

Establish a framework to utilise New Zealand Paua Industry intelligence

The working group proposes developing mechanisms to facilitate paua industry sources reporting on possible movement of illegal paua in black market hotspots, such as China.

Increased collaboration between industry sectors

- Industry shares information that might help detect and prosecute people involved in illegal fishing activity. Industry management groups actively encourage their members to report suspicious activity either direct to MFish or to the local Paua Management Advisory Committees.

Increased public awareness

- Voluntary compliance plays a significant role in any compliance strategy. The working group believes that a strategic “public awareness campaign” that supports the role of incentives and public goodwill will contribute to increased voluntary compliance.

Progress

- Establish a framework to utilise New Zealand Paua Industry intelligence
 - This will go before the PICL Board at our next meeting.
 - One of the Board (probably me) will most likely become a single point of contact.

Progress

- Increased collaboration between industry sectors
 - We are working more and more closely with Rock Lobster and PauaMAC 7 and CraMAC 5 have just set up a Coastal Network in the Marlborough Sounds.
 - We can also now utilise the MFish Control Centre to pass on information without recrimination.

Progress

- Increased public awareness
 - A public awareness campaign between CraMAC 5, all of the PauaMAC's and MFish is being launched on Labour Weekend.
 - It is a multi faceted campaign and will also bring in the recreational sector and Iwi.
 - It is based on the message that "Poaching is Theft" – watch this space!