MIT 2011-05

Protected species bycatch newsletter

JPEC Ltd

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Overall objective:

- To produce a newsletter to communicate protected species-related information to trawl and longline fishermen

Introduction

- Trawl and longline methods: significant PS bycatch

- NZ/fishers sometimes distant from development of mitigation measures

- Distributing relevant information an ongoing challenge
  - Fishers spread widely
  - Broad range of interest and knowledge

- One solution: a targeted publication delivered directly

Approach

Sections of varying length and style:

- *Headline*: Each issue's main article
- *Your voice*: Promulgates fishers' feedback, views, opportunities
- *What's up?*: Short items on recent events

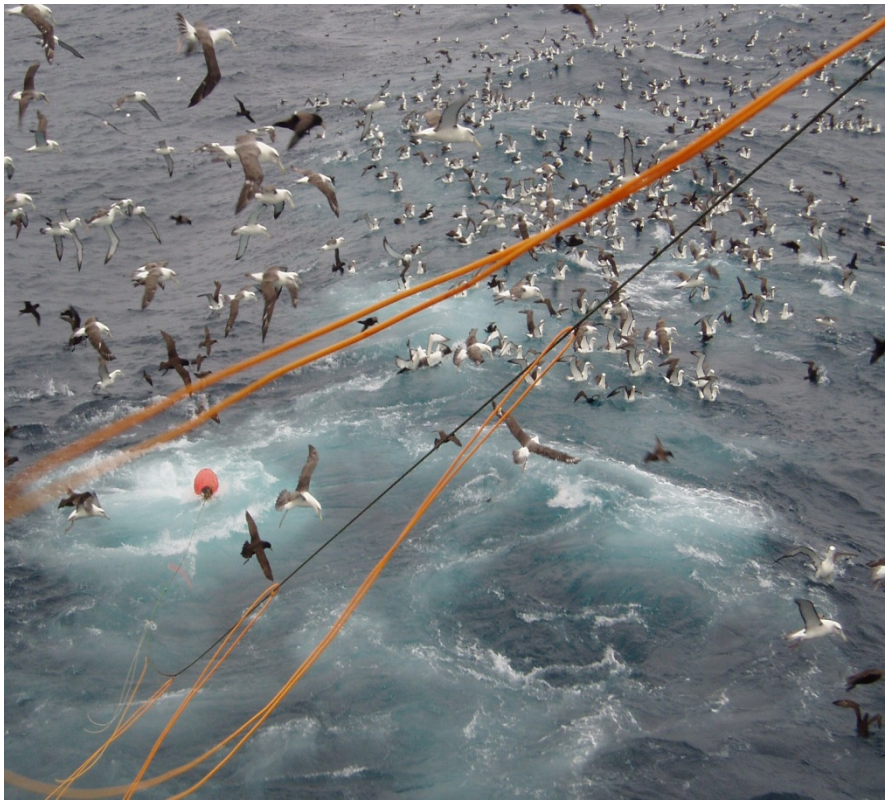

Photo: DOC/MPI

Approach

- *Who's who?*: Profile of an expert working in the field
- *Myth Busters*: Facts behind contentious or misunderstood issues
- *Worldwatch*: Global context for NZ initiatives
- *What the FAQ?*: Quirky facts on protected species issues

Photo: DOC

Recipients

- ~370 trawl and longline fishers
  - ≥1,000 kg GWT and ≥1 trip in 2010/11
- CSOs
- Fishing companies
- MPI regional offices
- MCS stakeholders
- Online
- Elsewhere on request

Photo: DOC/MPI

Evaluation

- SurveyMonkey online survey
- Distributed to all recipients (>500 people)
  - Also via SeaFIC CE's "Friday update"
- Survey open one month
- Recipients reminded: 2-3 weeks
- 10 questions
  - 6 check-box answers
  - 4 text answers
  - 'Opt out' link included
- 31 responses received

Survey responses

- Q1: Have you read the OG?

Yes 26 No 5

- Q2: Do you find the OG interesting?

Yes 14 Sometimes 9 No 3

- Q3: Have others you know read it?

Yes 16 No 10

- Q4: Have you discussed it with others you know?

Yes 13 No 13

Survey responses

- Q5: Since reading the OG, have you become more interested in protected species?

A lot more	1	A little more	6	No more	19

- Q6: After reading about it, would you be interested in trying a new bycatch reduction method?

Yes	6	Maybe	5	No	14

- Q9: Should the OG include other fishing methods?

Yes	10	Maybe	11	No	5

full in Appendix 2.

Survey responses

- Q7: What do you like best about the the OG?

There is a good range of information
Informal, easy-to-read style.
Too soon to comment.
Nothing in particular.
Reading about innovations people develop.

full in Appendix 2.

Survey responses

- Q8: How could the OG be improved?

Increase readership participation.
Longer and more detailed.
More emphasis on local content.
Good the way it is.
Present issues from different perspectives.
Make available references to the sources of information.
Publish the material in other publications.
Increase relevance and focus on commercial fishing audience.
Do not produce hard copies.

full in Appendix 2.

Survey responses

- Q10: Should the OG cover other environmental issues relevant to fishing?

Yes 7 Maybe 9 No 9

Good as it is, but more detail would improve it.
Focus on practical things for industry.
Recreational fishing bycatch monitoring
Pollution studies
Dumping at sea
Highly migratory species especially tuna
Waste and offal management
Ghost nets
Fuel savings
Design details for any bycatch solutions
Maui's dolphins
Inshore set net fisheries

Recommendations

- Expand the scope – other methods
- Focus on protected species
  - Also cover wider envtal context of fishing
- Include an occasional opinion piece – “debate”
- Provide key references
- Clarify that the OG is standalone
  - No Facebook or other website
- Complement with stories in other industry venues
- Focus hard copy distribution on fishers

Photo: NIWA

Acknowledgements

- MCS team
- DOC publishing team
- Interviewees
- Photo contributors
- Fishers providing feedback
- MPI RDM

Photo: DOC