

# NEW ZEALAND RECREATIONAL FISHING COUNCIL NEW STRATEGIC DIRECTION

## **GUARANTEED ACCESS TO ABUNDANT FISHERIES**

The new strategic direction for the NZRFC has been informed by a recent review of the Council's role and operations. The review canvassed views of around 80 people from all parts of the fisheries sector and assisted the NZRFC to chart a strategic direction that will best serve the fishing public of NZ. We are acutely aware that successful implementation of the strategic direction requires your support and mandate. We invite you to read this document, fill out the short survey by following the link and share your views on the intended direction.

We recognise that fisheries management of today has a different profile and needs to that of the 1970's when the NZRFC was established. The NZRFC has made many positive gains for you, the fishing public, over the years but the model of volunteer run advocacy groups is no longer effective and a change to a corporate governance style of operation is essential. Further, the continued development towards less and bigger players in the fishing industry means a unified voice for recreational fishers is critical to achieve some parity with other fisheries stakeholders in fisheries management.

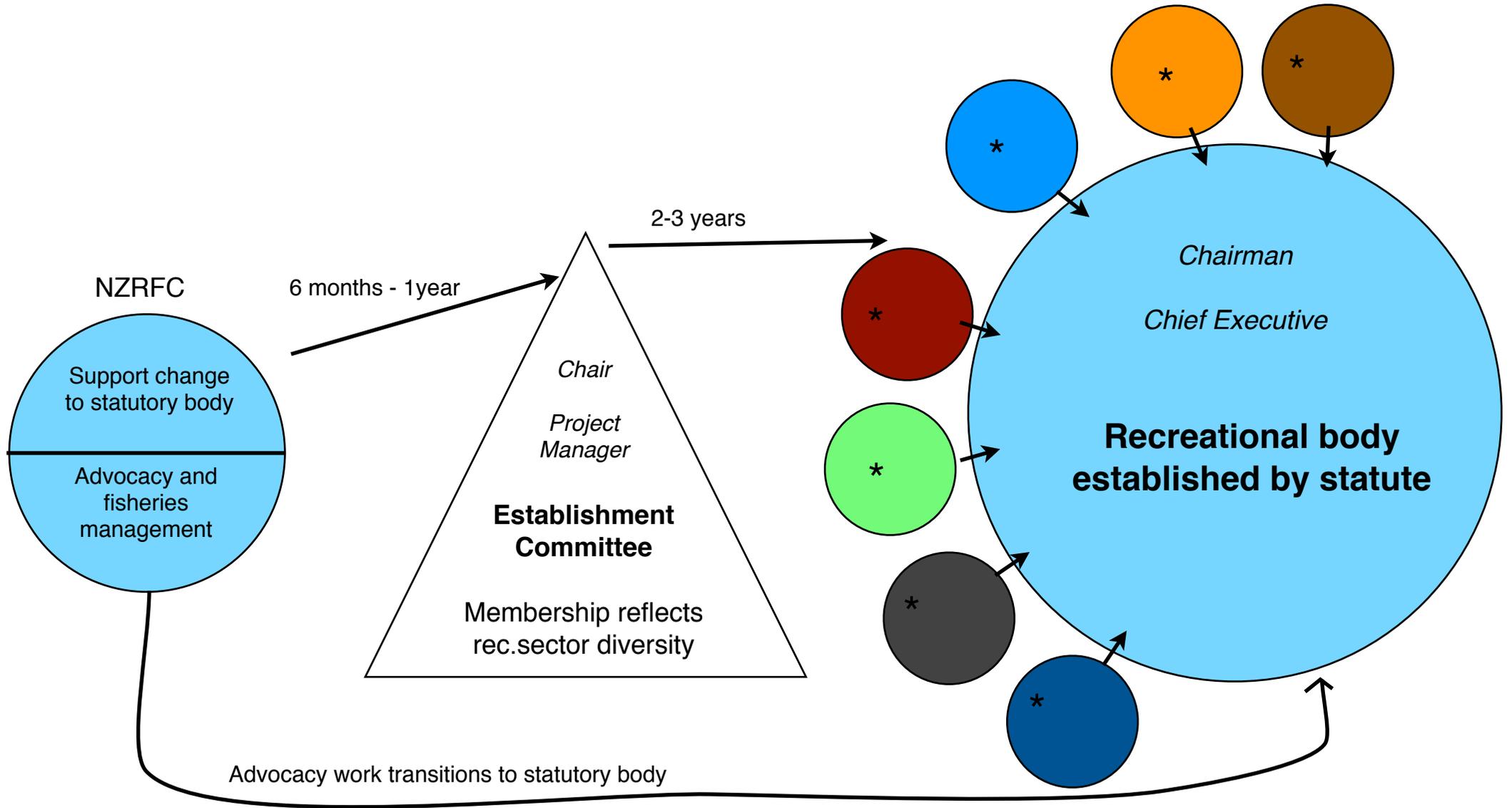
There is a choice between continuing to bang heads against a concrete wall of fisheries management processes and decisions or embrace a comprehensive and coordinated approach to recreational fisheries management. The NZRFC is embracing the bigger harder option which, in the longer term, will do themselves out of a job. We regard the moving towards a statutory body for recreational fishing as leaving a legacy for fishers of the future. This body would be governed by people elected by fishers.

This strategic direction sets out the Vision, Mission and Values of the NZRFC. We recognise that funding is crucial to make the strategic direction real and put emphasis on charting the journey first. Funding is more likely to be attracted to a clearly articulated plan. The future outlined by the strategic direction is a positive one - a future that is firmly focused on the vision of achieving guaranteed access to abundant fisheries. It is a future that requires individuals in recreational fishing to look beyond their previous experience in advocacy and fisheries management towards what can be achieved with collaboration and good planning. The NZRFC welcomes all those with recreational fishing interests to take up the challenge and join this journey.

## NZRFC STRATEGIC DIRECTION

<p><b>VISION</b> What the NZRFC wants the world to be like</p>	<p><b>GUARANTEED ACCESS TO ABUNDANT FISHERIES</b></p>
<p><b>MISSION</b> What part the NZRFC sees itself as playing to help achieve the vision</p>	<p>To drive the establishment of a statutory body with decision making capabilities in recreational fisheries</p>
	<p>To provide professional advocacy and active participation in fisheries management for the benefit of recreational fishers - until such time as a statutory body is established</p>
<p><b>VALUES</b> That guide how the NZRFC will work on its mission</p>	<p><b>PASSIONATE</b> Everyone in the NZRFC is passionate about fishing and its ongoing success being based on abundant fishstocks</p>
	<p><b>KNOWLEDGEABLE</b> NZRFC work is based on the best available information about all species of fish, aquatic life and seaweed across NZ. The work will be informed and informing</p>
	<p><b>COLLABORATIVE</b> NZRFC recognises that effective fisheries management is an exercise in collaboration of all stakeholders and interested parties. NZRFC is dedicated to working cooperatively in active fisheries management</p>
	<p><b>SUSTAINABLE</b> NZRFC value the long term and balance day to day concerns with ecological and social considerations. NZRFC is committed to sustainability as both a goal and a way of operating</p>

# JOURNEY OF STRATEGIC DIRECTION



\* denotes bodies specialising in niche services to recreational fishers eg. NZU, NZSFC, ACA, TBF, MTA, Tackle trade reps AND crucially includes representatives for individual fishers including Maori. Does not include the NZRFC. Details of how the specialist bodies will interact with the statutory body will be worked out at the establishment committee phase of the journey.

## STRATEGIC PRIORITIES AND OUTCOMES

Strategic Priorities	Description
Leadership towards change	The NZRFC will take on a change agent role to drive the establishment of a statutory body with decision making capabilities in recreational fisheries. Step one is to inspire awareness of the need to change, step two is to elicit support for the change, step three is to get the establishment committee resourced and operating towards the final statutory body establishment.
The following strategic priorities will be pursued until such time as the statutory body for recreational fishing is established	
Advocacy capacity	To provide a strong advocacy voice for recreational rights and interests to Minister of Fisheries and MFish processes. Further, to provide professional support for recreational fishers in regional and local fisheries management
Communications	To enhance better engagement by fishers in fisheries management by a layered communications and marketing programme. Further, to ensure accessible open channels for the fishers' voices to be heard.
Organisation capability	To achieve better governance, operational capability and accountability and operate with sustainable development practice
Membership	To encourage past and future members to "join them on the journey" and further provide existing members with benefits of belonging to the NZRFC