

BYCATCH BYLINES



MIT 2012-05: Final report
Protected species bycatch newsletter
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BYCATCH BYLINES



MIT 2012-05 Protected species bycatch newsletter

Overall objective:

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

Introduction



- Context of protected species management is dynamic
- Methods to reduce protected species interactions with fishing gear change continuously
- To ensure protected species captures are minimised, fishers must maintain up-to-date knowledge
- Distributing relevant information an ongoing challenge
 - Fishers spread widely, different knowledge levels
- One solution: a targeted publication delivered directly

Approach



Bimonthly newsletter with sections of varying length and style:

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



Approach



- *Who's who?*: Profile of an expert working in the field
- *Word on the Street*: Explores controversial issues
- *Worldwatch*: Global context for NZ initiatives
- *What the FAQ?*: Facts on protected species issues
- *Want to know more?*: References



Distribution



- 812 commercial fishers
 - $\geq 1,000$ kg GWT and ≥ 1 trip
 - 1 Oct 2010 – 3 Oct 2012
- Trawl
- Longline
- Setnet
- Purse seine
- Troll
- Trotline
- Pots and traps
- Minor net methods (e.g., Danish seine)



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Distribution



- CSOs
- Fishing companies
- MPI regional offices
- Online
- Elsewhere on request
- Electronic and hard-copy



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Review: 2011-12



- Recommendations made on this newsletter's predecessor
- Most recommendations implemented in Bycatch Bylines
 - expand the scope beyond trawl and longline
 - include an opinion piece on controversial topics
 - provide key references for further information
 - focus hard copy distribution on individual fishers
 - conduct another evaluation after more issues have been produced

Review: 2011-12



- Recommendations not implemented
 - expand scope to include other fishing-related environmental issues
 - include newsletter with other industry publications e.g., *Seafood* magazine
 - offer an incentive for completing review survey



Photo: J.P. Pierre

Review: 2012-14



- SurveyMonkey online survey
- Distributed to all fishers receiving the newsletter by email
 - 576 recipients
- CSOs and MPI office contacts also included
- 10 questions
 - 7 check-box answers
 - 3 free-form text
 - 'Opt out' link
- 3.1% response rate
- 3 opt-outs



Review 2012-14



- 50% of respondents knew others who read the newsletter
- All found it interesting, at least sometimes
- 56% had accessed reference material
- Individual content preferences varied
- Overall, all content was ranked of comparable interest
- Most (88%) fishers surveyed preferred email delivery
- Efficacy of secondary distribution mixed
- Bimonthly distribution about right (78%)



Review 2012-14



Comments

- Updated information and relevance the best features of the newsletter
- A good publication overall
- Focus could usefully be broadened to include other issues relevant to fishers
- All content areas roughly equally interesting
- Is the newsletter sent to NGOs?



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Recommendations



- Refresh fisher contact details on distribution list
- Confirm mode of distribution to fishers
 - email or hard copy
- Liaise with MPI offices on secondary distribution
- Focus on protected species
 - cover wider environmental context of fishing
- Explore combining distribution with Seafood NZ communications



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