

Mahere Takahuritanga Ahumahi Hao Ika

Fisheries Industry Transformation Plan

Vision

Vision: New Zealand is acknowledged globally as the world leader in the innovative and sustainable production of premium seafood and bioproducts.

To deliver on this vision: we will work in harmony with nature, respect the ocean, draw on intergenerational knowledge, support local communities, provide meaningful employment, and invest in innovative technologies on-board and onshore.

Actions

Strengthening environmental performance

Fishing with care and precision to support healthy ocean ecosystems

- 1.1 Invest in an innovation programme to accelerate selective fishing and further reduce benthic impacts and protected species interactions and within the programme:
 - 1.1.1 establish a joint industry/government project to source and develop technology that minimises adverse impact on the ocean floor to the maximum extent practicable; and
 - 1.1.2 review regulatory settings and operations to identify and mitigate regulatory barriers to fishing innovation.
- 1.2 Incentivise and facilitate fast adoption of proven efficient and environmentally sustainable fishing gear and methods by fishers by systematically identifying and then adopting improvements for each type of fishing method to reduce or remove environmental impact.
- 1.3 Investigate opportunities to apply new and mātauranga Māori methods of habitat restoration and enhancement in New Zealand, for example, sea ranching, seagrass and kelp restoration.

Utilising data to fish selectively, efficiently, and to enhance the transparency of fishing activity

- 1.4 Advance the use of marine and fisheries data and analytical and spatial models to support fishers to avoid unwanted catch (including protected species), fish efficiently and to enhance transparency:
 - 1.4.1 address barriers to the regular and timely release and sharing of data collected from fishers, including reviewing the Guidelines for Fisheries Data Release;
 - 1.4.2 build technology and products that leverage data to support fishers;
 - 1.4.3 collect and use appropriate data to support timely decision-making by fishers and fisheries managers to manage local distribution, seasonal variation, and effects on the aquatic environment; and
 - 1.4.4 improve public availability of fisheries data and insights to enhance transparency.

Reducing carbon footprint and improving resilience to climate change

- 1.5 Invest in decarbonising New Zealand seafood businesses:
 - 1.5.1 develop standardised measurement tools to support businesses to measure and reduce their carbon footprint; and
 - 1.5.2 develop and publish a report on the industry carbon footprint.
- 1.6 Invest in innovation to reduce the environmental impact of transporting premium seafood to international markets.
- 1.7 Support work underway under the Seafood Sector Adaptation Strategy to develop an adaptation pathway framework to assist the sector prepare for, and adapt to, climate change.

Improving profitability and productivity

Increasing exports of high value seafood and bioproducts to discerning international customers

- 2.1 Promote the New Zealand seafood story in priority international markets highlighting the environmental sustainability, transparency and traceability of New Zealand caught product.
- 2.2 Support emerging innovative seafood and bioproduct businesses to accelerate successful expansion into premium export markets.
- 2.3 Support industry to access information on export market requirements and compile the data needed to demonstrate transparency and traceability requirements.
- 2.4 Accelerate the shift of large volumes of non-food fish material from low to higher value applications to target market opportunities.

Improving returns and investment across the value chain

- 2.5 Invest in efficient and environmentally sustainable fishing vessels:
 - 2.5.1 reach industry-wide agreement on a standardised (sister ship) design model for the replacement of aging vessels in the inshore fleet; and
 - 2.5.2 investigate whether any government support is available for the development of a New Zealand energy efficient vessel building industry.
- 2.6 Improve the investment environment for the seafood industry:
 - 2.6.1 explore changes to government settings, including tax measures, like accelerated depreciation; and
 - 2.6.2 encourage business arrangements (for example, longer term ACE packages) to enable increased investment across the value chain from fish to fork.
- 2.7 Invest in priority automation solutions that meet business needs.

Supporting people and communities

Supporting people in the industry to thrive

- 3.1 Provide advice (particularly for small fishers) on fishing with selectivity and low environmental impact, improving vessel energy efficiency, and on effective business practices.
- 3.2 Provide wellbeing support to those who work in the sector, including new recruits and those who are transitioning to retirement.

Developing the workforce to grow the industry

- 3.3 Develop a communication strategy on the career opportunities and benefits of working in the industry.
- 3.4 Work more closely with the education sector to develop and implement fit for purpose qualifications and training.
- 3.5 Assess and implement initiatives to improve seasonal and generational retention.

Supporting communities to access local seafood and connect with fisheries

- 3.6 Promote domestic consumption and the nutritional benefit of New Zealand seafood, including encouraging local purchasing of fish.
- 3.7 Develop a communication strategy providing a window into the industry, the actions taken to support communities, and a healthy marine ecosystem.
- 3.8 Increase communications about New Zealand's approach to fisheries management.

