



## MPI Recreational Fishing Mailing List Survey Results

**November 28 to December 18 2017**

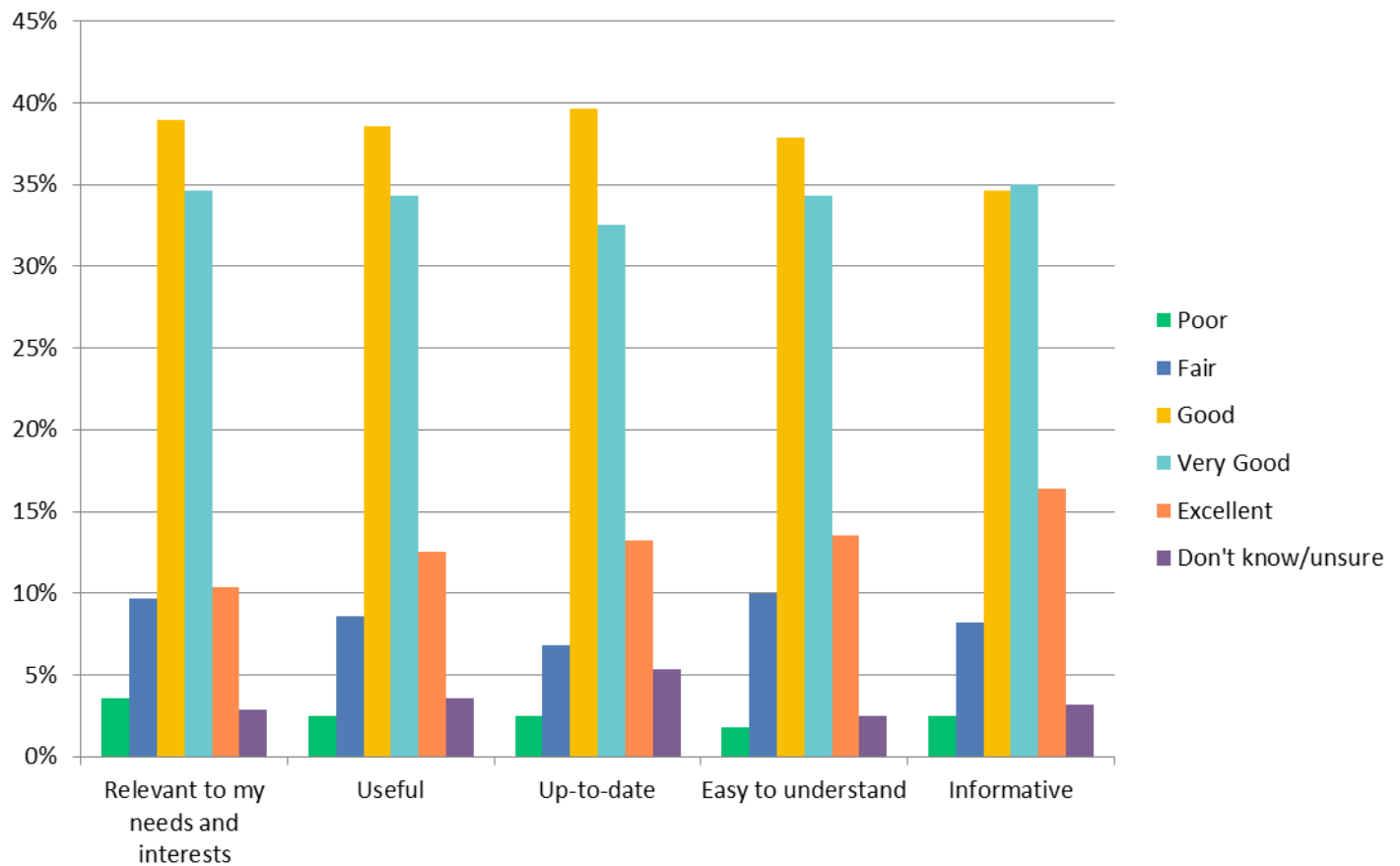
Thanks to everyone who responded to the MPI Recreational Fishing Mailing List Survey. We had 280 respondents (20% of the 1,390 subscribers) over three weeks with a 100% completion rate. Your responses allow us to focus the information we provide to you, so that the emails we send out are as useful and interesting as possible.

Expect to see some changes to the mailing list in the new year as a direct result of this survey.

Some people mentioned providing us with more information. Because the survey was anonymous we can't get in contact with you so please send us an email. Feel free to send us suggestions on the mailing list at any time to [recfishingteam@mpi.govt.nz](mailto:recfishingteam@mpi.govt.nz)



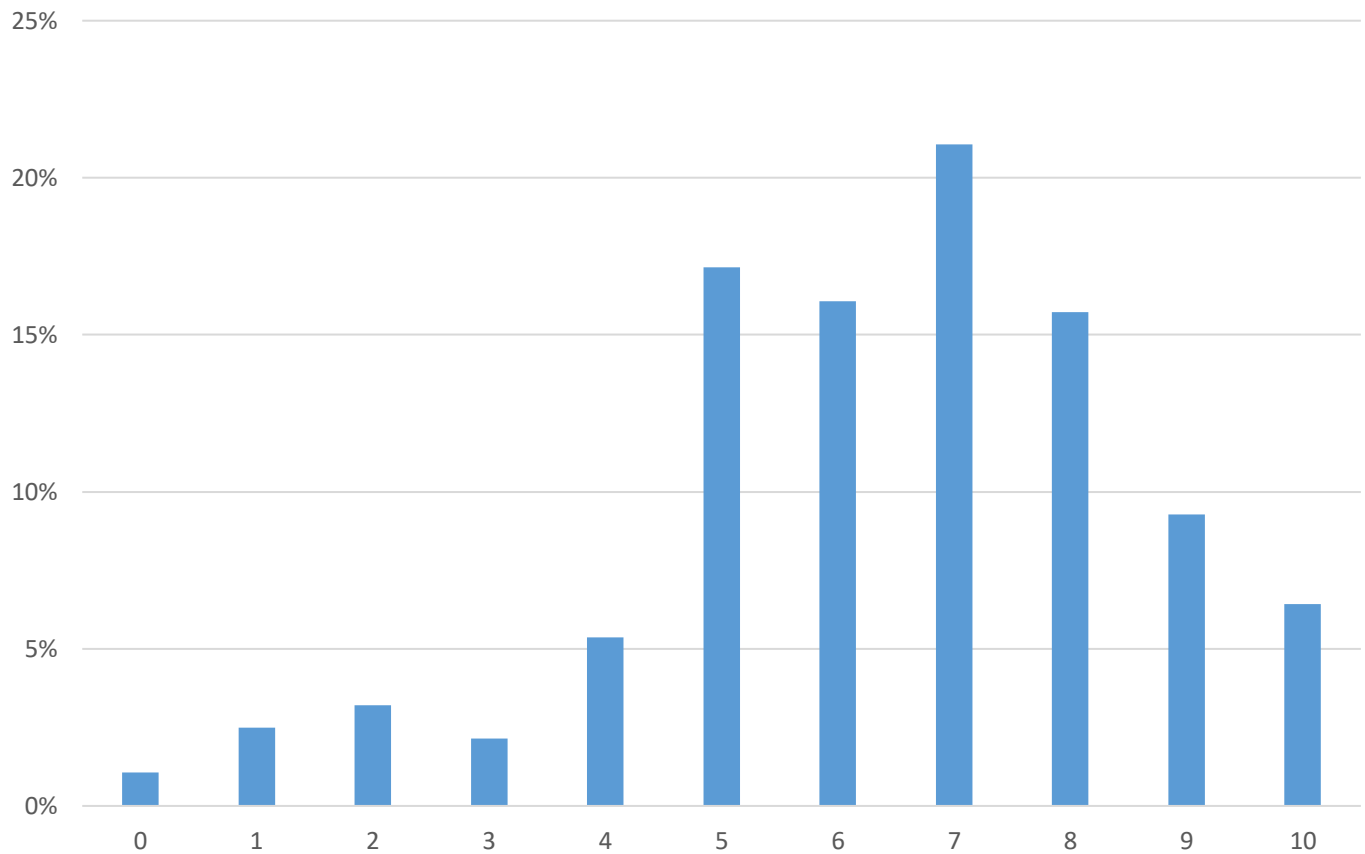
## Question 1: How would you rate the content and information provided by the mailing list in terms of being...



	Percentage of responders who answered "good" or "very good"
Relevant to my needs and interests	74%
Useful	73%
Up-to-date	72%
Easy to understand	72%
Informative	70%



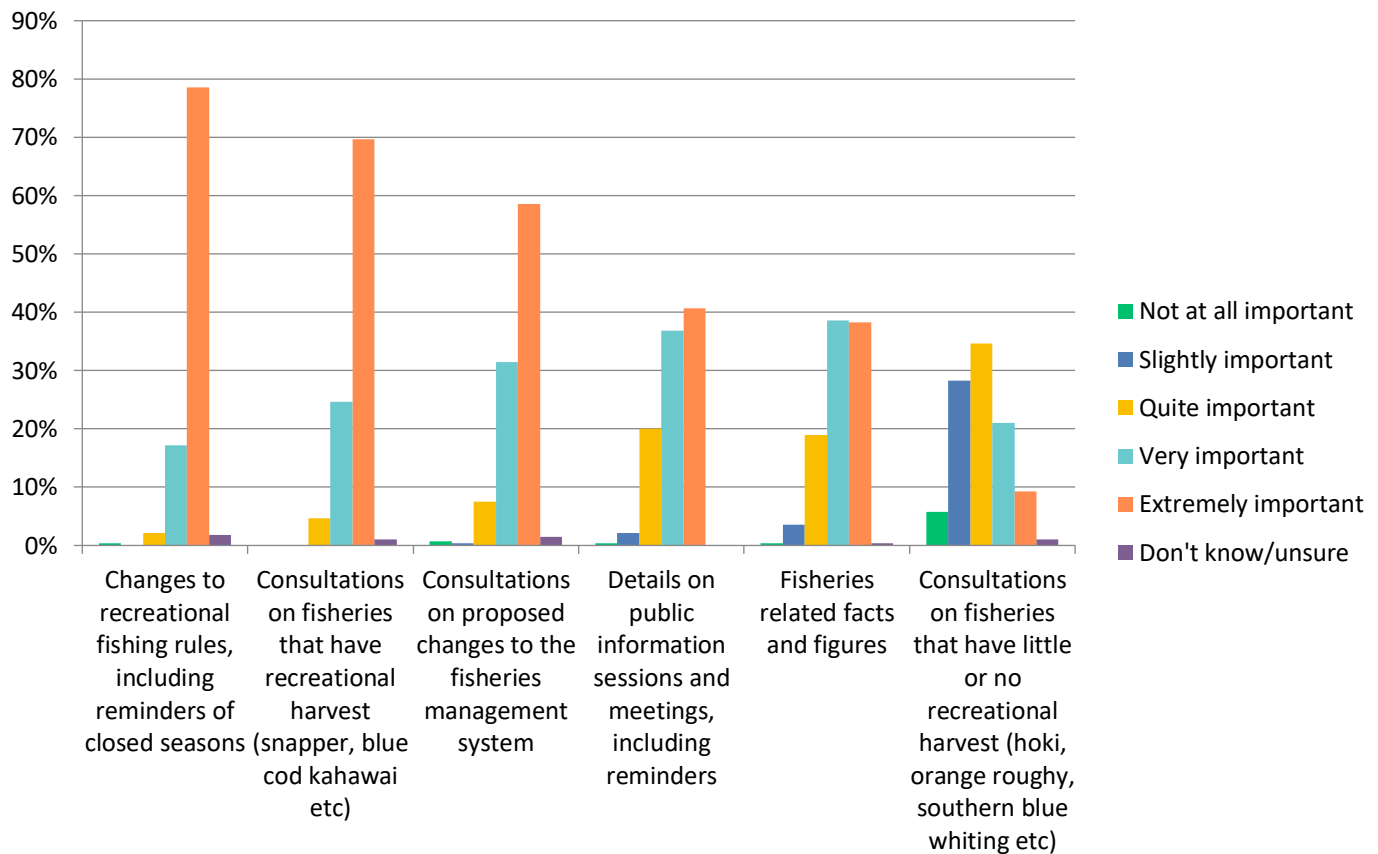
## Question 2: How likely is it that you would recommend this mailing list to a friend or colleague?



Response	Percentage of responders
0-4	14%
5-6	33%
7-8	37%
9-10	16%



### Question 3: In your view, how important is it that we include the following topics and information as content in the recreational fishing mailing list?



	Percentage of responders who answered "very important" or "extremely important"
Changes to recreational fishing rules, including reminders of closed seasons	96%
Consultations on fisheries that have recreational harvest (snapper, blue cod kahawai etc)	94%
Consultations on proposed changes to the fisheries management system	90%
Details on public information sessions and meetings, including reminders	78%
Fisheries related facts and figures	77%
Consultations on fisheries that have little or no recreational harvest (hoki, orange roughy, southern blue whiting etc)	30%



## Question 4: What could we do to make the information provided more relevant and useful to you?

We received a wide range of text responses with 154 people choosing to answer this question. We have sorted these into general categories to make them easier to view. Where comments cover a few different topics we have put them under the main category covered. One response is not shown as it contained personal information about the respondent.

Category	Count of Responses
Supportive	42
Suggestion	39
Facts and figures	16
Fisheries management	15
Keep it simple	6
Critical	6
Compliance	4
Consultation	3
Other	23
Grand Total	154

### Supportive

Overall I think you can't do alot more than you are doing, all good.
Not much more
Nothing all good
Last presentation with videos was excellent
A good start so far
keep up the good work
Keep on keeping us informed
keep info up
Keep it coming
Keep the information coming.
Quite happy the way it is
All good info thanks
as is.
Im new so can't really say as no concrete opinion formed. I will say that it is great to have this information available
all good so far
All good
The information is available now
Continue as planned. . . mwhaha
Keep doing what your doing ??
Very happy with present information.
all good
Nil is cool as is.



All very good so far. Sometimes the "public" do not know the actual TACC for some common species eg, Snapper,Rock lobster,Tarakihi and Kahawai. They often comment of the "thousands" of tonnes.of say kahawai.Just that the public need to know what "actually happens.
It is good now
Good use of the App.
I am pretty happy with the current format of information
Very little its ok as it is
It serves its purpose for the time being.
good for me..
Information provided by you is very good already.
It's ok
Information provided is fine - relevant, timely and informative
just keep doing what you are doing now
just keep sending regular Emails
Let's just say you're doing a great job. Thank you very much
Emails are great and Facebook good
All good
keep providing uptodate info by email
Nothing. I am happy with information I am getting
It's about right
Keep doing what you are doing!
Nothing. I like that you send information when there is information and don't spam me with news pulled together for the sake of it. Less is more!

## Suggestion

Summary of contents in the message header
Information not just survey on what your not doing
Keep us informed of important changes
Regular updates. Involve Fishing Clubs. News items for club newsletters.
I am happy with the new proactive start. I would like to see funding for more fisheries protection and future proofing to come from users like myself
Make sure it applies to my local area.
Actually act on the information that recreational have indicated on this survey! To often this sort of information gets "pigeon holed " and ignored!
Any information received that is relevent to recreation fishers is useful so we keep up with current regulations.
More relevant to the area I live in ie Northland/Far North
more relevante. not just survey on what you think
Geographical location-specific.
Would like to know what the "Customary Take " figures are.
Keep in touch with developments through TV programmes
keep us informed
Have a member explain g it as a video
Send all changes as they happen for the recreation fishing regulations
Links to any legislation changes and proposals regarding commercial and recreational fisheries in parliament.



Info on matters that we actually have any chance of actually influencing rather than predetermined spin that's already fait a compli
Create an apple app with automatic updates for changes
Break down to regions or east/west coast, north and south islands
Special effort on species relevant to the south islanders,for those who live,harvest in the south island.
keep me informed of any prposed changes to fisheries in the southland/stewart island areas
Tailored to area of interest
more about Taranaki
keep people informed of what is happening, fishing clubs as well. As president of a fishing club we get no information of whats happening.
Face book updates are good especially for younger generations
Clearer maps - a lot of the ones in the information brochures that you can print or pick up around outdoors shops sometimes aren't that clear especially if you don't have a GPS
TV adds might work getting thru to ones that try and act dumb
local area news
I find your Kaikoura site a little bit confusing over catch rates and closures. Maybe the issue is me. Do a test and see how easy it is to find information with someone who has not used your site before.
Include all local area updates
I have a particular interest in the Coromandel fishery and the position of groups such as Legacy (who do not represent the recreational fishery) and Seachange who fail to understand issues related to water quality.
Include notifications of updated technologies/ improvements to best practice fishing techniques etc, example information to reduce by catches etc
Get back in the locally lead recreational groups that lobby for recreational with MPI. Utilise this knowledge to help gauge local pressure and depletion. These recreational groups are very important to making sure the right message is being bought to the table.By just sending out emails is in my opinion just ticking boxes. You will not be getting the real picture.
Keep us informed over recreational only fishing area negotiations.
More timely eg not just in time... to negate discussions with nzers. Ensure commercial fishing info is transparent. Workshops to garner actual info rather than just ticks. Put more into initiatives such as closed areas for commercial fishers.... and in recreational areas close to cities
Could you also stress of disposing of all plastic bait bags. Fisherfolk are killing the oceans I,pick up heaps every single week
As I have received only one update, on the Kaikoura extension of closure, I can offer little input. If I receive regular updates, especially on recreational fishing I would be rapt.

## Facts and figures

Provide unbiased, peer reviewed information
results of fish tagging and total biomass results.
Local fish survey,and how many out of area people are coming into fish our local reefs.also the catches in numbers and species by charter boats operating here.
provide statistics relevant to recreational catch in areas compared to the allowable commercial catch. Have more monitoring of the recreational catch at ramps more often.
I think basic facts & accuracy should suffice to help us to disseminate the relevant info & make effective decisions accordingly.
Information on how recreational fish species are doing by area e.g. which fish species are doing really well so worth targeting. Which species are struggling so take less or resist catching



continue with information.
Include the known commercial & cultural fish 'take' of all commercial species on a regional bases to develop relevance to recreational 'take' or allowance.
Articles showing that MPI is seriously taking steps to curb over fishing & dumping by commercial operators.
Just provide as much information as possible,
Try to explain why and facts about the closing of cod and scallops in the sounds and also what benefit to the local economy by letting the commercial fishermen to continue fishing and then seeing blue cod for sale in the Auckland fish shops
catch for all fisher types/groups incl industrial for each area; bi-catch figures; details of all known illegal activities incl those not prosecuted AND reason why not; maybe a bit of 'name and shame' as truly sustainable fisheries are critical to us and future generations. Some discussion on alternative scientific opinions on fisheries management would be useful as clearly the present model is suspect and in some ways seriously flawed. If a sheep farmer followed the fisheries model of killing capital breeding stock instead of excessive young stock they would go broke very quickly; and the young stock are more palatable!
More references to useful links relating to commercial fishing. The rec community is woefully ignorant of commercial issues and read and believe the utter codswallop in the media (including social media). Only now is the commercial sector trying to educate. MPI should do this as well for it's own sake and the sake of all NZers. We who work with the commercial sector know very well we are doing a hopeless job in educating the public on the reality of the QMS. This neglect has resulted in a "Perfect Storm" of media beat up of the commercial sector and MPI over the past 2 years which would not and could not have happened if the public were better briefed on the facts.
By providing all relevant information transparently
showing methodology behind data gathering and decisions.
More general information about the state of our fisheries and the efforts that are being undertaken to improve them
Area specific info

## Fisheries management

The process for change is long and drawn out, and some of the information is confusing. eg recreational charter vessels and commercial catch, I'm sure some people see any charter catch as commercial, I think many get some of these terms confused, when I look at some of the results. I think some of it could be clearer and there more direction on what any changes may look like.
Obtain more suggestions from recreational fishermen. Hold more meetings with recreational fishermen to gain feedback.
Listen to recreational fishers
Accuracy of description, target fish size achievable with minimum mortality, bag limits relevant. Attention to set netting
Stop pandering to commercial interest you are weak and give away too much at the expense of the environment and natural fishery nationals last minister was a joke cheers
put size and catch limits on all fish . preferably no more than you can eat in one day .
Set up a third party interest - the Kiwi Public - To date the debate focalizes on - Recreational Fishing vs Commercial interests.....the Kiwi public are conveniently forgotten, from all the calculations going on. The Price of fresh finfish available on the NZ domestic market is scandalous and needs a major overhaul. I am available for more information on this subject.
To improve transparency regarding rec verses commercial. Let see your core objectives into the public arena and your overarching statements governing key decisions in the future
Keep us informed on increase or decrease (which I prefer) of aquaculture farming in the Nelson/Marlborough area. Let us know of any plans to increase blue cod habitat and how this will be achieved.





Some general tips to improve our enjoyment and help do the right thing. i.e. How to stop shags from getting released small, or out of season, blue cod in the Marlborough Sounds. I have started putting them in a 20l bucket until the shags have gone or when I am motoring away. A wet dark cloth over the bucket seems to keep them quiet.

Give us information and timelines related to change so we can plan our recreation.  
Get rid of commercial operators and plug tourism and local interests

Make sure that the data available is up to date and relevant and all fisher, commercial, customary and recreational know the impact on regional areas of the types of fishing being used, i.e. 'bottom trawling', where and when.

ban inshore trawling and methods of mass depletion

Likely direction of fishery management decisions. Direct request for information on localised fishing issues. Eg fishing catch information in "x" area.

Provide information about the status of each fishing region in terms of biomass of prime fishing species and the progress towards improved biomass.

Provide more ways that recreational fishers can contribute towards the successful management of each fishing district.

Provide more information about the in-shore fisheries and promote ways to better manage them by consulting with recreational fishing groups such as OFF and the Recreational fishing council.

## Keep it simple

Don't make the language too over bearing, keep to important bullet points that they can understand, if more knowledge is needed provide links to the topic.

Use layman's terms rather than science terms

K I S S theory

Just make it easy to understand and truthfull.

no big words

Simple and clear information on what this means for people and how they can get involved with changes and proposed changes.

## Critical

Currently MPI can't be trusted to tell the truth and do what's best for the people of New Zealand. MPI only started to be interested in recreational fishers values a year or so ago to try and cover up years of poor fisheries management. Nothings changed and until it does it can't be trusted to provide balanced and helpful information to turn this inshore fishery around. It is clear that MPI are set up to maximise export receipts. Giving any fish over to public interest is counter productive to MPI and the industry that has captured you.

Stop telling lies

Try talking instead of some junk survey with set questions made to make mpi look as if they are consulting when mpi has a hidden agenda and the outcome wont change (joke)

The information I receive is very limited - it is about upcoming submission requests but as a member of the non-fisheries management public these things are hard to understand and I get lost in the detail. I thought you would be doing a better job of letting us know what's going on, how it might affect us and how we can be involved in decision making without the un-guided submissions process. I'm really quite disappointed in your lack of useful communication.

Present facts and not propaganda and spin. An example: The discussion documents and drop in sessions claimed the group to be made up of "blue cod experts" who were not named and as it turns out probably none are in fact blue cod experts in the scientific sense. In my opinion this misnomer has discredited the process and casts its purpose into doubt.



Stop dodging the real issues: ie the impact of aquaculture and land use on the inshore fisheries particularly in the Marlborough Sounds.  
No spin, facts.

## Compliance

What about tips that have resulted in warnings/prosecutions...ie what can we learn/share from others mistakes....eg I kept a fish and Xcm long and it shrunk by Xcm and when measures it was now undersize....any fish handling tips to reduce mortality...you get the idea...  
Cheers  
get more inspection staff out on the water and get more government funding .  
Update on compliance issues  
Name and shame Convicted poachers.  
Higher Penalties

## Consultation

Regular updates of meeting going on that will affect our fisher  
Advanced notice of upcoming meeting / consultation dates  
Give more time with consultations issues to allow us to research and make qualified decisions

## Other

email directly  
*Redacted due to personal information included about respondent*  
First I have heard of this  
Not sure.  
k  
Not Sure  
nothing  
Although I got this email and with it the invitation to take part in the survey I am not aware of getting information through the "MPI Mailing List" apart from a blue cod survey some weeks back, the source of which I'm uncertain.  
N/A  
Nothing at present  
send it...I have not received any thing yet apart from the ist questionnaire  
N/A  
Not a lot  
Nothing  
Nothing  
Nothing I can think of! Until they start coming! Then there maybe info that is helpful to have.  
Nil At this stage  
?  
.  
nothing  
Nothing to add.



Not sure.

I can't think of anything right now