and passion, helping the kaupapa grow within the community and uplifting rangatahi (young people) by creating pathways to employment through mahi based at the marae.



### DAVE AHOIA

Dave Ahoia is our Kai Ika Lead Filleter and a proud South Auckland local. Originally from Tonga, he's honed his craft since 1988 and is known to many as the "filleting ninja." Famous for his lightning-fast skills and friendly banter, Dave brings energy, expertise, and a love of community to everything he does.

# Friends and Partners

---

## TESTIMONIALS

### MATT WOULDDES – LAND & SEA

*At Land & Sea, our partnership with LegaSea reflects our core vision and values. We are dedicated to inspiring and shaping the next generation of fishermen and women, and we see LegaSea as a true ally in that mission. They are not afraid to roll up their sleeves, face challenges head-on, and drive meaningful change for the future of our fisheries. We respect their unwavering commitment to supporting both recreational and commercial fishing sectors, alongside their strong stance against destructive fishing practices that threaten the long-term health of our marine environment. By standing with LegaSea, we are investing in the sustainability of our industry and ensuring future generations can enjoy thriving fisheries for years to come.*

---

### AMANDA PRYDE – XPO HUTCHWILCO BOAT SHOW

*Our alignment, values, and beliefs are firmly grounded in LegaSea. We believe that fishing is a vital activity for Kiwis; everyone should have the opportunity to enjoy the sport, provide for their families, and contribute to the conservation and enhancement of this natural resource for future generations.*

---

### SAMANTHA WHITE – WHITEHAVEN WINES

*At Whitehaven Wines, we know that LegaSea's work to restore our coastal fisheries is vital, and it is our privilege to support them through the sale of our Kōparepare wine range. My parents founded Whitehaven after two years of living on their boat, and this love of the ocean and understanding of its importance is why we are so proud to support the incredible LegaSea team. The passion, perseverance and experience demonstrated by the LegaSea team motivated us to partner with them in 2017 and continues to inspire us to this day.*

### DARREN SHIELDS – FOUNDER OF WETTIE

*The oceans are under immense pressure, Wettie is a spearfishing business designed to help people take home a feed of fish caught with their own hands.*

*We want every New Zealander to have this opportunity. As soon as I heard about LegaSea and their work it was critical businesses like ours got behind them.*

*It is so important our fisheries get managed for the good of the stocks rather than the good of the bottom line of someone's profit and loss. LegaSea is the voice we need!*

---

### PETER BUSFIELD – NZ MARINE

*As the trade association representing over 500 marine industry companies in New Zealand that design, build, sell, store and maintain recreational and commercial vessels, we are pleased to support LegaSea. LegaSea provides representation for the 2 million people that go boating each year – NZs most popular recreational activity, and in doing so provide a balanced approach to our fisheries so there is fish to be caught by both commercial and recreational fisher people in the future.*

---

### KEN VAUGHAN – TURKISH BREAD

*Turkish Bread has been a Platinum Partner of LegaSea since 2021. We are big on sustainability at Turkish Bread and having seen the decline of the health of our Hauraki Gulf within my own lifetime, it was obvious to jump onboard and support LegaSea's efforts to restore abundance back into our fisheries. Together, we've developed engaging collector card campaigns to educate the next generation about our marine creatures including 'Card Sharks' and a fish-themed take on Go Fish called 'Hi Ika'. For us, this partnership is about our future generations and doing our part to ensure they inherit a marine environment richer and more abundant than the one we know today.*

# PLATINUM



# GOLD





