

CSP Technical Working Group
Thursday, 5 March 2020

MIT2018-01: Protected species engagement project

Department of Conservation

Reducing the impacts of commercial fishing on protected species.

PREPARED FOR:
Conservation Services Programme

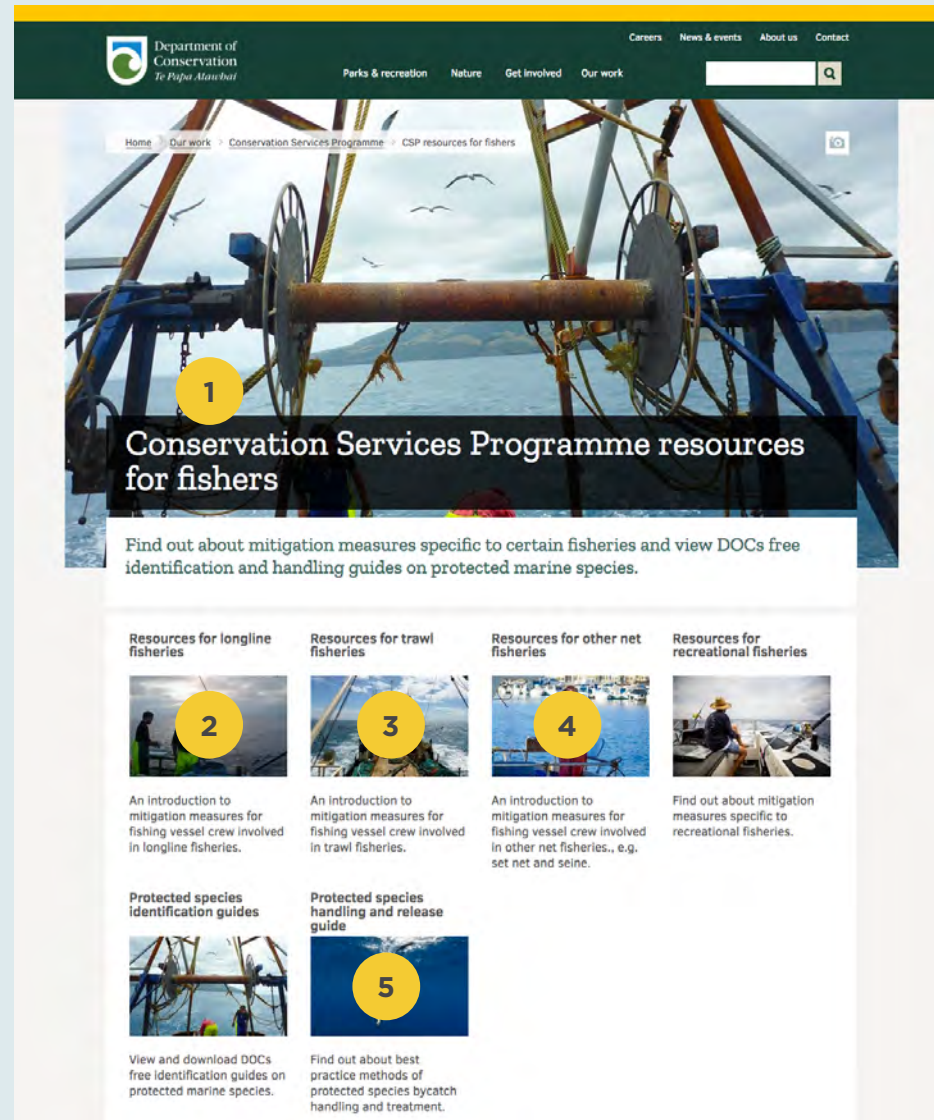
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Kia ora

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 languages including; Indonesian, Japanese, Korean, Russian and Ukrainian.

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. Delivery of this project will complement and support the Protected Species Liaison Project to provide information on species of concern which will assist in development and refinement of effective mitigation strategies.



Mitigation measures, Six animated videos

Our challenge was to communicate key principles of bycatch mitigation measures specific to certain fisheries, this for a broad range of audience groups on commercial fishing vessels, throughout New Zealand waters.

To keep the audience focus on the key principles we developed a communication style that focused attention on the key messages. We felt the best way to achieve this was to avoid filming people on vessels that may not be appropriate to the specific fishery or fisher and instead use illustration, animation and a scripted voice over.

This approach ensured the information was delivered simply and clearly, allowing specific points or issues to be easily highlighted. Mitigation videos were made to reflect multiple fishery types (longline, trawl and other net fishing) as many of the mitigation measures are used across different fisheries. Specific detail was not included in the videos due to the changing nature of legislation in this space.

To create clarity all the videos (and Handling Guide) have been developed within a visual style that reflects the Department of Conservation's brand identity. Clear identification at the beginning and end of the videos helps the audience navigate to relevant information and link through to areas where they



can access further information and contacts. Prompts to be knowledgeable of the legal requirements specific to fishery type were put at the introduction of every video to stress the importance of this.

These videos range from one to three minutes and are available within the fishers resources area on the DOC [website](#). Social media was utilised to communicate the availability of the resources to fishers and the wider public. These will also be shown to crew via vessel visits conducted by the Protected Species Liaison officers.

Handling and Release Guide

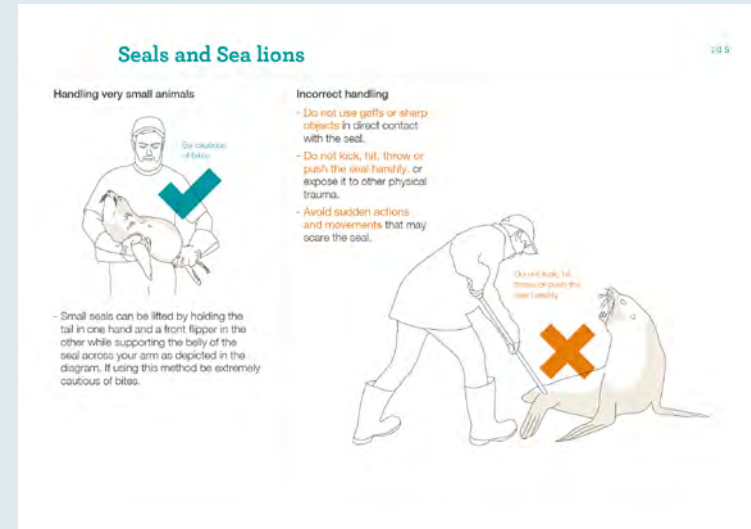
As with our challenge for the videos, this guide was to communicate best practice techniques to a broad range of audience groups on commercial fishing vessels, throughout New Zealand waters.

We followed through with the illustration style from the videos to clearly and simply communicate the protected species handling concepts. Colour, icons and typographic hierarchy is used as a system for aiding the navigation of the guides content, highlighting key messages and creating an order of information importance. The key messages being; the main protected species within NZ waters that fishers may encounter, the six handling principles, crew safety and the best practice methods.

To create brand clarity the Guide (and videos) have been developed within a visual style that reflects the Department of Conservation's brand identity. Clear identification helps the audience trust the relevance and authenticity of the information and will understand it's part of a wider programme.

This guide was designed to be sit alongside the existing CSP species identification guides in terms of format and materials – ensuring durability out in the field.

The guide is available in PDF form [online](#) in English and five other languages. It has also been printed and distributed to fishing vessels via the Protected Species Liaison Officers.



Recommendation for Next Steps

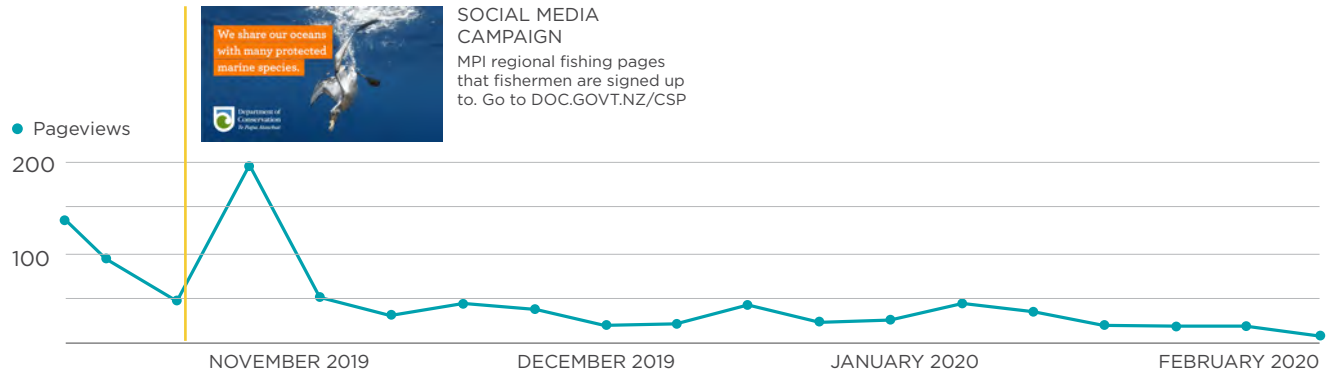
1. The need to stage multiple campaigns to increase viewership:

- with each social media campaign a fresh message with supporting visuals is created to get attention, create awareness and evoke action.
- create or add information to an e-newsletter which keeps industry connected and engaged with protected species bycatch development, trends and successes.
- Advertising the resources in places relevant to the target market, e.g. industry magazines, online channels and resources, presence at industry gatherings, flyers for liaison offices to hand out or leave in high traffic places.
- short video interviews of skippers talking about their challenges and successes with setting up and reducing bycatch.

2. Getting feedback from target market.

- through a database a simple online form with a few key questions and a space for feedback
- the same could be done in person through the liaison officers, formal resources could be created for a mobile device or a flyer with prepaid post.
- for the more engaged, a quick interview by phone/skype could be arranged.

3. have the videos available so audience can download onto their own devices for viewing outside of network range.



- 1**
Conservation Services Programme resources for fishers
HOME PAGE
- 2**
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 Guide.
- 3**
Resources for trawl fishers
Bird bafflers (78 VIEWS)
Tori / streamer lines (124)
Discard management (88)
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Protected Species Handling and Release Guide.
- 4**
Resources for other net fishers
Protected Species Handling and Release Guide.
- 5**
Protected species handling and release guide
Protected Species Handling and Release Guide.
- Indonesian
- Japanese
- Korean
- Russian
- Ukrainian



Pageviews
total / unique

232/150 **66/57** **55/47** **43/37** **17/14**



Time on Page
Min / sec

0:44 **4:00** **2:11** **1:34** **0:23**

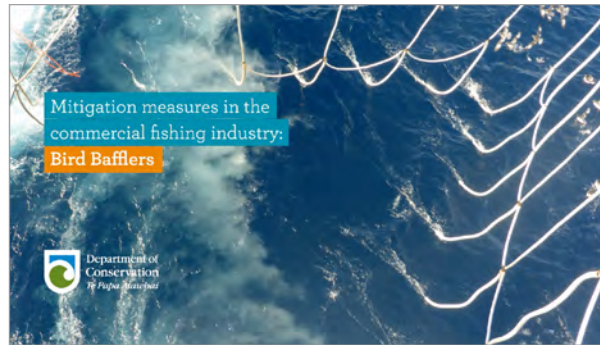


Entrances
the total number of visitors who entered on a specific page. Entrances are incremented on the first-page view of a session.

102 **3** **5** **9** **1**



Sink rate - 101 VIEWS



Bird bafflers - 78 VIEWS



Tori lines - 129 VIEWS



Hook shielding devices - 86 VIEWS

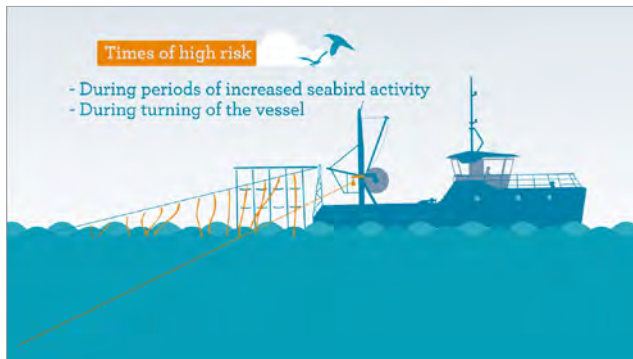
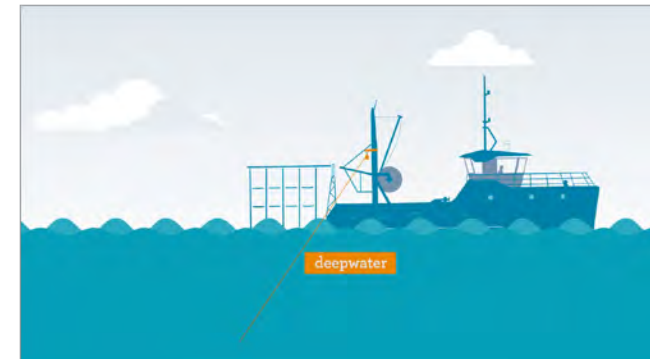
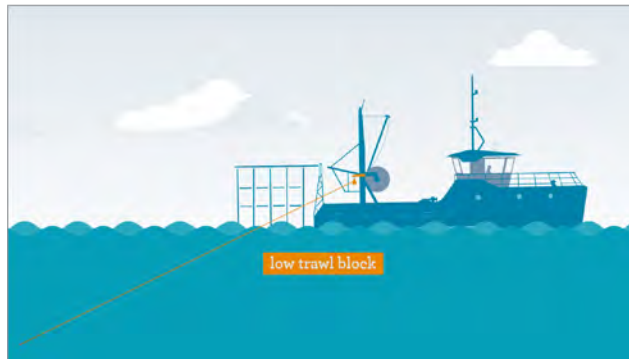
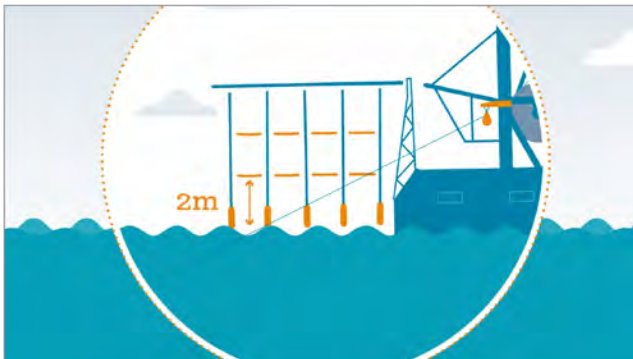
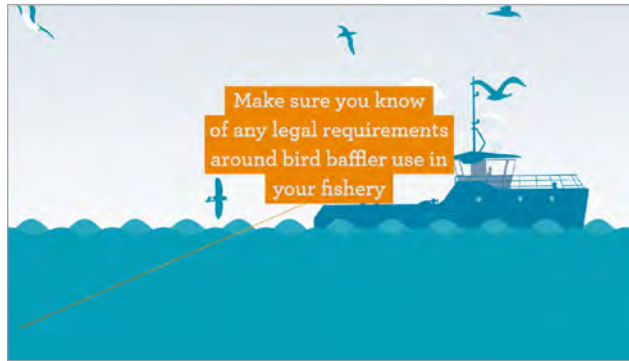


Discard management - 89 VIEWS

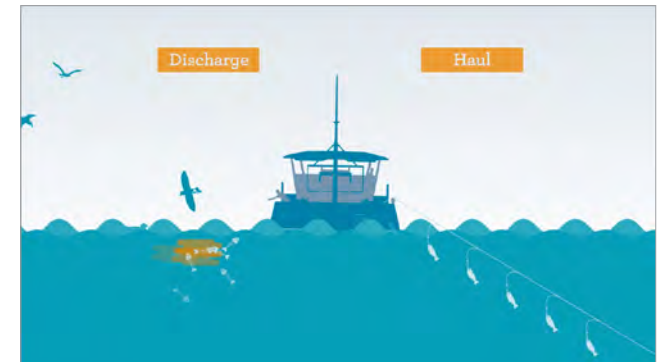
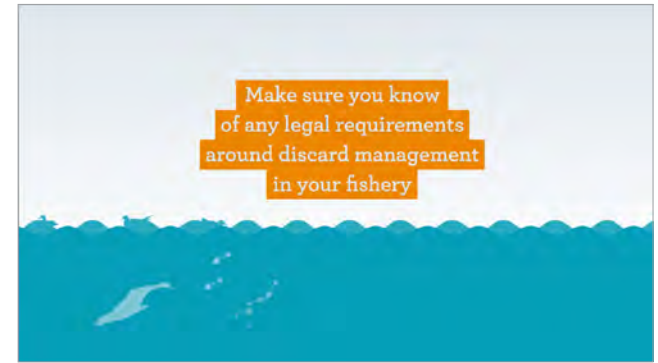
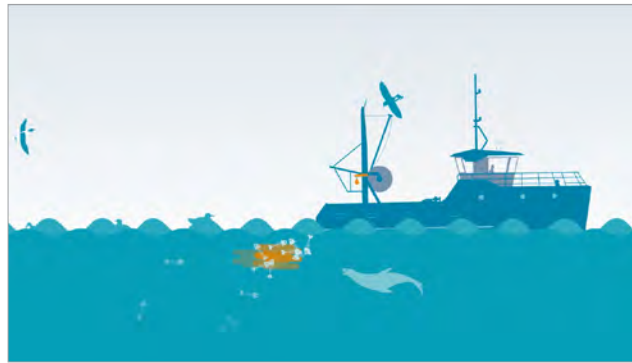


Light management - 76 VIEWS

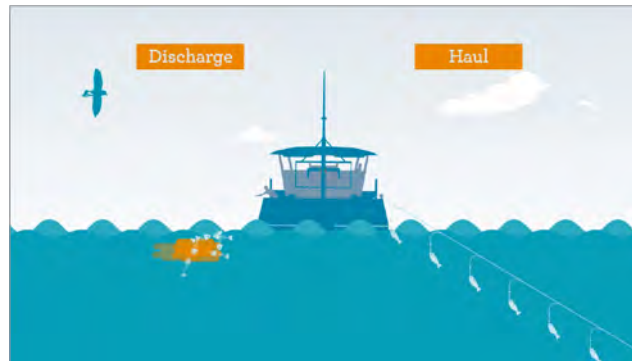
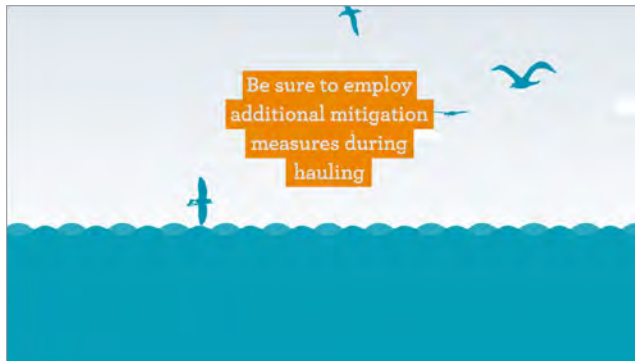
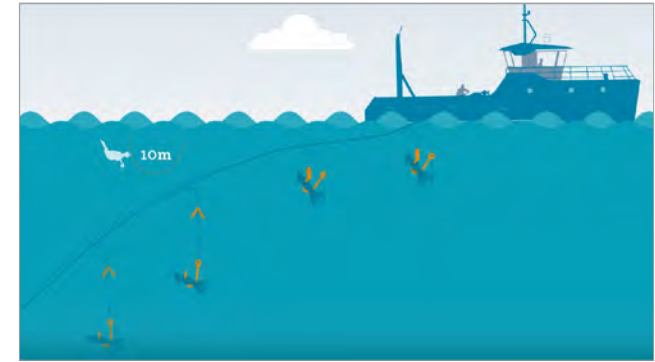
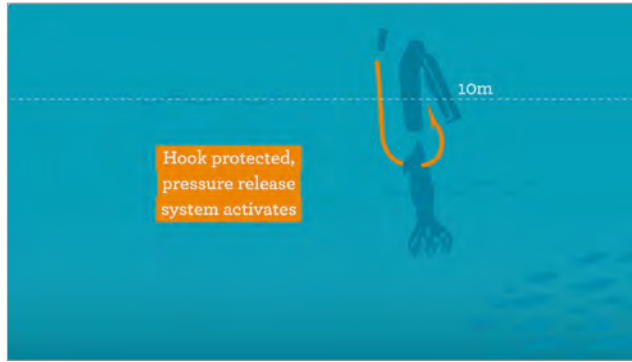
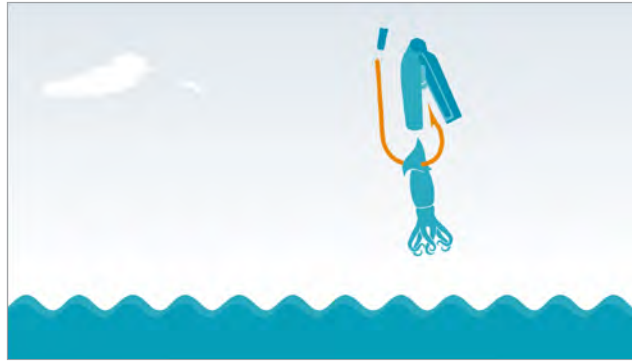
Bird Baffles



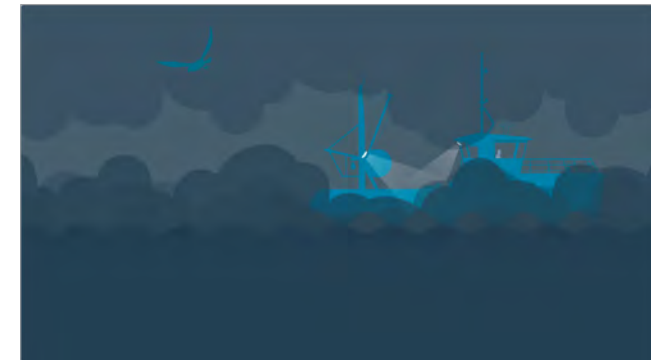
Discard Management



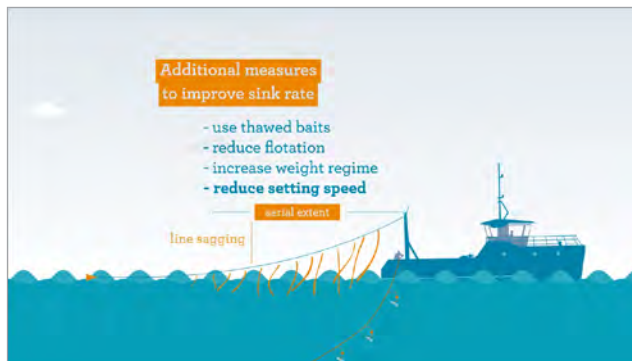
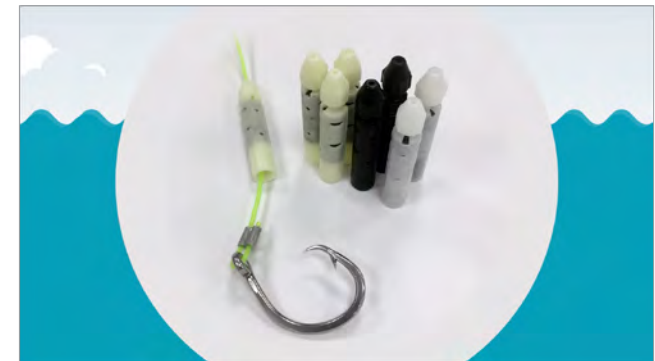
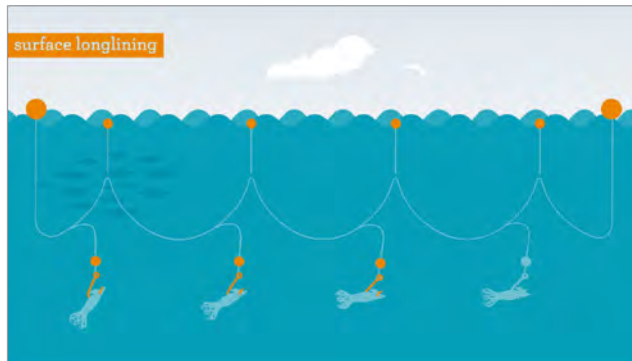
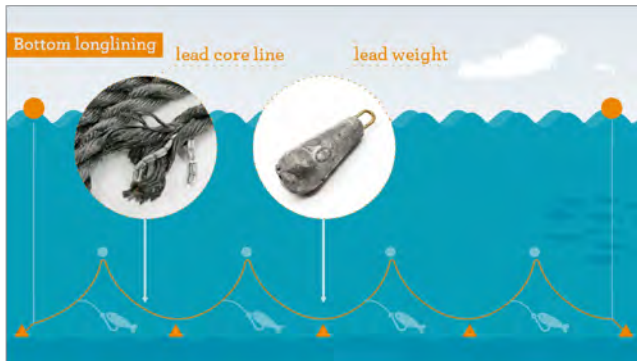
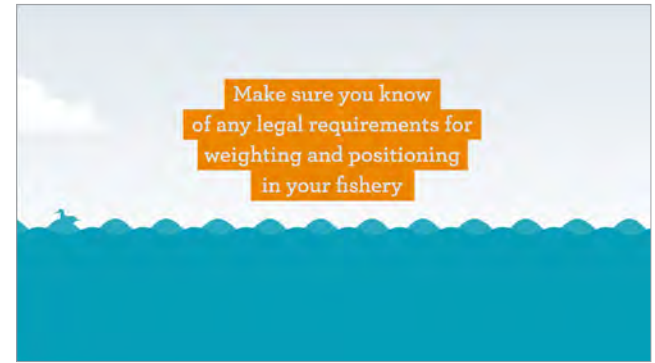
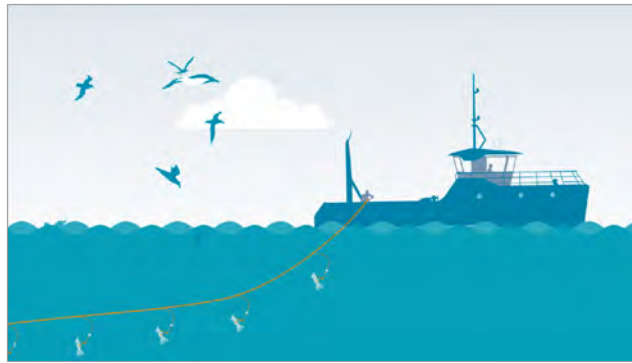
Discard Management



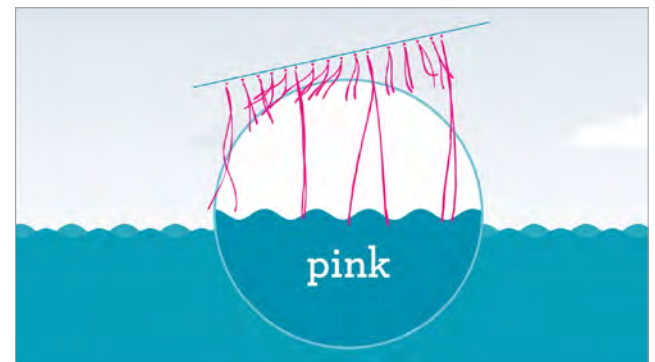
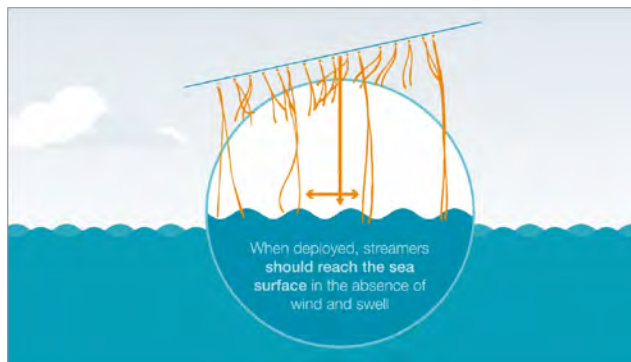
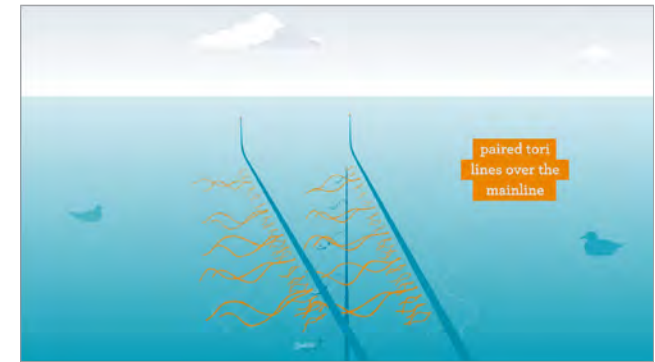
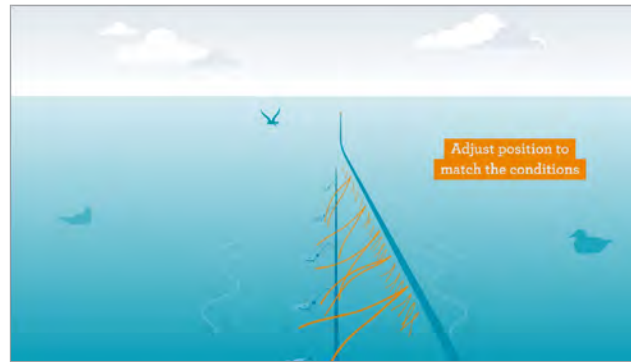
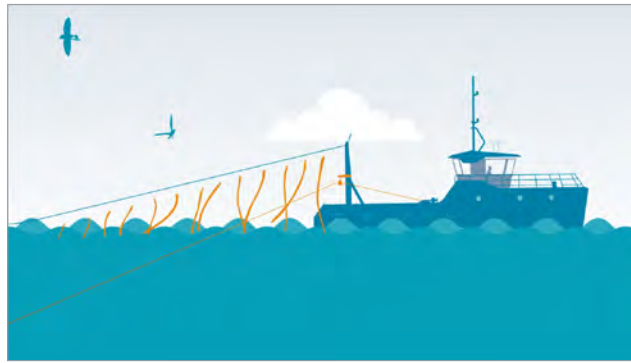
Light Management



Sink Rate



Streamer / Tori Lines



Streamer / Tori Lines



Only effective if:

- fit and proper
- spare parts are onboard
- a maintenance schedule is followed
- worn and lost parts are replaced

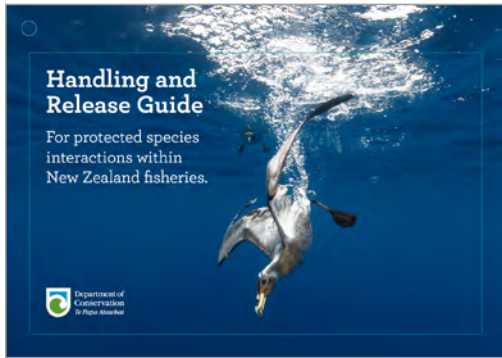


Department of Conservation
Te Papa Atawhai

For more information on mitigation measures that may be relevant to your fishery go to:

www.doc.govt.nz/csp

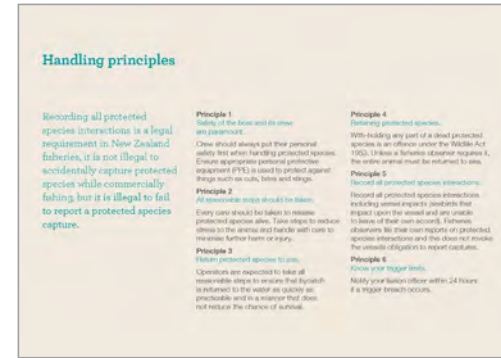
Protected Species Handling Guide



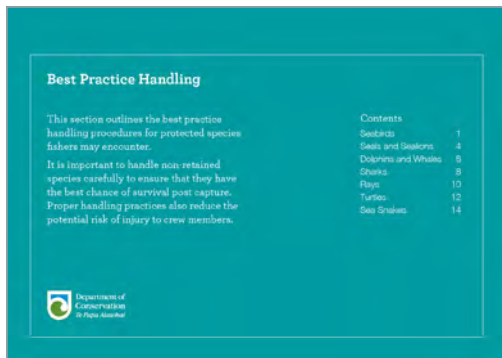
Cover



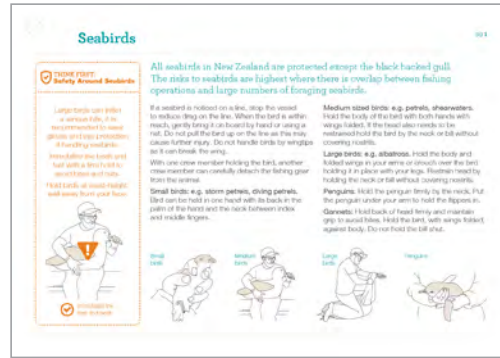
pg 1



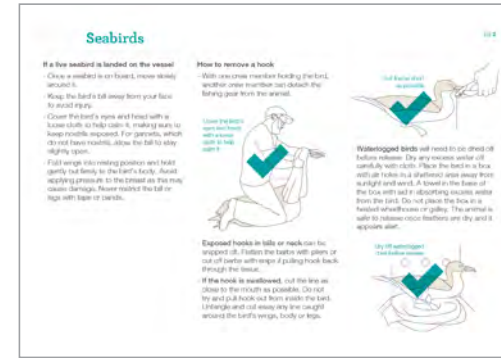
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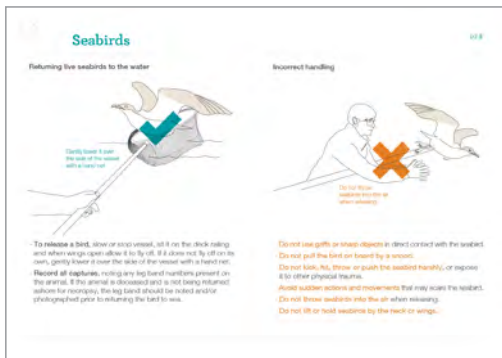
pg III



pg 1



pg 2



pg 3



pg 4



pg 5

Protected Species Handling Guide

Dolphins and Whales

THINK FIRST Safety Around Dolphins and Whales

There are a range of protected dolphins and whales in New Zealand waters, they can be accidentally captured in a range of fisheries, though predominantly in trawl or set net fisheries. Where possible, release the dolphin or whale from fishing gear without bringing it on deck.

If live animals are landed on deck

Dolphins should be released as soon as they appear on deck.

Returning live dolphins to the water

Once the animal is untrapped from fishing gear, it can be released carefully in to the water.

Two or more crew members may need to lift the dolphin, hold the dolphin by the dorsal fin while getting the postural line close to your body. Be cautious of the tail, and avoid the eyes and blowholes.

pg 6

Dolphins and Whales

Incorrect handling

Do not kick, hit, throw, push, or pull on the animal's body to move the dolphin.

Do not pour or pour water in to the blowhole.

Do not leave the dolphin exposed to sunlight for extended periods of time.

Avoid sudden actions and movements that may scare the dolphin.

Do not pick up or drag the dolphin by the tail as this can damage spinal vertebrae.

pg 7

Sharks

THINK FIRST Safety Around Sharks

There are five protected species of shark in New Zealand waters, they can be accidentally captured in a range of fisheries. When possible, release the shark from fishing gear without bringing it on deck. This minimises the risk of animal organ damage for the animal.

If sharks are landed on deck

If a large and active, let it lie before responding.

Hold all sharks as if they are dead.

Close the jaws to do so, try to return the shark to jaw flexed first and the right way up.

If 2 people may be required to handle a shark depending on the size.

Always attempt to keep the shark in a horizontal position and on that side to reduce the risk of animal damage.

Travelling sharks on deck

For the fisherman:

Hold the shark firmly behind the head and around the tail using gloves and/or over boots, and then try to remove the hook.

If the hook cannot be removed easily the fisher should be close to the mouth as possible.

To calm a shark down turn it over onto its back or place a wet towel over its eyes.

If released needs to be delayed, place a deck hold in the shark's mouth so that water flows through the shark's gills.

pg 8

Sharks

Returning sharks to the water

Lower the shark gently into the water head first and release it. Do not throw it.

If it is necessary to lift the shark into the current and it looks like a live shark, it is necessary to return it to the water.

Special sharks can be released by one person.

Large sharks may require two people to lift and hold the shark.

Very large sharks may need to be lifted with the use of web slings.

Do not use fish seines or cables.

Do not release sharks with ropes still attached.

Incorrect handling

Do not use gills or sharp objects to direct control of the shark. Gills should be used only to control the fish.

Do not leave the shark exposed to sunlight for extended periods of time.

Do not kick, hit, throw or pour the shark head, or splash it with other physical trauma.

Do not put off the eye or other body parts to remove sharks or to light a trigger.

Do not pick up the shark by the tail, head or the gill slits.

pg 9

Rays

THINK FIRST Safety Around Rays

There are two protected ray species in New Zealand waters. Rays are caught in a range of fisheries, though they are most commonly bycaught in purse seine and surface longline fisheries. Protected rays should if possible be released while the net is still in the water to avoid damage and stress.

If rays are landed on deck

Use a net to return the ray to the sea with minimal stress, ensuring them into the water headfirst.

Travelling live rays on deck

Keep your fingers away from the mouth and hold the ray away from your body to avoid lacerations of the tail and body.

For small rays hold tail and lift by spectacle or snout.

For medium size rays, avoid the tail and pick up by the snout or the spectacle (the opening behind the eyes).

For large rays it is best to slide the animal along the back of a covered chair or occupier. Always watch the tail as rays have the ability to strike in any direction.

pg 10

Rays

Returning rays to the water

Lower a net to land rays gently into the water head first and release it. Do not throw it.

Large rays can be released by placing them on a piece of net, plastic, or canvas that can be lifted and lowered into the water.

Incorrect handling

Do not use gills or sharp objects in direct contact with the fish.

Do not kick, hit, throw or pour the ray head, or splash it with other physical trauma.

Do not expose the ray to sunlight for extended periods of time.

Do not carry the ray by the tail to avoid being stung.

Do not carry or move the ray by the gill slits.

Do not cut off 'eyes', tail or wings.

Do not use knives to 'trim' wings to put a ray or sting through for release.

pg 11

Turtles

THINK FIRST Safety Around Turtles

There are five protected species of sea turtles in New Zealand waters, they can be accidentally captured in a range of fisheries, but they are most commonly caught in surface longline fisheries.

If a turtle is noticed on the line, slow down to reduce trauma to the animal. If possible, release the turtle without handling by carefully bringing the animal as close to the vessel and out the line with a long-handled line cutter as close to the animal as possible or use a de-hooker to remove the hook.

If a turtle has to be brought onboard

Use a slip net to bring onboard.

Take extreme care when handling turtles.

They have strong jaws and sharp fingers, hands and feet used away from the turtles mouth. Do not position hands around the flippers (which means the front of the shell allows head and the other end of the back to be held). Two crew members may be required to lift large animals.

Travelling live turtles on deck

Use a slip net to bring onboard.

If the turtle appears exhausted or ill it will need to be brought on board to be rehabilitated.

If the animal's reaction it may have been up to large. Handle this over 200cm for a minimum of 1 hour. A tyre makes a great platform for this.

Place the turtle in a shaded location and cover it in shade net with substrate keeping the nozzle exposed. Keep wet by spraying with saltwater.

Avoid its necessary interventions, and if possible limit gentle perch the tail of the turtle to gauge reaction.

pg 12

Turtles

Returning turtles to the water

If turtle has water or wet around it.

Correct handling

Do not use gills or sharp objects in direct contact with the turtle.

Do not leave the turtle exposed to sunlight for extended periods of time.

Do not kick, hit, throw or splash the turtle head, or splash it to other physical trauma.

Do not leave the turtle unattended on deck as they respond breathe in this position.

Do not hold or lift a turtle by the tail, flippers or the sides of its shell.

pg 13

Sea Snakes

THINK FIRST Safety Around Sea Snakes

Sea snakes are highly venomous and should not be handled. If a sea snake is on the line, gently lower it off the back with water.

pg 14