

## Future Search Aotearoa New Zealand case study: FISHinFutureSearch 2013

### Challenge and place

The New Zealand marine environment is one of the nation's greatest natural assets. It provides valuable ecosystem services and has deep cultural significance. Recreational fishing is a highly valued pastime for many living in this country.

The New Zealand Recreational Fishing Council (NZRFC) at their AGM in 2011 recognised that only a small proportion of fishers are affiliated with fishing clubs and bodies. Thus a much wider discussion was needed to find out what vision Kiwis had for their recreational fishing. A united and organised voice from recreational fishers would enable the promotion and protection of responsible recreational fishing.

This Future Search event had a national focus. It ran from 14th to 16th February 2013 in Nelson, New Zealand.

### Purpose

Driven by recreational fishers of all types and places, the purpose of the FISHinFutureSearch was to come together on a strategy to drive positive change for recreational fishing. The event was to identify the core issues that are in front of recreational fishers in New Zealand.

### Host

The New Zealand Recreational Fishing Council (NZRFC) began the FISHinFutureSearch, then handed responsibility for the planning to a multi-stakeholder steering committee.

### Funding source

Funds and in-kind support were received from multiple sources: Department of Conservation, Ministry of Primary Industries, New Zealand Sports Industry Association, Seafood Industry Council, University of Otago Business School, Gisborne Tapatouri Sports Fishing Club, Te Ohu Kaimoana, NIWA, Kaikoura Boating Club, Ngawi Sports Fishing Club Inc, TASFISH, Pelorus Boating Club, Motueka RSA Fishing Club, Hunting & Fishing NZ, Motueka Power Boat Club, Oceanlaw New Zealand, Professional Skipper Magazine, The Fishing Paper, Proprietors of Nuhiti Q Incorporation, NZ Recreational Fishing Council Inc, Black Magic Tackle, Juicies, Composite Developments, Pure Fishing, Bert Stannard, Raglan Fishing Club, Westgate Hunting & Fishing, Cassidy Family, Anne Marks, Nelson City Council, Award Concepts, Awhina VUCEL Incubator, Victoria University, Coastal Ecology Laboratory, Yachting NZ, Duncan MacIver, Owen Braddock, Hauraki Gulf Forum, Pelorus Boating Club, Akaroa Harbour, Recreational Fishing Club, Peter Ellery, Hydraulink Fluid Connectors Ltd, Hunting & Fishing NZ, Petroleum Logistics, Professional Skipper, The Fishing News.

## Voices of the system

Eight voice groups were identified as bringing the ‘whole system’ of recreational fishing into the room. These voice groups were: Youth; Upper North Island Fishers; Lower North Island Fishers; South Island Fishers; Industry; Government; Advocates; Science/Environment. Tangata whenua voices were included within each of the eight groups.

The process was facilitated by Sandra Janoff (Co-founder of the Future Search methodology), supported by Miranda O’Connell as Project Manager.

*“It is enlightening and comforting to know there is so much in common. It makes me optimistic.”*

Taputukura Raea, Youth

*“Pleased I made the decision to come. The whole exercise has been healthy with lots of discussion on going forward. I am happy to be part of the funding process.”*

Don Boddie



Image: Participants of the FISHinFuture Search

## Key outcomes

The 66 diverse participants unanimously agreed on eight areas of common ground.

AREAS OF COMMON GROUND	COMMON GROUND STATEMENT
Sustainable fisheries	We ensure a healthy marine environment enjoyed by all
Community buy-in and support	We all take pride in an abundant and healthy marine environment when our community extends manaakitanga over our fisheries and oceans
Equity of access	We strive to ensure quality of access through stakeholder engagement
Unity across the recreational fishing sector	We believe in unity and inclusion within the recreational fishing community
Education	We ensure New Zealanders understand and value our marine environment and its resources so we can all be responsible for a better future
Governance	We are recognised representatives and accountable body that promotes responsible recreational fishing
Sustainable funding	We create an independent and sustainable income stream to achieve our aspirations and meet our responsibilities
Communication	We create a comprehensive strategy and a network to communicate with members, stakeholders, media and other interested parties

## Special features

- An Expressions of Interest process was run by the steering committee, and advertised in key print and online fishing publications. Applicants filled out an online survey that enabled the steering committee to select 66 participants who collectively provided a snapshot of recreational fishing in NZ.
- As planning for the event proceeded, it became clear to the planning group that there were some in the sector who were fearful of a national conversation about change.
- The planning group then worked to encourage people who were fearful of change to participate in the event.
- FISHinFutureSearch had a national focus and drew participants from around the entire country. This meant raised costs with travel and accommodation needed for participants.
- An innovative visual-scribed video was created to raise awareness of the event.

## Post Future Search activities

Listen to an [interview](#) on Radio New Zealand where Miranda and Sandra Janoff (Future Search guru from the USA) talk about Future Search and the FISHinFutureSearch event.

A steering group was nominated at the FISHinFutureSearch event. The members were notable for their geographic spread and combination of age and experience.

Read the FISHinFutureSearch [report here](#).

View the [website here](#).

*“At the beginning I was excited by the process and am still excited. Base is broadened and understanding of issues is impressive.”*

**Kim Drummond**



Image: Participants of the FISHinFutureSearch