



MIT 2014-01: Final Report  
Protected species bycatch newsletter  
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Johanna Pierre

**JPEC**<sup>Ltd</sup>  




MIT 2014-01 Protected species bycatch newsletter

Overall objective:

- to produce a bimonthly newsletter to communicate protected species-related information to commercial fishermen.

A large colony of albatrosses, likely Laysan Albatrosses, is gathered on the deck of a boat. The birds are densely packed, with many looking towards the camera. The background shows the blue water of the sea. The word "Introduction" is overlaid in white text on the upper part of the image.

# 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



# The newsletter

Bimonthly newsletter with sections of varying length and style:

- *Headline*: Each issue's main article
- *What's up?*: Short items on recent events
- *Best-practice Baselines*: Concise presentation of a best-practice bycatch reduction measure



# The newsletter

- *The Big Picture*: Broader context of protected species management
- *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

- Quota and ACE holders
  - Trawl
  - Longline
  - Setnet
  - Purse seine
  - Troll
  - Trotline
  - Pots and traps
  - Minor net methods



*Photo: J. Pierre*

A large colony of albatrosses, likely Laysan Albatrosses, is gathered on a rocky shore. The birds are densely packed, with many looking towards the camera. The background shows the ocean and more birds in the distance.

# Distribution

- CSOs
- SREs
- Fishing companies
- MPI regional offices
- Elsewhere on request



Photo: © M.P. Pierre



A large colony of albatrosses, likely Laysan Albatrosses, is gathered on the deck of a boat. The birds are densely packed, with many looking towards the camera. The background shows the blue water of the ocean.

# Format

- html newsletter
- Hard copies
- pdf electronic copies
- Twitter
- Facebook
- ~1,700 recipients



Photo: MPI/DOC



# Readership

- html – opened by 33 – 43% of recipients
  - 42 ‘unsubscribes’
  - 10 ‘subscribes’
  - 9 updated contact details
- 83 – 94% NZ readers
  - Other readers based in Australia, USA, Germany, Canada, Czech Republic, Thailand
- Twitter – 54 ‘opens’ on average
  - range of 22 – 103 opens per edition



Photo: © M.P. Pierre

# Recommendations

- Maintain and grow current circulation
- Supplement newsletter format
  - Articles in industry magazines
  - Presentations at conferences and meetings
  - Tailor key messages as appropriate to those particular groups



Photo: MPI/DOC

# Acknowledgements

- CSP team
- DOC publishing team
- MPI
- Interviewees
- Text and photo contributors



*Photo: NIWA*