Department of Conservation Reducing the impacts of commercial fishing on protected species.

PREPARED FOR:

Shannon Weaver

PREPARED BY:

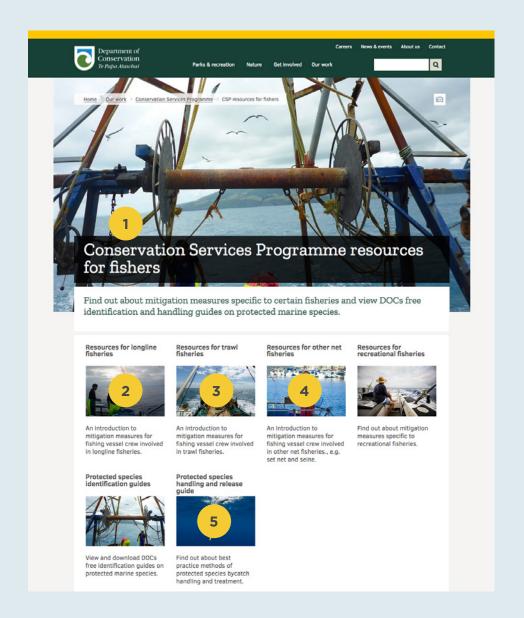
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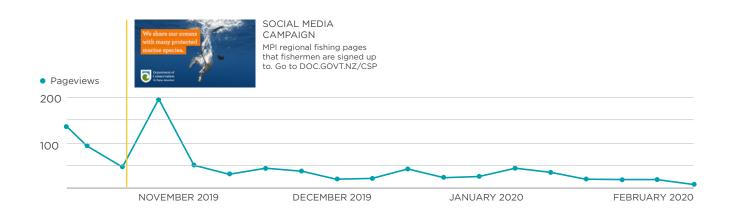
Kia ora

Today we will be sharing with you the analytics of the Conservation Services Programme, specifically the resources for fishers page and associated assets. These being six mitigation videos and the Handling Guide in English and translated into five other languages.

The objective for these is to reduce the impacts of commercial fishing on protected species. This relies on individual fishers actively applying best practice mitigation methods to their fishing activity. Applying and developing mitigation methods in specific circumstances requires an understanding of the protected species that could be impacted (identification guides for seabirds and sharks).

Findings from project MIT2016-01 identified the need for producing pictorial guides on protected species handling and short videos demonstrating deployment of key mitigating gear supported with additional, existing identification tools. <u>Delivery of this project will complement and support the Protected Species Liaison Project</u> to provide information on species of concern which will assist in development and refinement of effective mitigation strategies.





Conservation **Services Programme** resources for fishers

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Resources for longline fishers

Sink rates (101 VIEWS) Tori / streamer lines (124) Discard management (88) Light management (76) Hook shielding devices (85) **Protected Species** Handling and Release

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Resources for trawl fishers

Bird bafflers (78 VIEWS) Tori / streamer lines (124) Discard management (88) Light management (76) **Protected Species** Handling and Release Guide.



Resources for other net fishers

Protected Species Handling and Release Guide.



Protected species handling and release guide

Protected Species Handling and Release Guide.

- Indonesian
- Japanese
- Korean
- Russian
- Ukrainian

Pageviews total / unique

Time on Page Min / sec

Entrances

232/150

4:00

66/57

Guide.

2:11

55/47

1:34

43/37

17/14

0:23

102

0:44

3

5

9

▶ YouTube Channel: Department of Conservation



Sink rate - 101 VIEWS



Bird bafflers - 78 VIEWS



Tori lines - 129 VIEWS



Hook shielding devices - 86 VIEWS



Discard management - 89 VIEWS

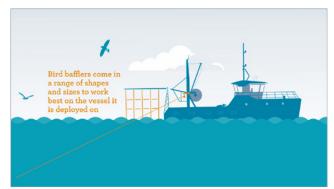


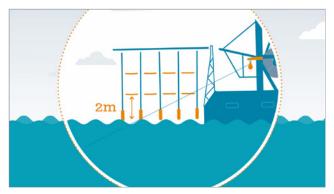
Light management - 76 VIEWS

Bird Bafflers

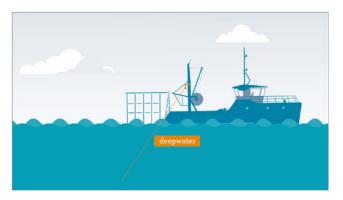


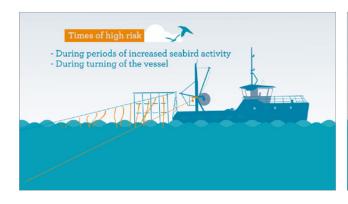
















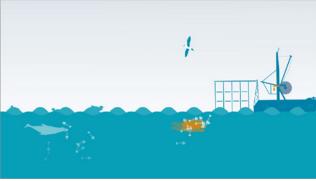
Discard Management



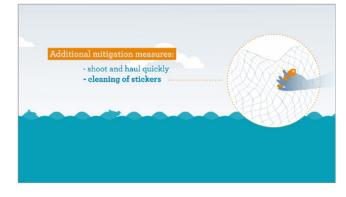














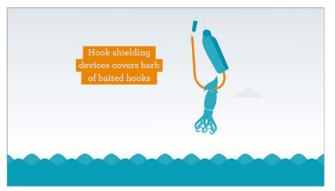


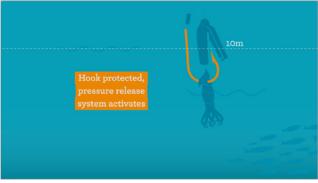
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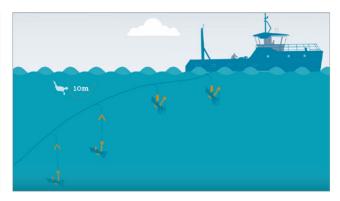




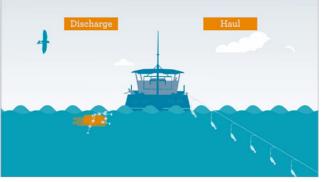














Light Management





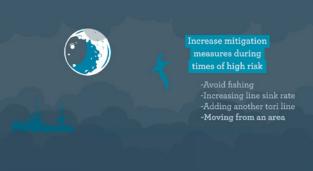














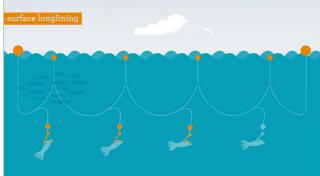
Sink Rate



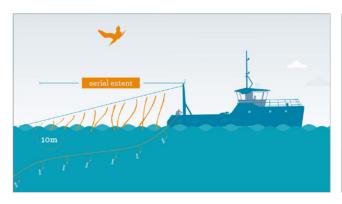










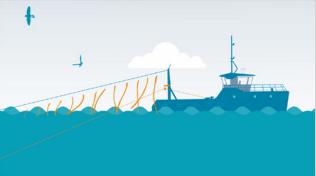






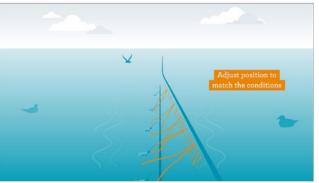
Streamer / Tori Lines

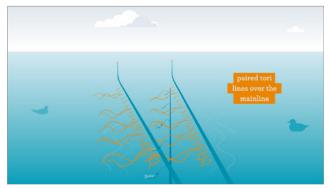


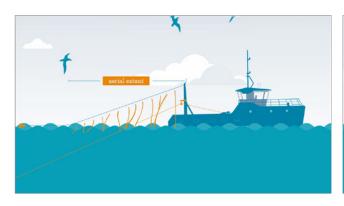


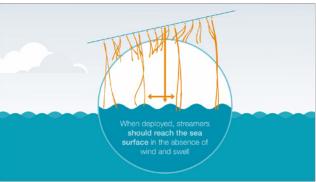


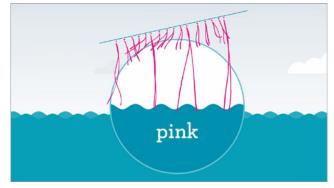










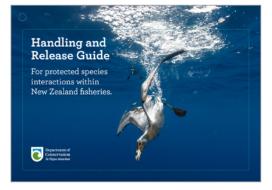


Streamer / Tori Lines





Protected Species Handling Guide







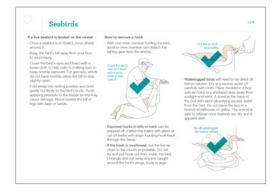
Cover





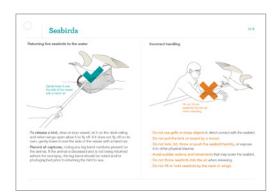


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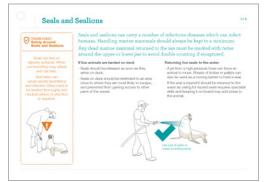


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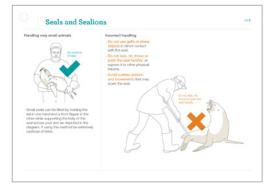
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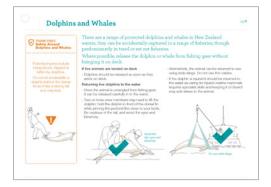




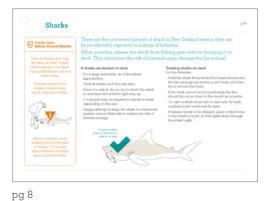
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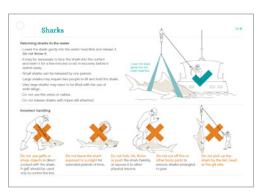
Protected Species Handling Guide

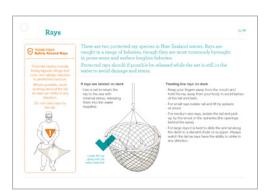






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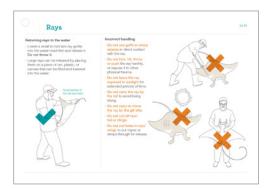




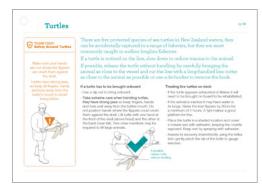
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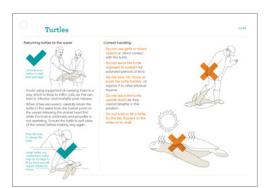
pg 10

pg 13



pg 9







pg 11

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