



**HAWKES BAY
FISH AND GAME COUNCIL**

***MEETING
AGENDA***

Tuesday 3 April 2018

AGENDA

For a Meeting of the Hawkes Bay Fish and Game Council

Venue: Hawke's Bay Fish & Game Office
22 Burness Road
Greenmeadows
NAPIER

Date: **Tuesday 3 April 2018**

Commences: **6.00 PM**

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MINUTES OF THE HAWKES BAY FISH AND GAME COUNCIL HELD AT THE GAME FARM ON TUESDAY 13TH FEBRUARY 2018 AT 6.00PM

PRESENT: Councillors Bates (Chairman), Williams, Duley, Hern, Niblett and Lumsden. Councillor Mackie joined the meeting at 7.35pm.

IN ATTENDANCE: Mark Venman (Regional Manager), Nathan Burkepile, Christine Tuck (Hawkes Bay Fish and Game staff), and Glenis Phillips (Minute Taker).

MEMBERS OF THE PUBLIC: Fred Nichol, Blair Slavin, Aiden Skudder, Rob Beard, Andrew Russell and Brad Pinker.

1.0 WELCOME

The Chairman opened the meeting at 6.00 pm and welcomed members of the public.

Cr Bates advised Councillors that this meeting will be recorded.

2.0 APOLOGIES

No apology was received from Cr McIntosh.

Councillor Mackie gave an apology and said he will be in attendance around 8.00pm.

3.0 MINUTES OF PREVIOUS MEETING (TUESDAY 30TH NOVEMBER 2017)

3.1 *That having previously been circulated to members, the Minutes of the meeting of the Hawkes Bay Fish and Game Council held on Tuesday, 30th November 2017 are a true and accurate record.*

Duley/Hern

4. MATTERS ARISING

The Chairman brought up the subject of camouflaged row boats and it appears that no changes are going to be made.

Mark referred Councillors to the draft Game Season Conditions in the Papers for Information that had been sent to the Minister of Conservation for comment. The Minister came back with comments regarding what we were proposing for the junior paradise shelduck shoot. We have got the Junior hunters only at “designated sites” and it appears that we have to be more specific. Mark added that he has spoken to Matt McDougall and he has suggested operating it under a permit to disturb system and removing any reference to it in the Game Season Conditions. That would allow us to select potential sites in January and February 2019. Mark was looking for feedback and making sure that Councillors were comfortable with this proposal, because it was a change to what was agreed at the previous Council meeting.

Discussion amongst Councillors took place around how the junior shoot was going to be advertised. Mark said that it could be advertised through the newsletter, magazine, Facebook, and website. Councillors asked about the proposed timing of the junior paradise shelduck shoot and Mark said that it was proposed for the weekend of the 23 and 24 February 2019. If it was to happen via the regulations, then it had to be included in the 2018 Game Season Conditions. The 2-page magazine supplement and the 2018 game season newsletter articles are being written at the moment with proofs due shortly, but any necessary changes can be made when we receive the proof. Councillors all agreed that any junior

event needs to be well advertised. Staff said that we could notify our juniors via email given that there are approximately 180 of them.

5. NOTIFICATION OF ITEMS OF GENERAL BUSINESS

Nothing tabled.

6. CONFLICTS OF INTEREST REGISTER

The Conflict of Interest Register was passed around to Councillors to sign. Cr Bates declared a conflict of interest regarding the Angler Notice agenda item regarding backcountry fisheries and Cr Niblett declared a conflict of interest regarding the agenda item on Captive Reared Mallards.

7. 2018 COUNCIL MEETING DATES

The Chairman asked about the June Council meeting and Mark explained that Thursday 14 June had been proposed as an alternative date and Councillors confirmed this as the new date.

Cr Lumsden asked if it would be possible to move the October meeting from a Tuesday. It was agreed to hold this meeting on Wednesday 17 October.

8. COUNCIL PRIORITIES

Cr Williams started the discussion and he said that although we have got a list of priorities he thought that we as a Council, needed to re-examine our priorities and get back to basics. He believed that the number one priority in this region is wetlands and said that we have got to evaluate our wetland habitats and enhance them as much as we can. He advised Council that he has put together a list which he believes we should have a look at and discuss.

Cr Williams said that we need to start by creating an inventory of what wetlands exist in Hawkes Bay and we have to put every effort into encouraging the owners of those wetlands to improve them and make them perfect breeding habitats for both upland game and waterfowl. He went on to say that he believed we have to investigate every funding possibility including trusts, the Game Bird Habitat Trust and the Hawkes Bay Regional Council. He added that staff should investigate options to work with groups such as EIT to kickstart a plant nursery here at the Game Farm. Cr Williams added that predator control was also important.

Cr Duley mentioned that there is a lot happening over the next couple of years regarding predator control with regional councils looking to release a new strain of Calicivirus. He added that when it was last released around 2000, the duck population plummeted that year due to predator switching and stressed that this could have similar impacts again. There is a need for us to have a chat with regional councils about our concerns to explain the potential wider implications. Rats, stoats, weasels and similar predators are all going to be looking for alternative prey items once the rabbit population has declined.

Nathan said that Fish and Game has supported a funding application by the regional council and if successful predator control will be significantly ramped up in this region. Nathan added that a lot of different options were being trialled and considered for predator control that included feral cats.

Cr Williams added, that we have to get alongside farmers and farm owners. We need to improve our habitat, our water quality and our fisheries, and our hunting, which will hopefully improve our future licence sales. Cr Williams said that we need to better understand the fish stocks across the region's rivers and create an inventory for that too.

Cr Williams then spoke about RMA issues and mentioned Plan Change 5 and the definition of a wetland. Nathan provided an update on the current status of PC5. Cr Williams said that we need to keep pressure on HBRC to ensure that water quality and quantity is at the forefront. He added that we should investigate having Riverwatch dataloggers in our rivers to monitor what is happening. Nathan discussed the TANK process and also provided some insight into some other future processes that will require our time and resources.

Cr Williams went on to say that we have got to increase our compliance checks across the region but added that he wasn't sure whether that was possible but perhaps we should look at allocating more resources towards that.

The Chairman thanked Cr Williams for his input and said that a lot of that already existed in the current list of priorities but acknowledged that it was more of a reprioritisation.

Cr Niblett said that he would like to see a licence holder satisfaction survey done covering both anglers and hunters and questioned whether this be possible as this has not been done. Cr Williams said that all it would take would be perhaps an e-mail or a letter to NZ Council. Cr Niblett was also concerned that fishing and hunting licences are generally declining over time and we need to better understand why this is happening before we can attempt to address it. Understanding more what licence holders want could help us improve licence sales in the future. A national survey could be coordinated by NZ Council each year but one specific for the Hawkes Bay region would be a good starting point. The Chairman added that a survey needs to capture those licence holders that are on the fringes and not just our die-hard supporters.

Cr Niblett said that it was timely that we discuss the duck management units. Nathan replied by saying that Matt McDougall was working on the data and the data would suggest that it was one population as in the East Coast. Cr Niblett thought that the banding data suggests that you have many localised populations. Cr Niblett said that there needed to be an independent review of the current banding process. He acknowledged that the mallard research group are looking at ways of counting ducks, but he was concerned about the time this has taken and we still don't seem to have got the answers that we need. Cr Niblett said that he still hasn't received an answer to his original question of how many ducks do we need to band to accurately estimate the population. The credible limit needs to be so small so that when we set our limits we are correct. He added that we should be managing the ducks as localised populations not just as a big region as that is where you are likely to make a difference.

Cr Niblett said that we spend a lot of money on banding and questioned whether it is providing us with useful information. The Chairman asked who should pay for an independent review? The question was also asked about the usefulness of the aerial surveys. Cr Duley then asked how should we monitor our game bird populations? Cr Niblett said that it would be useful to target areas where productivity was high as that is where we could see potential gains. We should also focus on harvest and hours hunted and investigate survey options. Nathan suggested that a mid-winter aerial count could be useful to estimate the population size heading into the breeding season as the birds start to pair up.

Cr Lumsden made a comment regarding our duck management. He said that Matt was basing our shooting season limits on last season, not this season. He said that he we really need to be basing our regulations on what is happening this season.

9.0 ANGLER NOTICE REVIEW

The purpose of the Anglers Review Notice is to identify any changes to the current regulations that might be warranted in the 2018/19 season.

Cr Bates started off the discussion by saying he felt he had a conflict of interest here and it was to do with the headwaters of the Mohaka River and the Ngaruroro River and the proposal to class them into backcountry fisheries and asked what the benefit of doing so would be. He added that in his opinion, a backcountry classification on the Rangitikei River has made things harder for every day anglers wanting to fish that particular river. The benefit is perhaps that when you have a backcountry licence some of that money comes back to us. Christine advised Council that there is no charge for anglers wanting to fish backcountry fisheries. She added that we get \$37 per licence from non-resident licences regardless of whether we have designated backcountry fisheries or not and that money sits in our reserves.

Mark advised Council that if you want to do backcountry fishing you don't have to pay more money, but you do need to have your licence endorsed. You cannot go out there just with a 24-hour day licence, it must be a full season licence. Christine said that non-residents currently do not need to have a full licence because it states, that "several days" can be fished on consecutive day licences. It has left us open to different interpretation. Councillors agreed that it is something for NZ Council to investigate further. Councillor Williams said that the Licence Working Party is currently investigating this, and Fish and Game needs to ensure that overseas anglers pay their dues when fishing in this country. He added that \$165 for a non-resident licence is cheap compared with what you have to pay overseas.

Christine advised Council that it is imperative that non-resident anglers are asked exactly what fishing licence they require at the point of sale so that we don't have to keep issuing refunds. If we sell them a full licence, then they are not penalised further down the track if they continue to fish around NZ and end up fishing in designated backcountry fisheries.

Cr Williams was of the opinion that the Mohaka River and the Ngaruroro River should be classed as backcountry fisheries. Councillors discussed the potential issue of not being able to fish areas closer to town on a day licence and the need to ensure that consideration was given to where these backcountry areas would start as there was little point of having it cover the Blue Gums area on the Mohaka River given its popularity with visiting anglers during the holidays. A starting point further upstream would need to be selected. A similar issue could be faced on the Ngaruroro if a site near Kuripapango was selected due to its popularity with visitors especially during the busy holiday periods.

Cr Williams was concerned that the Ngaruroro trout fishery was deteriorating in terms of trout size and numbers and he was unsure whether it was due to too much fishing pressure. He added that if someone wants to fly in there to fish then they should purchase a full season licence. There was a discussion about who was overfishing the Ngaruroro with suggestions that it was more likely to be fishing guides. Cr Duley said that in the last couple of years, approximately 95% of anglers that he has encountered fishing in the headwaters of the Ngaruroro River have all been guides with their clients.

There was a discussion about the impact hunters might be having on the numbers of trout in and around the huts on the upper Ngaruroro, but hunters have always taken trout in these pools close to the huts and so this can't explain any perceived deterioration in the fishery over time. Fishing guides will fish entire stretches of river which is different to a hunter fishing a pool within close vicinity to a hut. The fish are coming under more pressure from anglers and guides that fish entire sections of the river from one hut to the next.

Cr Lumsden said that on the Ngaruroro River, a backcountry area could start at Kiwi Mouth so that it had less of an impact on those anglers that wanted to fish day trips or those anglers that drive in and walk in from road ends. Similarly, a backcountry area could start at the Makino River or the Mangatainoka River on the Mohaka River. Cr Duley said that it was still important to leave an area where an angler can go for a day fish into a wilderness area. Councillors discussed that a survey could be useful to work out who is using the fisheries should they be classified as backcountry fisheries.

Mark talked to Councillors about the option of a web-based survey that gets sent out by e-mail to those anglers that have had their licences endorsed. When you get your licence endorsed you must add an e-mail address and if you do not complete the survey some of the other regions are saying that it could perhaps hurt your chances in the future of getting a backcountry endorsement again. That is how it reads on the Fish and Game website and several of the regions say this. Council wanted to know how much work this would be and if this is something we want to do or not. Councillors said we need to know what we are going to use the backcountry licence for and the cost.

Mark was asked by the Council to find out more information regarding how other regions are coping with backcountry fisheries and to discuss this at more length at the April meeting after he has got some facts together. Cr Duley said that he thought that it would be a good idea to have the Ngaruroro classified as a backcountry fishery above Cameron or Kiwi Mouth and for the Mohaka above Mangatainoka.

AGREED

9.1 That Council agrees to the consultation process and time frame for considering changes in the 2018/2019 Anglers Notice.

9.2 That Council identifies any issues for further discussion in the initial "Issues and Options" paper to be prepared in April.

Hern/Williams

10. NGARURORO WATER CONSERVATION ORDER (WCO)

Mark gave Council an update and an opportunity to discuss where to from here. Mark advised that he did speak to Martin Taylor approximately two weeks ago regarding the water conservation order application. He informed Councillors that the application for the Ngaruroro water conservation order is one despite the hearing being split into two. Forest and Bird will lead the application for the lower Ngaruroro with support from the jet boaters and other applicants and Fish and Game will be quite muted for the lower river.

NZ Council will be paying for the legal costs of this and Martin Taylor and Sally Gepp will be leading the process and instructing the lawyers. We are committed to the process until the end of stage two which will commence in July 2018. There is a need for us to engage with all parties for the upper and lower sections to resolve any key challenges.

Cr Niblett questioned the sign off of the application for the lower reaches by the Council. Mark said that the WCO application was for the entire river and so far, we have presented at the hearing for the upper river as this is where F&G's main focus has been. There was discussion around how it went from an application for the upper river to an application that covered the whole river when Hawkes Bay Fish and Game's main interests were focussed on the upper river. The Chairman said that the decision never went through this Council but had been signed off by the acting Regional Manager. Councillors wanted to make sure that the correct process was followed in the future.

Cr Williams said that the WCO and the TANK process can work hand in hand. There was a discussion around the fact that a decision for the upper river is not going to be made until the science from the TANK group is concluded which is due around April/May 2018. A hearing for the lower river will then be held in July and only after that second hearing will any decisions be made.

A lengthy discussion occurred on this subject and the Chairman commented that the process seems to be working and hopefully we will get the right outcome in the end. He added that the Special Tribunal has taken notice of people giving evidence and at the end of the day that it is all that we can hope for.

11. CAPTIVE REARED MALLARDS

Cr Niblett immediately said that he had a conflict of interest regarding this particular agenda item as he rears captive reared mallards. The Chairman said that he would personally like to hear Cr Niblett speak as he is very knowledgeable on the topic of CRM's. Cr Williams said that it would be hard to argue that if you released CRM's then you didn't have a conflict of interest. The Chairman said that releasing CRM's was a legal thing to do and so there shouldn't be a conflict of interest. Cr Duley said that there was a conflict where it was commercial as in Cr Niblett's case. Cr Williams discussed perceived conflicts of interest. He added that if you don't want to declare a conflict of interest then no-one can force you. He added that it is only contestable in an audit process.

The Chairman said that he releases CRM and has a permit from DOC to do so and doesn't make any money from releasing the birds and doesn't see how that would be a conflict of interest. Cr Duley said that for the purposes of this particular discussion that unless you have a commercial interest in CRM's then you should be able to participate in this discussion. Cr Niblett would need to be asked to participate in the discussion given his commercial conflict of interest. Cr Hern said that there were three Councillors present that release CRM's and so do they have a perceived conflict of interest and how many Councillors would that leave to have a discussion on the matter. Cr Hern asked whether a quorum was still required to have a discussion about CRM's. Cr Williams replied by saying that you don't need to have a quorum to have a discussion but that you do need a quorum to have a resolution. Cr Duley suggested that anyone that feels that they have a perceived conflict of interest should declare that now so Councillors can invite them to participate in the discussion. Councillors Hern and Bates declared that they have a perceived conflict of interest. Thus, one full conflict of interest and two perceived conflicts of interest exist.

The Chairman asked Councillors if they were comfortable with Cr Niblett staying and being part of the discussion given his declared conflict of interest. The two Councillors with a perceived conflict of interest were not able to vote on this matter. It was unanimously agreed that Cr Niblett be allowed to enter into this discussion as we are only looking for feedback at the present time and we are not voting on anything. The Chairman then quickly pointed out to Council that decisions can be overturned if the correct procedures are not adhered to and done in the correct manner.

Before opening up the discussion Cr Lumsden just had one question which he wanted an explanation before starting on the six questions for discussion. Cr Lumsden referred to "Background". He went on to say that we talked about there being a wish to develop policy that can be followed in a consistent way across all Fish and Game in our Agenda. In our Papers for Information I am reading a letter here that says Hawkes Bay Fish and Game Council have some concerns over genetics, disease, wild birds etc but to me they seem very contradictory. We do not have a policy, yet we have a letter here sent to DOC on behalf of the Hawkes Bay Fish & Game Council telling them that we have these concerns which is confusing. Mark answered Cr Lumsden's concern and believed that this was a mistake as it should have referred to staff and not Councillors. Mark apologised for this error. He went on to say that it refers to staff in the remainder of the letter.

Cr Williams said that he has read through Dr Murray William's report and he has also read through a submission from Cr Niblett that contains very little data or scientific evidence about the releasing of CRM's. Cr Lumsden said that Dr Williams refers to overseas studies in his report and said that we should be talking to those people that are regularly releasing the birds to get more information about the reasons for releasing CRM's in NZ. Cr Niblett said that there are a number of people that release birds and they should be contacted to get information from them. Cr Niblett added that disease has been mentioned in the report, but it hasn't been addressed in the memorandum. Information is lacking about the types of diseases and what risks they actually pose in NZ. If we are being asked to make a decision on whether CRM's are going to be detrimental then we really need some more information to help us make informed decisions. Cr Lumsden was concerned that other F&G regions would be trying to make informed decisions based purely on Dr William's report that lacked information specific to NZ. We haven't tapped in to the information available in NZ so that other F&G Councils can use that to provide meaningful feedback.

Cr Duley said that a few years ago this Council agreed that if releasing CRM's was going to have a negative effect on the wild mallard population then they were not going to support it. He added that nothing has changed and that he has yet to see anything that says that it will have a detrimental effect on wild populations. Cr Williams said that we now have a report from Dr Williams that says that releasing CRM's won't have a negative impact on wild mallard populations. Cr Williams questioned why we need further information regarding diseases. Cr Niblett questioned why F&G don't have a management plan for dealing with diseases.

There was discussion around those that release CRM's protecting their investment by improving habitat and undertaking predator control which will ultimately benefit all ducks in the area. Members of the public said that this was a great opportunity for F&G to support that could help improve licence sales in the future. Cr Duley said that there could be some potential gains and F&G should be supporting the release of CRM's while keeping a watching brief.

Nathan described the importance of habitat and Cr Niblett discussed the importance of ongoing predator control. The Chairman said that the releasing of CRM's isn't costing F&G anything and so there is still money for habitat improvement and other key projects. Cr Duley said that releasing CRM's is going to help Hawkes Bay get more habitat created and undertake more predator control.

Cr Hern said that he had an issue with the development of a National Policy as different regions have different habitats and environments and so a "one size fits all" approach isn't likely to work. We need to listen to what our licence holders want. Cr Williams said that it is going around the regions for their feedback and will be considered by NZ Council at their next meetings so that a draft policy can be developed. Any draft will then be circulated amongst regions for further feedback.

Councillors worked through each question with discussion.

1. Is Fish and Game supportive of releasing CRMs as a tool to augment wild populations – **YES**

The Chairman said that it is about put and take and if we get some growth of the wild population then that is an additional bonus. He added that F&G are unlikely to put money into releasing CRM's.

2. Is Fish and Game supportive of releasing CRMs as a tool that could be used to hasten the recovery of wild populations that are at low levels as a consequence for example, of a series of very poor breeding seasons or serious botulism outbreaks arising from climatic conditions, or over harvesting – **YES**

Cr Duley added that we have moved on from just tipping out animals to introduce them – either they establish, or they don't. If there are specific reasons for a decline in the population then this is one way that the population could be increased.

3. Does Fish & Game support the concept of “put and take” operating where CRMs are released for the principal purpose of providing an immediate hunting opportunity – **YES**

Cr Lumsden said that F&G should be supportive of the concept to augment the wild population as it increases the opportunities for people who chose to do it. It comes at no cost to F&G, has no obvious negatives and mainly positives and if it helps generate more interest in hunting and shooting and increases licence sales then its got to be a good thing.

4. If the latter is something Fish & Game wishes to facilitate, support or promote, would we accept the development of commercial enterprises run along the lines of many upland game operations, or would we require “put and take” operations to be a non-commercial nature only. An argument to consider is if Fish & Game allows commercial pheasant/quail/partridge hunting, should it not also allow commercial exploitation of mallards or other gamebirds and change the law to enable this if necessary.

Cr Duley discussed that the released birds are currently shot under the game season conditions. If hunters need to adhere to the game season conditions, then what is the problem? Cr Williams said that mallards of any description are not to be shot on a game preserve under the current national policy. Cr Williams suggested that Cr Niblett should consider contacting people who release CRM's and their surrounding neighbours to gather feedback for NZ Council to consider at their next meeting.

Cr Lumsden said that there was nothing in there about selling shooting rights, or selling mallards that have been shot (CRM or wild) and so where is the problem? Councillors agreed that you shouldn't be able to shoot more than a daily bag limit on a preserve. Cr Williams said that there is an argument here and overseas that some hunters claim that they own the ducks that they have released and so they claim that they want to shoot as many as they like regardless of any bag limits that are set for the season. The Chairman said that the situation in the UK is quite a bit different to what occurs in NZ with almost as many birds released as occur in the wild over there. He also questioned in the report why someone would spend \$10 purchasing a CRM and then do all the habitat work and predator control work just to shoot it at night using a spotlight.

Cr Niblett questioned what law change was required to enable the commercial exploitation of mallards. The Chairman said that it was important for hunters only to be able to shoot the bag limit that was set by F&G in the game season conditions. A member of the public asked what the Council thought of driven mallard shoots. The Chairman said that if they stick to the daily bag limit and they are not shooting out of season then does it really make any difference? He added that you cannot be charged to shoot these released birds. He emphasised that ducks are important to our licence holders.

5. If Fish & Game allows release of “put and take” operations, would we wish to see the birds hunted in a similar way to how wild mallards are hunted now, or would we be accepting of the upland game equivalent of “driven hunts”, or where birds are encouraged to fly over hunters from point A to B, or some other approach.

The Chairman said that F&G shouldn't get involved in how ducks are hunted, and Councillors discussed how is that different to scaring wild mallards from one pond to another so that the birds can be shot. If there is no charge for the shoot, then what is the issue?

Cr Niblett's agenda question "*Have Councillors been supplied with enough information to make informed decision in the five questions that the NZ Council has asked surrounding Fish and Game's position relating to Captive Reared Mallards*" was then discussed.

Cr Duley said that he felt that he did have sufficient information as we are not going to make any actual decisions but rather keep a watching brief over the situation. Cr Duley did not believe that there was a huge amount of science that is still required but stated that being pragmatic and using common sense he personally does not see any issues with any of it at this stage so far, as he believes we are not making any rules that we have to stick to. He said we are looking at what we have got here and now, what's happening currently and whether or not we think there are any issues.

Cr Niblett said that there were still concerns over genetics, disease, animal welfare and so on that have yet to be addressed. Cr Niblett said that if Councillors felt that the report covered these issues then that was fine, but he would have liked to have known more about what diseases we actually have and whether they are actually an issue here in NZ. Nathan said that he had spoken with Murray Williams about 6 months ago regarding diseases and Nathan agreed that diseases should have been addressed in the report. Cr Niblett said that it was critical that any releases of CRM's were not going to be detrimental to the wild population and is why the disease issue needs to be clarified so that all regions can better understand any potential risks.

Councillors discussed the need for other regions to be better informed before they can make informed decisions about the release of CRM's. The Chairman said that this region originally pushed for pheasant preserves and this has been a good thing for our region as there are a lot more pheasants present nowadays. He added that there are probably more ducks being released here than anywhere and suggested that we should put together a paper to provide more information to NZ Council. A discussion on band information from CRM's followed. The report says that the release of CRM's isn't likely to be detrimental to the wild population and with increased hunting opportunities and increased satisfaction amongst hunters where is the problem? Cr Williams added that we should be sending information to NZ Council to show that hunters are having increased satisfaction.

Cr Niblett spoke about the concern of genetic dilution. Do we know enough about the genetics of the wild population and what is the impact going to be on the wild population from the release of CRM's? He felt that this issue should have been addressed in the report. Cr Niblett said that any policy developed could ensure that the breeding birds had to be first or second generation wild stock. He added that there is currently no selection pressure for anything.

The Chairman said that Hawkes Bay Fish and Game should put together a paper and suggested that staff talk to Cr Niblett in the first instance about what we think are good ideas and what we consider to be the main issues around the release of CRM's to better inform NZ Council when making decisions.

12. POLICY ON CONTROLLING SENSITIVE EXPENDITURE

The purpose was to review Hawkes Bay Fish and Game Council's 2009 policy on controlling sensitive expenditure. Councillors have asked staff to review their policies throughout the year to ensure that they are kept up-to-date and adhered to.

The Chairman said that he had looked through this and was really happy with it. Cr Niblett informed Councillors that he did not agree with the issuing of free fishing and hunting licences as it could potentially cause issues.

AGREED

12.1 That complimentary fishing and hunting licences are not to be issued to anyone other than permanent Fish and Game staff and for this to be added to the Sensitive Expenditure Policy.

Niblett/Lumsden

13.0 DRAFT SPORTS FISH AND GAME MANAGEMENT PLAN

Mark said a committee of Councillors was required to review any submissions received on the draft 10-year Sports Fish and Game Management Plan. The Chairman asked Councillors who would like to do this. Councillors Lumsden, Niblett and Bates formed this committee.

Councillors asked if we have had received any submissions yet and Mark responded nothing yet, but he had heard from a few groups that were intending to submit on the plan. Submissions close on 2 March.

14.0 ADDITIONAL COSTS INCURRED DURING THE 2015/2016 YEAR

The Chairman said that we had 11 weeks of work done on banding and there was more money spent on banding than we had previously thought. He said that he had been approached by two Councillors regarding this and he had asked Mark to investigate it. The Chairman stated that the request was sent through quite quickly prior to this meeting so this matter could be addressed.

Cr Lumsden said what concerned him the most was that it seemed to have been hidden amongst all the numbers in the reports and it was only really when Councillors started going through it and asking lots of questions that we picked up that we had done a lot more work on banding than we had first thought.

Councillors all agreed that a letter of thanks is to be written to Andy Garrick and his team.

15.0 NATIONAL SALMON COMMITTEE

The Chairman started the discussion and said that it doesn't really affect us. He asked how much money was put into the symposium that they had recently, and Cr Williams said it was approximately \$10-20K. He also advised that it is a last-ditch attempt to try and salvage something out of the salmon fishing industry in the South Island which is in dire straits and they are doing everything they possibly can to try and figure out what's out there and said it is a fantastic thing. Cr Williams believes that we need to give them our full backing. Cr Bates asked Councillors if they were happy with this and the consensus was, yes. Cr Williams said they have done a wonderful job forming terms of reference and have been totally thorough and he suggested we give them our full support. All Councillors were happy with this.

16.0 LIAISON OFFICERS REPORTS

16.1 EAST COAST/HAWKES BAY CONSERVATION BOARD

Nothing tabled

16.2 REPORTS FROM OTHER AGENCIES

Nothing tabled

16.3 REPORTS FROM NEW ZEALAND COUNCIL

Nothing tabled

17.0 OPERATIONAL REPORTS

17.1 MANAGEMENT REPORT

Cr Hern said that the Tukituki River has been fishing very well this summer compared to recent years. Cr Hern reported good numbers of juvenile fish and also adults in excellent condition in the 3-5lb range. He mentioned that last year there were good numbers of trout in the 2-2.5lb range and it could be those same fish maturing this year. Cr Hern added that there hadn't been any beach raking this year and there was plenty of insect food for trout along the river beds as the vegetation had grown up. Fish have been rising all day over the last 6 weeks in the Tukituki and Waipawa rivers. Mark added that the frequent freshes this season could have helped keep the river structure looking natural. The Chairman asked Mark where he had got to with the monitoring programme for beach raking. Mark said that he had recently met with HBRC staff to discuss some options. He said that it's not the easiest thing to monitor but said that HBRC have historical aerial photography data dating back over the last 30-40 years on several of the region's rivers that could be investigated to see if there have been any major changes that have occurred during that time. Mark explained that the rivers have been beach raked for the last 25 years and so some data exists prior to raking commencing. HBRC staff were going to analyse the data and hopefully that would show whether the number of pools has changed during that time. Mark added that he has made contact with the regions angling clubs to identify areas where pools have been lost over time due to beach raking. Mark said HBRC staff were looking at data recorded over the years regarding the height of the river bed and this data could also be useful for our monitoring purposes. He added that they were also open to the concept of creating artificial pools or deepening existing pools.

The Chairman asked about the auto renewal system for the both the fish and game licence system following on from a discussion at the previous Council meeting. Mark said that he was unsure whether it was best to wait for the Licence Working Party to investigate it further or whether it is something that we should push ourselves as a region. The Chairman indicated that the working party could take some time to get this going and perhaps we should look at doing something as a region. The Chairman asked if we were allowed to do this regionally. Christine explained that she has asked Robert Sowman and Kate Thompson via email before asking Mark to make a final decision on it. The Chairman said that we could investigate it further especially if there was no significant cost associated.

AGREED

17.1. That the Management Report be accepted.

Niblett/Hern

17.2 HEALTH & SAFETY REPORT

AGREED

17.2.1 That the Health & Safety Report be accepted.

Niblett/Hern

17.3 FINANCE REPORT

The Chairman made a quick comment regarding the staff house rental amount. Mark advised Council that it was only for the first third of the year hence the variance.

AGREED

17.3.1 That Council approves the following payments.

Niblett/Hern

November 2017	\$52,966.49
December 2017	\$41,839.14
TOTAL TO APPROVE	\$94,805.63

AGREED

17.3.2 That the Finance Report be accepted.

Niblett/Hern

17.4 LICENCE REPORT

Mark explained that the licence sales were 3.2% down on the same period last year. It has been a good season after a good opening with fine weather and clear rivers and we had been tracking quite well in terms of licence sales.

AGREED

17.4.1 That the Licence Report be accepted

Duley/Williams

18.0 MEETING CLOSES

There being no further business, the meeting closed at 9.08pm

CONFIRMED

CHAIRMAN

DATE: / /

SUMMARY OF RESOLUTIONS

AGREED

3.1 That having previously been circulated to members, the Minutes of the meeting of the Hawkes Bay Fish and Game Council held on Tuesday, 30th November 2017 are a true and accurate record.

Duley/Hern

AGREED

9.1 That Council agrees to the consultation process and time frame for considering changes in the 2018/2019 Anglers Notice.

9.2 That Council identifies any issues for further discussion in the initial "Issues and Options" paper to be prepared in April.

Hern/Williams

AGREED

12.1 That complimentary fishing and hunting licences are not to be issued to anyone other than permanent Fish and Game staff and for this to be added to the Sensitive Expenditure Policy.

Niblett/Lumsden

17.1 MANAGEMENT REPORT

AGREED

17.1.1 That the Management Report be accepted.

Niblett/Hern

17.2 HEALTH & SAFETY REPORT

AGREED

17.2.1 That the Health & Safety Report be accepted.

Niblett/Hern

17.3 FINANCE REPORT

AGREED

17.3.1 That Council approves the following payments.

Niblett/Hern

AGREED

17.3.2 That the Finance Report be accepted.

Niblett/Hern

17.4 LICENCE REPORT

AGREED

17.4.1 That the Licence Report be accepted

Duley/Williams

6. CONFLICT OF INTEREST REGISTER

Ref: 7.02.01

7 March 2018

1. Purpose

A standing agenda item to disclose any Councillor (“Member”) Conflict of Interest or potential Conflict of Interest, and record this in the Councillor Conflict of Interest Register.

2. Background

The Hawkes Bay Fish and Game Council has developed a policy to deal with Conflicts of Interest and must provide a standing agenda item to allow Councillors to disclose any Conflict or highlight any potential conflict. The “Interest Register” ring binder will be circulated in the first part of each meeting for Councillors to record any interests. The Council should then discuss how it wants to deal with any interest or perceived interest identified.

Conflict of Interest (refer s2.7 Governance Policies) means when the member can be shown to have actual bias or apparent bias in respect of a matter¹ i.e.:

- (i) A member can be shown to have actual bias when a member’s decision or act in relation to a matter could give rise to an expectation of financial gain or loss (that is more than trivial) to the member (and/or to the member’s parent(s), child(ren), spouse, civil union partner, de facto partner, business partner(s)/associate(s), debtor(s) or creditor(s)).
- (ii) A member can be shown to have apparent bias when a member’s official duties or responsibilities to the Council in relation to a matter could reasonably be said to be affected by some other interest or duty that the member has.
- (iii) A member’s “interest or duty” includes the interests of that member’s parent(s), child(ren), spouse, civil union partner or de facto partner that may be affected by the matter at issue. It also includes the interests of a person with whom the member has a close, personal relationship where there is a real danger of personal favouritism.
- (iv) There is no Conflict of Interest where the member’s other interest or duty is so remote or insignificant that it cannot reasonably be regarded as likely to influence him or her in carrying out his or her responsibility.

A potential conflict of interest (refer s2.8 Governance Policies) arises when:

¹ “Matter” means:

(i) The Council’s performance of its functions or exercise of its powers as set out in Part 5A of the Conservation Act 1987, subject to the Council’s statutory purpose set out in section 26P(1) of the Conservation Act; or

(ii) An arrangement, agreement, or contract made or entered into, or proposed to be entered into, by the Council.

- (i) There is a realistic connection between the member's private interest(s) and the interest(s) of the Council;
- (ii) The member's other interest could specifically affect, or be affected by, the actions of the Council in relation to a matter;
- (iii) A fair-minded lay observer might reasonably consider that the member's private interest or duty may influence or motivate the actions of the member in relation to a matter; and
- (iv) There is a risk that the situation could undermine public trust and confidence in the member or the Council.

Conflicts of Interest should be dealt with as follows (refer s1.13 Standing Orders):

1.13.1 Every member present at a meeting must declare any direct or indirect conflict of interest that they hold in any matter being discussed at the meeting, other than an interest that they hold in common with the public.

1.13.2 When a conflict of interest arises in respect of a matter, the affected member will:

- (i) not vote on issues related to the matter;
- (ii) not discuss the matter with other members;
- (iii) conform to the majority view of other members present as to whether to be excluded from discussions regarding the matter and/or leave the room when the matter is discussed;
- (iv) not, subject to the discretion of the Chairperson, receive further papers or other information related to the matter.

1.13.3 Where a member can be shown to have a potential conflict of interest, the Council (excluding the affected member) will determine an appropriate course of action, which may include the following:

- (i) applying some or all of the actions applied to a member with a conflict of interest (set out in 1.13.2 i) – iv) above);
- (ii) provide a written explanation outlining why there is no legal conflict of interest that can be made available to all Fish and Game Councils, licence holders and other interested parties.

1.13.4 The conflicted member will be given the opportunity to be heard by the Council on the points raised and the member's submissions will be taken into consideration by the Council.

1.13.5 The minutes must record the declaration and member's subsequent abstention from discussion and voting.

Councillors should take this opportunity to disclose any Conflict of Interest they are aware of now and record it in the circulated Conflict of Interest Register. If during the course of the meeting a conflict or perceived conflict is recognised, then this should be disclosed at that point in time.

3. Recommendation

- 3.1 That Councillors disclose any Conflict or potential Conflict of Interest, record it in the Interest Register, and Council agrees on how to deal with any Conflict of Interest raised. The register is to be signed at each meeting by all Councillors regardless of whether Councillors have a conflict of interest or not.**

7.0 DEVELOPMENT OF THE 2018-2019 OPERATIONAL WORK PLAN

Ref: 8.02.01

7 March 2018

1. Purpose

To consider proposed projects, budgets and performance targets for the 2018-2019 operational work Plan (OWP).

2. Background

Operational Work Plans (which come into force on 1 September each year) are developed over several months from February onwards, and involve a review by Council of strategic priorities, core functions, project objectives, allocation of resources, and performance measures. The process may include seeking Council's approval for the submission of applications to the national Contestable Fund to increase bulk funding for specific purposes.

The steps involved in developing the OWP for the 2018-2019 year are as follows:

- Council reviews priorities and project themes/areas it wishes to focus on over and above core functions (13 February 2018 Council meeting).
- Council reviews draft projects and budgets excluding internal costs at this (3 April 2018) Council meeting.
- Contestable funding bids and draft regional budgets (revised if necessary following current meeting) submitted to the NZ Council for their consideration at the next meeting on 27/28 April 2018.
- Staff revise projects and resourcing including hours and internal costs to take into account outcomes of the contestable fund bids and circulate second draft of the OWP to Council ahead of its 14 June 2018 meeting.
- Second draft of the OWP considered at the June meeting and projects, budgets and targets reviewed and refined as necessary.
- Penultimate draft of OWP circulated to clubs for comment.
- Club comments considered and incorporated if appropriate into final OWP presented for approval at Council's meeting on 7 August 2018.

3. Outcomes from Council's February 2018 Meeting

At the February Council meeting, Council noted that many of the existing priorities are still relevant but there was a need to re-examine our priorities and get back to basics in some areas. Emphasis was placed on wetlands and the need to evaluate our wetland habitats and enhance them as much as we can. An inventory of what wetlands exist in the Hawkes Bay needs to be completed and effort needs to be put into encouraging wetland owners to improve them for game birds. External funding opportunities need to be explored and a plan created for the future use of our onsite shade house.

Increased predator control and issues over predator switching also needs to be considered along with how we work and support other agencies already undertaking predator control work.

Councillors also discussed the need to better understand our freshwater fisheries across the region so that up-to-date inventories can be created. Councillors agreed that we need to advocate for water quality and quantity and keep being involved with RMA issues.

Councillors also discussed the requirement for more ranging activity across the region and the need to allocate more resources to the compliance programme.

Councillors discussed the need for a licence holder satisfaction survey covering both anglers and hunters to better understand what our licence holders want as this could help increase future licence sales. A national survey could be conducted by NZ Council, but a specific Hawkes Bay survey would be a good place to start.

There was also a discussion around how we should monitor ducks into the future to better understand our populations and assist with the setting of our regulations.

4. Direct Costs

Overall output expenditure has increased by \$3,324. Points to note in relation to the changes that have been made to the Draft OWP compared to the current 2017-18 plan are as follows:

- Population Monitoring- Total Direct costs have decreased by \$3,500. The 2 areas that have changed:
 - Lake Tutira – reduction by \$4,000 – this was a one-off budget last year. It was established as we reduced the Liberations Budget for Lake Tutira to assist with habitat and monitoring of the lake.
 - Upland/Headwater Fisheries – increase by \$500.
- Harvest Assessment – Decrease budget by \$800. There has been a decrease in the budget for the Game Bird Hunter survey – this reflects actual costs incurred over the last few years and takes into account that the survey will be completed inhouse this year – rather than by using the Southern Institute of Technology for the survey.
- Game Farm – reduction in budget by \$5,500. Additional funding was added into the 2017/18 budget to ensure that the Game farm buildings and grounds were well maintained. This is planned for within the current year and the budget has been set at a level that the grounds and the hatchery building are adequately maintained.
- Releases – increase in budget by \$4,624 – this reflects the releases planned for Lake Tutira and Lake Hawkston.
- Control – increase by \$100 for Traps.
- Resource Management Act- Increase by \$5,000 – this is for a proposed Cawthron investigation.
- Works & Management – increase budget of \$1,000 – New budgets have been set for work on Lake Pirimu, Rail Road and HBRC reserves – this includes the rates for the Rail Road wetland.
- Increase in budget by \$3,000 – New budget for Riparian habitat and \$2,000 for Lake Tutira Habitat.

- Access – Reduced by \$2,200. For Signage this has been reduced due to the Walking Access income - \$1000 in the 2017/18 year – there will be no walking access \$ in the 2018/19 year. The Budget for Hunter Ballots has been transferred to Angler & Hunter Training.
- Angler & Hunter Training – Increased by \$2,200. Angler/ Hunter Training has been increased by \$1,000 – to accommodate open days for novices and \$1,200 for the maintenance of balloted stands for novice hunters (transferred from Access).
- Club Relations – budget reduced by \$150 to reflect actual spending over the last few years.
- Huts – reduced by \$1,000 – most of the repairs and maintenance has been completed or will be completed by the end of the current year 2017/18.
- Advocacy – increase \$1,000 for the Wetland Forum which is being held in the Hawkes Bay in the 2018/19 year.
- Public Promotions – increase by \$500 – plan to purchase a new skin for the highway sign.
- Visitor Fac/Education – new budget of \$500 to put into resources for the Game Farm.
- Agent Servicing – reduced by \$250 to reflect actual costs in past years.
- Management Plan – reduced to a zero budget – Plan should be finalised by the 2018/19 year.
- Overheads – overall these have reduced by \$3,951. The main area that has been reduced is the Vehicle expenses – these were over budgeted in previous years. In other areas there have been slight changes to reflect actual costs in previous years. Insurance increased by \$1,500 to reflect ever increasing cost. Maintenance on staff house and office premises have been reduced as significant maintenance has been completed over the last few years.

5. Hawkes Bay Management Agreement

The reciprocal agreement between Eastern and the Hawkes Bay Regions continues for the 2018/19 year (refer to Papers for Information). There has been a reduction in the hours that the Eastern Region provides managerial support for the Region – this has reduced the cost to Hawkes Bay by \$6,000. (now \$25,200) Eastern region will contribute 450 hours of Financial, Administrative and operational support to Hawkes Bay and the Hawkes Bay will undertake to contribute 45 hours of operational support to the Eastern Region (income of \$2,520).

6. Resourcing

6.1 – Bulk Fund

Hawkes Bay Region currently (2017-2018 OWP year) has a bulk funded operation budget of \$386,497. (\$3,089 has come from reserves). There is no requirement for a Contestable Fund bid for the 2018-2019 year as the current salaries budget (with the reduction of \$6,000 management contract from Eastern) can adsorb the 1.6% CPI increase that has been approved nationally.

The Bulk fund operational Budget for the 2018-2019 year is \$383,408.

6.2 – Allocation of Staff hours

No adjustment has been made within this draft budget for the reallocation of staff hours. Hours will be allocated in accordance with the project area and priorities Council has determined to the extent this can be accommodated without compromising our core activities.

7. Recommendations

7.1 That Council considers the initial OWP for 2018-19 and identifies any issues it might have with it.

8. ANGLERS NOTICE REVIEW

Ref: 1.07.01

7 March 2018

1. Purpose

To consider changes to the Anglers Notice for the 2018-2019 season.

2. Background

The Anglers Notice review provides an opportunity to amend regional sport fishing regulations. Licence holders and the public are able to submit on issues they may have identified with the current regulations for consideration by Council.

The proposed process for undertaking the review is as follows:

- (i) Advise angling clubs early on that the process is underway and that any suggested changes, and rationale for those changes are welcomed. Notification would include advertising the process on the Hawkes Bay webpage, Facebook page and in the Fish and Game “Reel Life” electronic newsletter.
- (ii) At the February Council meeting, a list of any submissions on the Anglers Notice that have been received at that point will be presented to the Council for discussion. The Council will consider which submissions have merit and warrant further investigation along with any that it might wish to propose. Staff will then produce a preliminary “Issues and Options” paper for distribution to clubs and submitters, and then advertising via electronic media.
- (iii) Prior to the April meeting, Councillors will receive feedback from staff and submitters including any new suggestions in the form of an Agenda item. At the April meeting, all submissions received will be debated and the Council will decide which of these are worthy of further examination. If warranted, a second “issues and Options” paper will be produced and again circulated for consultation. This will include a press release to inform the public along with licence holders who might not be aware of the process taking place.
- (iv) At its June 2018 meeting, Council will receive any additional correspondence arising from the undertakings to date and will finalise the content of the 2018/19 Anglers Notice.

3. Initial suggestions

- (i) A move away from multi-pointed hooks/treble hooks was proposed at last year’s regulation review with a number of angling clubs asking for them to be banned. As they feature in the first schedule of the regulations, any ban would need to occur across the whole of New Zealand. It is timely to review the use of treble hooks at a national level.
- (ii) The headwaters of the Mohaka River and the Ngaruroro River could be classified in the regulations as “backcountry fisheries” rather than headwater fisheries. This would have the benefit of requiring anglers to register to provide Fish and Game with a full list of backcountry fishery users and enable us to monitor angler

use/angler satisfaction of those areas. Designated backcountry reaches, and their tributaries would need to be determined for each river.

- (iii) A submission was received from one angler enquiring why the Fish and Game Hawkes Bay boundary is different to the standard boundary for the Hawkes Bay region as he wished to fish further north of the Mohaka River.

4. Recommendations

- 4.1 That Council identifies any issues for further discussion at the June meeting.

Preliminary Issues and Options Paper

1. **Prohibit the use of multi-point hooks within the Hawkes Bay Region Fish & Game waters**

Background

A move away from multi-pointed hooks/treble hooks was proposed at last year's regulation review with a number of angling clubs asking for them to be banned. As they feature in the first schedule of the regulations, it was thought that any ban would need to occur across the whole of New Zealand.

Multi-point hooks were legalised approximately 15 years ago in a national move to standardise the regulations between regions. Published literature suggests that there is no greater mortality to fish following release from multi-point hooks than from single-point hooks. Public and angler perception concerned with animal stress and what is or isn't considered to be humane treatment are however, valid points for discussion. Catch and release is an important element of freshwater sports fishing, and whether a fish is hooked with a single or a multi-point hook, anglers need to be aware of the need to promptly and gently release trout that they are unable or unwilling to keep and how to do this.

Discussion

Further investigations into this by Eastern Fish and Game region have found that it is possible to prohibit the use of treble hooks under Schedule 2 of the fishing regulations. It requires voting through by Council before it can be presented to the Minister with rationale for the change. We would then await Ministerial approval. If Eastern are keen to pursue this change this year, it would make sense for Hawkes Bay to also prohibit the use of treble hooks as a neighbouring region.

Options

- (1) Retain the status quo of allowing multi-point hooks (doubles & trebles) to be used on lures.
- (2) Vote for a change to prohibit the use of multi-pointed hooks (anything other than a single hook) within the Hawkes Bay Region Fish & Game waters under Schedule 2.

2. **Backcountry fisheries**

Background

The headwaters of the Mohaka River and the Ngaruroro River could be classified in the regulations as "backcountry fisheries" rather than headwater fisheries. This would have the benefit of requiring anglers to register to provide Fish and Game with a full list of backcountry fishery users and enable us to monitor angler use/angler satisfaction of those areas. Designated backcountry reaches, and their tributaries would need to be determined for each river.

Discussion

Following on from the February Council meeting, staff contacted other Fish and Game regions that operate backcountry fisheries to get more information about the positives and negatives of designating certain areas as “backcountry” fisheries. These are summarised in the table below.

Positives/benefits	Negatives/issues
Generate more income from the sale of more expensive licence categories.	Initial set up with signage requirements and public promotions.
The licence endorsements provided a good indication of who is actually using the backcountry resource.	Increased compliance required to monitor those areas.
Policy created to avoid creating backcountry fisheries frequently used by locals and close to main towns.	Some fishing guides didn't think that the backcountry areas started far enough upstream.
Angler required to purchase a full season licence which prevents tourists accessing our premier fisheries on short-term or day licences. This creates a sense of equity/fairness among resident anglers and may discourage some tourist angling pressure and displace those anglers to other fisheries.	Some sport shops were not great at mentioning the requirements for backcountry fisheries while others gave out endorsements even if the anglers were never intending to fish in backcountry areas. This created lower than expected reporting rates for the surveys.
Establishes a database of users that allows for targeted communication, surveying and monitoring of use, better information on guided activity, satisfaction ratings, catch rates, periods of peak use, encounter rates etc.	Some foreign anglers never knew some rivers existed but by making them backcountry rivers it drew attention to them and they attracted more angling pressure.
It highlights the value of the river.	Doesn't directly address issues with angling pressure.
Can facilitate additional management approaches – i.e. controlled periods.	Negative responses from anglers – some anglers may not be supportive with a small number complaining about the additional licencing requirement being a hassle.

Overall, other regions said that there were more positives than negatives when it came to having designated backcountry fisheries. One region held meetings prior with the fishing guides to discuss the proposal of creating backcountry fisheries so that their views could be heard via a consultative process. All regions that replied agreed that the main benefit was being able to survey those anglers that were using the resource and obtain key information.

Options

- (1) Maintain the status quo of no “backcountry” designated fisheries.
- (2) Continue to investigate the option of creating designated “backcountry” fisheries on the Mohaka and Ngaruroro rivers.

9.0 REGION PROTECTED DISCLOSURE POLICY HAWKES BAY FISH AND GAME COUNCIL

Ref:7.02.02

7 March 2018

1. Purpose

To review Hawkes Bay Fish and Game Council's 2008 Policy on Protected Disclosure.

2. Background

Councillors have asked staff to review their policies throughout the year to ensure that they are kept up-to-date and adhered to.

3. Recommendation

3.1 That Councillors review the policy on Protected Disclosure and provide feedback to the Regional Manager.

REGION PROTECTED DISCLOSURE POLICY HAWKES BAY FISH AND GAME COUNCIL

Ref:7.02.02

7 March 2018

Introduction

- 1 The Council accepts that it has a responsibility to have in operation internal procedures for receiving and dealing with information about serious wrongdoing in or by the Council. The Council also accepts that it must regularly educate and train its employees on the internal disclosure system.
- 2 The Council agrees that this policy must be provided to all staff members at least annually.
- 3 The purpose of this policy is to provide information and guidance to employees of the Council who wish to report serious wrongdoing within the Council. The policy is issued in compliance within the Protected Disclosures Act 2000.

What is Protected Disclosure?

- 4 A protected disclosure is a declaration made by an employee where they believe serious wrongdoing has occurred. Employees making disclosures will be protected against retaliatory or disciplinary action and will not be liable for civil or criminal proceedings relating to the disclosure.

Definition of Serious Wrongdoing

- 5 Serious wrongdoing includes any serious wrongdoing of any of the following type:
 - An unlawful, corrupt, or irregular use of funds or resources; or
 - An act, omission or course of conduct that constitutes a serious risk to public health or public safety or the environment; or
 - An act, omission or course of conduct that constitutes a serious risk to the maintenance of law, including the prevention, investigation, and deletion of offences and the right to a fair trial; or
 - An act, omission or course of conduct that constitutes an offence; or
 - An act, omission or course of conduct by a public official that is oppressive, improperly discriminatory, or grossly negligent, or that constitutes gross management.

Conditions of Disclosure

- 6 Before making a disclosure the employee should be sure the following conditions are met:
 - The information is about serious wrongdoing in or by the Council;
 - The employee believes on reasonable grounds the information to be true or likely to be true;

- The employee wishes the wrongdoing to be investigated; and
- The employee wishes the disclosure to be protected.

Who can make a Disclosure?

- 7 Any employees of the Council can make a disclosure. For the purposes of this policy an employee includes:
- Current employees and Regional Manager;
 - Former employees and Regional Managers;
 - Contractors supplying services to the Council.

Protection of Employees making disclosures

- 8 Any employee of the Council can make a disclosure and who has acted in accordance with the procedure outlined in the policy:
- May bring a personal grievance in respect of retaliatory action from their employers;
 - May access the anti-discrimination provisions of the Human Rights Act in respect of retaliatory action from their employers;
 - Are not liable for any civil or criminal proceedings, or disciplinary hearing by reason of having made or referred to a disclosure; and
 - Will, subject to paragraph 10e in the Procedure, have their disclosure treated with the utmost confidentiality.
- 9 The protections provided in this section will not be available to employees making allegations they know to be false or where they have acted in bad faith.

Procedure

- 10 Any employee of the Council who wishes to make a protected disclosure should do so using the following procedures:
- a. The employee should submit the disclosure in writing
 - b. The disclosure should contain detailed information including the following:
 - The nature of the serious wrongdoing;
 - The name or names of the people involved; and
 - Surrounding facts including details relating to the time and/or place of wrongdoing if known and relevant.
 - c. A disclosure must be sent in writing to the Regional Manager who has been nominated by the Council under the provision of Section 11 of the protected Disclosure Act 2000 for this purpose.
- OR
- If you believe that the regional manager is involved in the wrongdoing or has an association with the person committing the wrongdoing that would make it inappropriate to disclose to them, then you can make the disclosure to the Council Chairperson.

- d. On receipt of the disclosure, the regional manager or Council Chairperson must within 20 working days examine seriously the allegations of wrongdoing made and decide whether a full investigation is warranted. If warranted a full investigation will be undertaken by the Regional manager or Council Chairperson or arranged by him/her as quickly as practically possible, through an appropriate Authority.
- e. All disclosures will be treated with the utmost of confidence. When undertaking an investigation, and when writing the report, the Regional Manager or Council Chairperson will make every endeavour possible not to reveal information that can identify the disclosing person, unless the person consents in writing or if the person receiving the protected disclosure reasonably believes that disclosure of identifying information is essential:
 - To ensure an effective investigation; or
 - To prevent serious risk to public health or public safety or the environment.
- f. At the conclusion of the investigation the regional manager or Council Chairperson will prepare a report of the investigation with recommendations for action if appropriate. This report will be sent to the Council.

Disclosure to an appropriate Authority in certain circumstances

- 11 A disclosure may be made to an appropriate authority (including those listed below) if the employee making the disclosure has reasonable grounds to believe:
- The Council Chairperson is or may be involved in the wrongdoing;
 - Immediate reference to another authority is justified by urgency or exceptional circumstances; or
 - There has been no action or recommended action within 20 days of the date of the disclosure.

Appropriate Authorities include (but are not limited to);

- Commissioner of Police
- Controller for the Auditor General
- Director of Serious Fraud Office
- Inspector General of Intelligence and Security
- Ombudsman
- Parliamentary Commissioner for the Environment
- Police Complaints Authority
- Solicitor General
- State Services Commissioner
- The head of any public-sector organisation.

Disclosure to Ministers and Ombudsman

12 A disclosure may be made to a Minister of the Ombudsman if the employee making the disclosure has made the same disclosure according to the internal procedures and clauses of this policy and reasonably believes that the person or authority to the disclosure was made:

- Has decided not to investigate; or
- Has decided to investigate but not made progress with the investigation within reasonable time; or
- Has decided to investigate but not taken or recommended any action;

and the employee continues to believe on reasonable grounds that the information disclosed is true or is likely to be true.

Approval

13 When the Council approved the Policy, it was agreed that no variations of this Policy or amendments to it can be made except by the unanimous approval of the Council.

14 As part of its approval the Council requires the manager to make copies available to all staff. The Council requires that the manager arrange for all new staff to be made familiar with this Policy.

Signed

Council Chairman. Bruce Bates

On behalf of, and with the authority of the Council on _____

10.0 DATE FOR COUNCIL MEETINGS IN 2018

Ref: 7.02.01

19 March 2018

1. Purpose

To review and set Council's 2018 meeting dates.

2. Background

Following on from the February Managers meeting it is recommended that the Council reviews its meeting dates for the October Council meeting and the November Council meeting. Moving the 17 October meeting date to 6 November allows for the new Council to meet and appoint representatives to NZ Council and this must occur before the 21 November. Alternatively, an additional meeting could be scheduled solely for this purpose.

Proposed meeting dates and key issues for discussion:

	Date	Key Issues
1	13 February 2018	<ul style="list-style-type: none">• <i>Council Priorities</i>
2	3 April 2018	<ul style="list-style-type: none">• <i>OWP – initial draft</i>• <i>Anglers Notice – initial consideration</i>
3	14 June 2018	<ul style="list-style-type: none">• <i>Licence Fee</i>• <i>OWP – 2nd draft</i>• <i>Anglers Notice – finalise recommendations</i>
4	7 August 2018	<ul style="list-style-type: none">• <i>Finalise OWP</i>
5	6 November 2018	<ul style="list-style-type: none">• <i>Game Conditions – initial consideration</i>• <i>Annual Performance Report – draft</i>
6	4 December 2018 or 11 December 2018*	<ul style="list-style-type: none">• <i>Game Conditions – finalise recommendations</i>
AGM	4 December 2018 or 11 December 2018*	<ul style="list-style-type: none">• <i>Present Annual Performance Report</i>

3. Recommendation

3.1 *That Council decides on the dates that it wishes to meet in November and December 2018.*

11. EVALUATION OF COUNCIL

Ref: 7.02.03

18 March 2018

1. Purpose

To assess the performance of the Hawkes Bay Fish and Game Council.

2. Background

Hawkes Bay Fish and Game Council Governance Policy 2.6a states that *“The Council will, each year, appraise its own performance, and its own processes and procedures to ensure that they are not unduly complex and are designed to assist Council in effectively fulfilling its role”*.

The purpose of the Council is to represent the interests of anglers and hunters and provide coordination of the management, enhancement and maintenance of sports fish and game within the Hawkes Bay region.

Councillors will be issued assessment forms at this meeting and are asked to complete the forms in their own time and return to the Chairman a week prior to the next Council meeting on 14 June 2018. The Chairman will manage the collation and reporting of the results.

3. Recommendation

3.1 That Councillors complete the assessment forms prior to the June 2018 Council meeting so that the results can be discussed at that meeting.

12. FORESTRY LOGGING OPERATIONS

Ref: 2.02.05

20 March 2018

1. Purpose

To discuss the effects of forestry logging operations on Hawkes Bay waterways and provide an update on the National Environmental Standards for Plantation Forestry that are due to commence in May 2018.

2. Background

Exotic pine forestry operations are a threat to water quality and the Hawkes Bay region has many river catchments that contain large areas of exotic forest.

Removal of forest cover has the potential to adversely affect in-stream values such as water quality, temperature and trout habitat. Riparian vegetation is important in providing shelter that macro-invertebrates require. Invertebrates are important prey items for many species including trout. The removal of cover can affect water temperature which is important for the survival of invertebrates and trout.

Most impact on streams associated with exotic forestry occurs during and directly after logging. Clear-felling to a stream's edge along with inappropriate roading and bridging techniques can cause significant changes to stream environments.

There are numerous factors that can contribute to increased sediment loads within streams after a forest has been harvested. Channels may expand due to increased runoff which can accelerate erosion along the stream banks. The steep slopes that were once protected by forest cover are now exposed to the effects of erosion from wind and rainfall. The construction of logging roads also increases the areas of erosion prone land. Finally, debris dams left after the forestry activity has finished can be mobilised during floods and release large amounts of sediment that had built up behind them. This sediment input increases the risk of stream bed sedimentation and can reduce invertebrate habitat and the stability of surface sediments. Increased sediment can also have a negative impact on the suitability of the substrate for spawning trout.

However, the use of riparian buffer zones can drastically minimise the effects of forestry logging by minimising changes to water clarity, temperature, sediment particles, periphyton biomass and invertebrate density. Where no riparian buffers exist, bed aggradation can occur, and silt levels can increase substantially on the stream bed. Communities of invertebrates are also likely to change from a Deleatidium based community to more sediment tolerant species such as Diptera and Chironomids. This change in invertebrate communities will have a negative impact on the trout fishery. Efforts need to be made now to reduce the sediment inputs into rivers and streams.

The National Environmental Standards for Plantation Forestry (NES-PF) were published on 3 August 2017 and will commence on 1 May 2018. They provide nationally consistent regulations to manage the environmental effects of forestry operations (see Papers for Information).

Councils currently manage the environmental effects of forestry activities through regional and district plans. When the NES-PF comes into effect on 1 May 2018 it will provide a consistent

set of regulations for plantation forestry activities. Conditions to manage potential environmental effects include:

- Unplanted strips to protect against erosion and sedimentation for afforestation
- Management plans for earthworks, forest quarrying, and harvesting activities to identify environmental risks and how they'll be managed
- Identification and maintenance of storm water and sediment control measures for forestry activities.

Where environmental effects cannot be managed, the activity requires a resource consent from the council.

Hawkes Bay Fish and Game staff will need to work closely with Hawkes Bay Regional Council staff to ensure that forestry activities are being properly monitored once the new plan takes effect in May 2018.

The subject of silt and debris washing off recently felled timber plantations was also discussed at the March 2018 NZ Council meeting. The issue is to be raised with Ministers.

13. ESK RIVER

Ref: 2.06.00

20 March 2018

1. Purpose

To discuss trout populations in the Esk River.

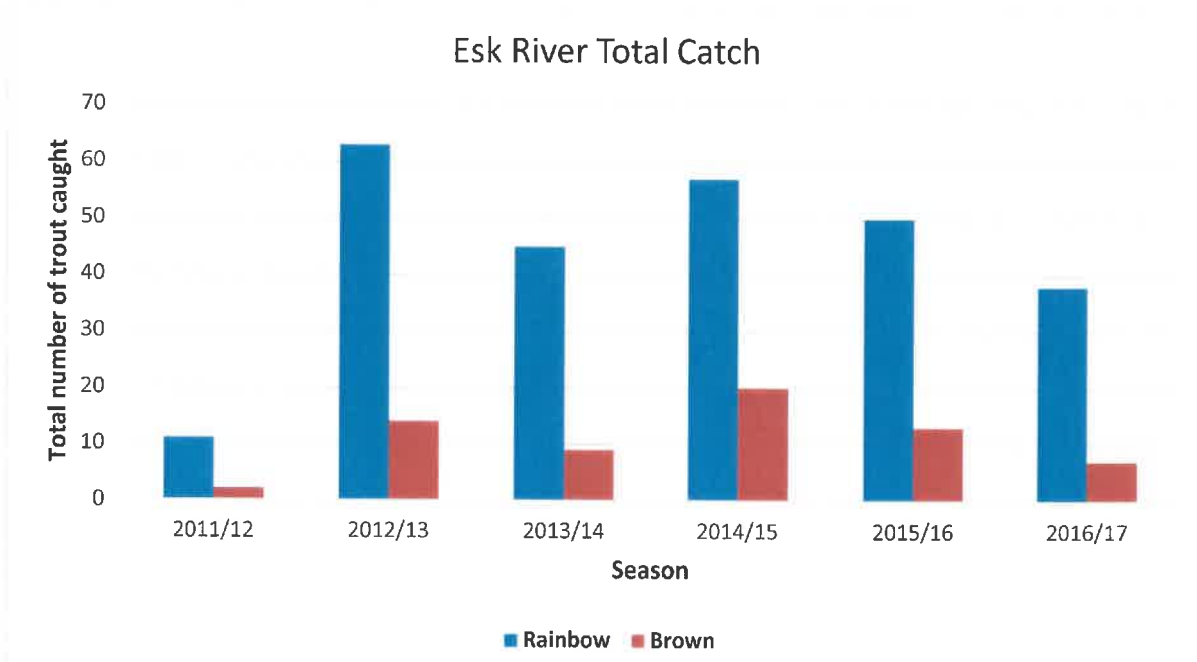
2. Background

The Esk River is considered to be a self-sustaining wild trout fishery and like many other river systems in the Hawkes Bay contains adequate spawning and juvenile rearing habitat but suffers a lack of good quality adult trout habitat. There is still limited knowledge regarding spawning in this river. Until 1999 trout fingerlings were regularly liberated into the Esk River. Liberations were discontinued after 1999 in light of a review of investigations by Hawkes Bay Fish and Game and earlier research.

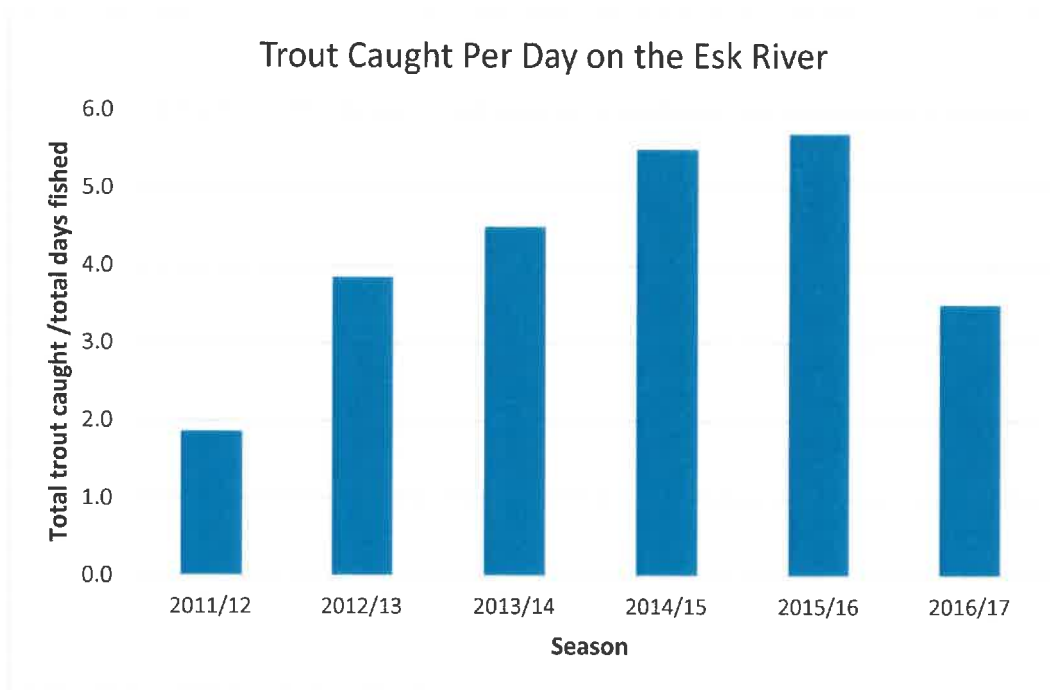
Anecdotal reports from some anglers, that have fished the Esk River regularly over a number of years, indicate declining stocks of catchable adult fish. To add to this, the Esk River recently experienced a significant flood on 8 March 2018 that flooded the lower reaches and transported large volumes of silt throughout. Some anglers have expressed concerns about the effect that this large flood will have had on the resident trout population.

Data from one Hawkes Bay angler that has regularly fished the Esk River since season 2011/12 is shown below to provide a recent snap-shot of the current state of the trout fishery.

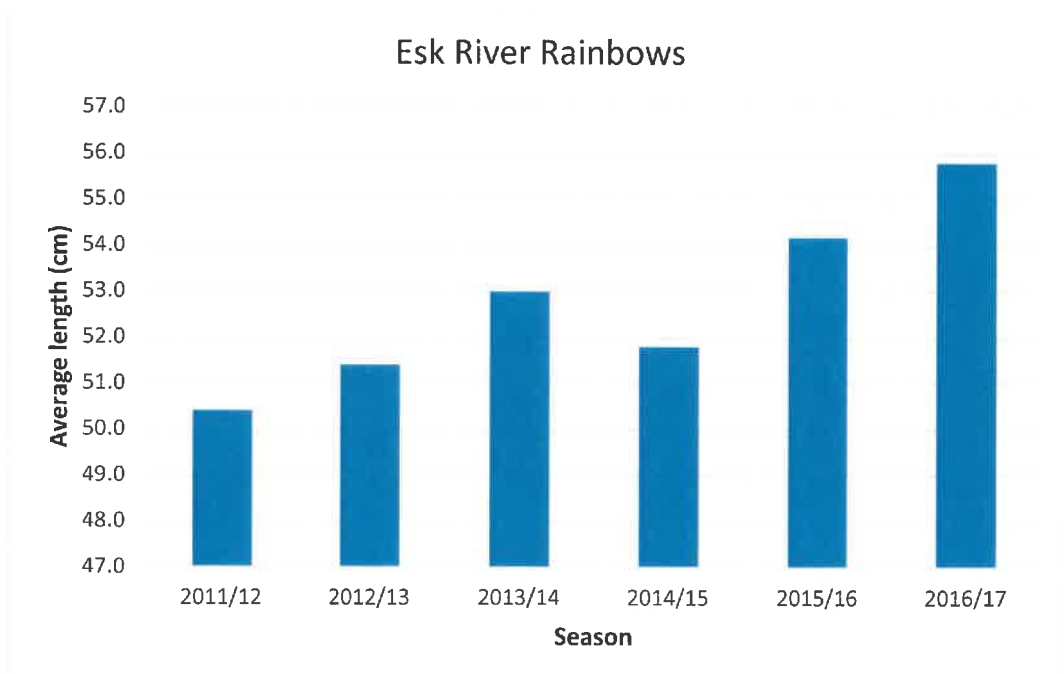
Total recorded catch of trout by one angler between seasons 2011/12 and 2016/17 on the Esk River.



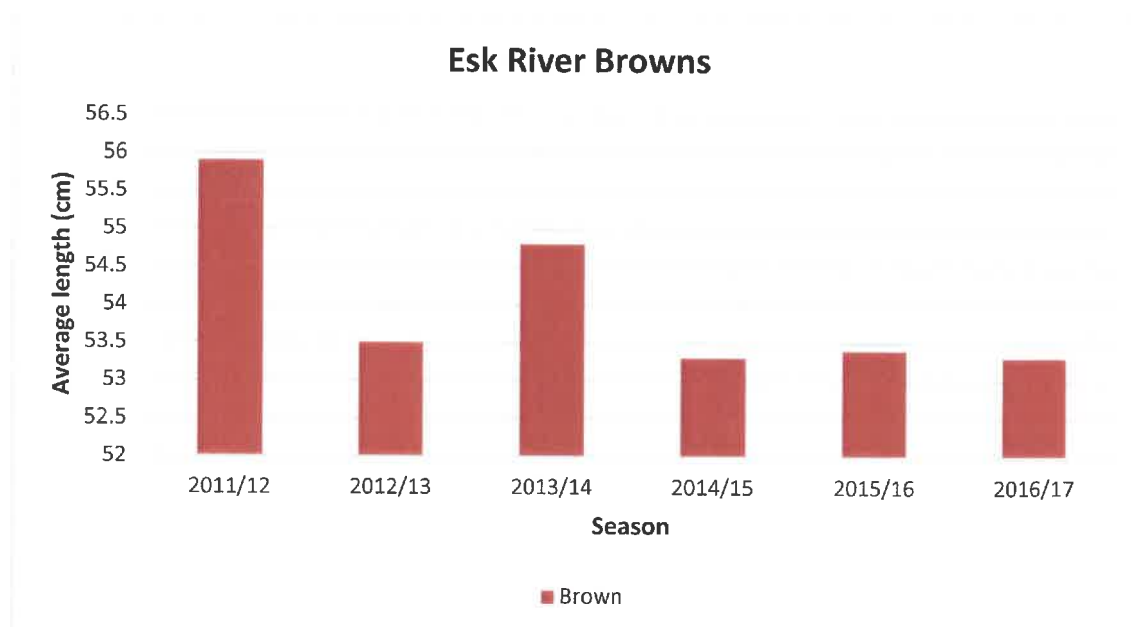
Total number of trout caught by one angler (browns and rainbows) divided by the total number of days fished on the Esk River between seasons 2011/12 and 2016/17.



Average length of rainbow trout caught (>350mm in length) by one angler from the Esk River between seasons 2011/12 and 2016/17.



Average length of brown trout caught (>350mm in length) by one angler from the Esk River between seasons 2011/12 and 2016/17.



Between seasons 2011/12 and 2015/16, only length measurements had been recorded. However, a small number of trout were weighed during the 2016/17 season to provide some weight information.

Average lengths and weights of browns and rainbows from the Esk River during season 2016/17.

Species	Average Length (cm)	Length Range (cm)	Average Weight (kg)	Weight Range (kg)	Average Condition Factor	Number of trout
Brown	43.2	30-55.2	1.2	0.3-2.3	43.6	3
Rainbow	51.5	48-53.4	1.5	1.1-1.9	40.2	6

Only 5 small rainbows have been reported caught on the Esk during the 2017/18 season ranging from 260mm to 360mm and averaging 306mm in length.

Drift dive counts on the Esk River from the Waipunga Road Bridge down to the Motor Camp (1.5km) between 1986 and 2017 where data is available.

Date	Small/km	Medium/km	Large/km	Trout/km	Brown/km	Rainbow/km	Unidentified/km
23/6/1986	14.67	2.00	2.00	18.67	6.00	12.67	0.00
21/11/2000	0.00	6.00	1.33	7.33	1.33	4.67	1.33
1/3/2002	14.67	5.33	6.00	26.00	2.00	19.33	4.67
5/2/2003	0	8	2.67	10.67	0	10	0.67
20/12/2016	2.67	2.67	3.33	8.67	0	8.67	0
21/12/2017	0	0.66	0.66	1.33	0	1.33	0

Water clarity and turbidity make undertaking drift dive counts difficult throughout the Esk River and visibility during the last two years has not been ideal for counting trout. Exploration of the upper reaches might be worthwhile to identify alternative dive sites for the future.

3. Recommendation

3.1 That Councillors discuss options to improve the trout fishery and angling opportunities in the Esk River.

14. OATH OF OFFICE

Ref: 7.02.01

22 March 2018

1. Purpose

To revisit the Oath of Office for Hawkes Bay Fish and Game Councillors.

2. Background

At the November 2012 NZ Council meeting, the Eastern Fish and Game Council asked that all councils include the Oath of Office in introduction material for all new councils. It is a voluntary process, but it is recognised as a sign of good faith.

At the October 2016 Hawkes Bay Council meeting, Andy Garrick noted that there had been a number of questions and concerns raised in relation to the proposed oath of office at the August 2016 Council meeting that he was unable to attend. He advised that it was not mandatory to sign it, it was simply an acknowledgement or pledge to those that had voted Councillors in that they will do their best to govern in the interests of all anglers and hunters. One line in the text caused concern amongst some Councillors namely the second point relating to lands of all tenures "*I will do this through my advocacy for free, certain, enduring and practical access for all Fish and Game licence holders to all sports fish and game bird resources on lands of all tenure*".

Andy advised that not all regions have adopted it. It was queried whether we could change the line of concern in the oath of office and Andy suggested that there was no reason why it couldn't be amended. Andy asked whether Councillors wanted to sign something of this nature, and Councillors responded that if it came from the NZ Council and all other regions agreed to it they would have no issue with signing it subject to the wording in question being amended. Robert Sowman has confirmed that Hawkes Bay Councillors can sign their own version of the oath of office. Not all regions have signed an oath of office as it is not binding.

3. Recommendation

3.1 *That Councillors review the wording in the oath of office document and consider whether they sign an amended version.*

15. INCREASING PARTICIPATION REPORT

Ref: 3.02.01

23 March 2018

1. Purpose

To provide feedback to NZ Council on the attached paper “Developing Revenue Through Increased Participation”.

2. Background

Revenue is critical for Fish and Game to manage, maintain and enhance New Zealand’s sports fish and game resources in the recreational interests of anglers and hunters. Revenue is generated through licence sales and licence sales are generated through participation.

The New Zealand Fish and Game Council has engaged Doughty Consulting Limited to analyse current practices within Fish and Game and recommend a strategy for increased participation and revenue development.

3. Recommendation

3.1 That Councillors review the attached report and provide feedback to NZ Council before 30 June 2018 for consideration at their July 2018 meeting.



Marketing Analysis

Prepared by Steve Doughty

February 2018

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Overview

Background

Revenue is critical for Fish and Game to manage, maintain and enhance New Zealand's sports fish and game resources in the recreational interests of anglers and hunters. Revenue is generated through licence sales and licence sales are generated through participation.

The New Zealand Fish and Game Council has engaged Doughty Consulting Limited to analyse current practices within Fish and Game and recommend a strategy for increased participation and revenue development.

Executive Summary

This report is a scoping study of what needs to be done to maintain and enhance fishing and hunting participation. Setting priorities and actions with defined projects and measurements is essential.

There is currently a trend of reducing revenue from licence sales and declining participation as a percentage of population in both fishing and hunting. This trend, unless corrected, will ultimately impact on Fish and Game NZ operationally. No organisation can sustain reducing revenue with static or increasing costs.

Increasing participation by focusing on recruitment, retention and reactivation appears to be a low priority currently for Fish and Game. This needs to change if the organisation wants to maintain or enhance revenue and develop further. This trend has not been helped by Fish and Game's primary focus on the scientific management of fish and game bird resources, which is a critical and required function.

Critical to any organisation is knowing your customers, having a focus on meeting their expectations and giving them what they need to engage with the products that are being delivered. This requires a greater interaction with these people. A customer centric approach with messages across all regions being unified and strategic is necessary to achieve more participation.

A licence may be the actual item purchased, however the product Fish and Game is selling is the experience, tradition and heritage of angling and game bird hunting in New Zealand and making that appealing, easy and fulfilling. The licence is merely a means to access this.

Easy access, having someone to go with and a good chance of success are proven drivers in participation. Better access information, assistance with how to fish or hunt, enabling connections with other participants and attracting people to the experience need to become Fish and Game's products and services. Angling and hunting in New Zealand is world class, yet is often seen by some as aspirational requiring high skill levels and significant dedication. Many of the messages promoted by Fish and Game and by those in or associated with the sport often portray it as elitist and inaccessible for the average person.

Improving participation requires a strategy and a commitment to what is termed internationally as R3, recruitment, retention and reactivation. With approximately 30% churn of fishing licence holders annually and quite fortuitously 30% recruitment balancing that out, there is a significant need to give individual attention to R3.

There have been reports and recommendations on how to increase participation in the past. However, implementation has been a hurdle. This has led to a paralysis or isolated effort. The barriers to action are more internal than external.

There are some initiatives at work across Fish and Game that fit in to increasing participation. The primary issues are, what is being done, why is it being done and how is the effectiveness being

measured? National coordination and focus become essential so that each region can achieve as effectively as others. This is not currently happening.

There is variation in skill base and resources across regions. To increase participation, all regions must promote the same message. This will entail Fish and Game focusing on brand and key message development which is a vital component of increasing participation. While there is a place for subordinate regional messages reflecting local differences, these should not take the lead.

There is a strong case for focusing on participation and centralising the goal of increasing recruitment, retention and reactivation (R3) of all anglers and hunters. The approach would work well on the basis of “thinking nationally and acting locally”.

Introduction

Angling and hunting participation is in decline internationally. An aging angler and hunter population, reduced leisure time and many other factors are all contributing to this global trend which is concerning for the future of Fish and Game. Opportunities for greater participation do exist and capitalising on these must form part of Fish and Game’s future focus.

Without a focus on increasing participation, the cycle of budgets being met by increasing licence prices will continue, perpetuating the perception of reduced value to the licence holder. A focus on the price of a licence rather than the value of the licence is something that needs to be turned on its head. A strategy that targets recruitment, retention and reactivation (R3) as three separate yet synergistic functions is being recognised internationally as the way forward.

It is essential that the multiple elements contributing to reducing participation and revenue are not assessed individually but as contributors to a wider problem which if allowed to continue, will become more difficult to address in time.

Licence sales trends

Fishing licence sales have not moved significantly in the last 20 years, averaging 74,000 (*LEQ) with a peak of 80,000 (*LEQ) (1985/6 and 2014/15) and a low of 60,000 (*LEQ) (1991/2). The concerning trend in the last two licence periods is a drop of sales by 3.39% (15/16) and a further 2.49% (16/17), resulting in a 2.5% and 1.7% reduction in revenue for the same periods.

This decline coincides with the ability to buy a lower priced option causing some switching amongst existing licence holders. What remains unknown is if the new licence categories retained licence holders that otherwise may have lapsed or reflects a wider move away from longer term commitments to a more casual focus.

(* LEQ represents licence equivalent. The annual revenue based on the price of a full season licence in that period).

Revenue projections 2018 – 2022

Fishing licence - Current sales trend

If the 16/17 decline of -2.49% continued on a reducing scale to -1.43% over 5 years with no intervention and minor price increases, revenue could continue to fall from fishing licences as below. (Red Line on chart Page 4)

Year	Population	Fish LEQ	Variance	% of Pop	Increase	Revenue	Variance
16/17 Actual	4,733,500	76,147	-2.49%	1.61%	0.81%	\$9,518,375	-1.70%
17/18 (Est)	4,785,100	74,500	-2.16%	1.56%	1.60%	\$9,461,500	-0.60%
18/19 (Est)	4,866,446	72,750	-2.35%	1.49%	1.57%	\$9,384,750	-0.81%
19/20 (Est)	4,915,110	71,000	-2.41%	1.44%	1.55%	\$9,301,000	-0.89%
20/21 (Est)	4,964,262	70,000	-1.41%	1.41%	1.53%	\$9,310,000	0.10%
21/22 (Est)	5,013,904	69,000	-1.43%	1.38%	1.50%	\$9,315,000	0.05%

Average of 1.2% growth over 5 years

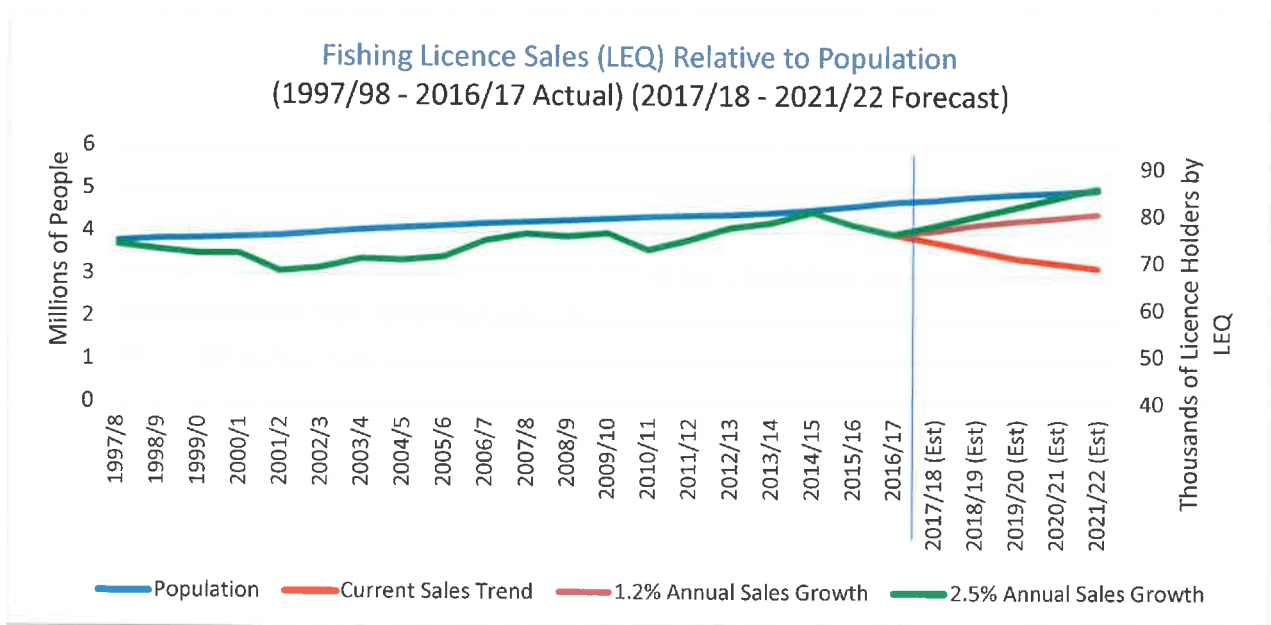
As a percentage of the population Fish and Game's participation is in decline. Fishing licence holders dropped from 1.85% of the population in 2000 to 1.61% in 2016. It is likely that this trend will continue unless active intervention occurs.

If sales as a percentage of population were maintained at current levels (1.61%) with minor price increases through a marketing focus for the next 5 years, revenue would grow as below. (Orange Line on chart Page 4)

Year	Population	Growth	Fish LEQ	Variance	% of Pop	Price	Increase	Revenue	Variance
16/17 Actual	4,733,500	2.15%	76,147	-2.49%	1.61%	\$125.00	0.81%	\$9,518,375.00	-1.70%
17/18 (Est)	4,785,100	1.09%	76,900	0.99%	1.61%	\$127.00	1.60%	\$9,766,300.00	2.60%
18/19 (Est)	4,866,446	1.70%	78,200	1.69%	1.61%	\$129.00	1.57%	\$10,087,800.00	3.29%
19/20 (Est)	4,915,110	1.00%	79,000	1.02%	1.61%	\$130.00	0.78%	\$10,270,000.00	1.81%
20/21 (Est)	4,964,262	1.00%	79,700	0.89%	1.61%	\$132.00	1.54%	\$10,520,400.00	2.44%
21/22 (Est)	5,013,904	1.00%	80,500	1.00%	1.61%	\$135.00	2.27%	\$10,867,500.00	3.30%

Average of 2.5% growth over 5 years

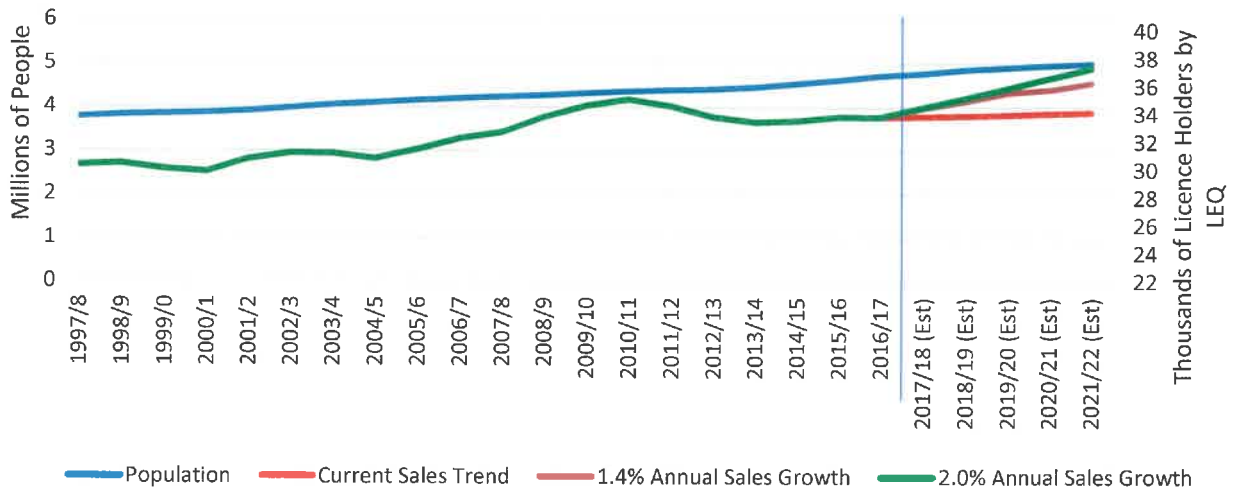
Whilst ambitious, if growth in sales of approx. 2.5% per year could be achieved with minor price increases, then the organisation would have almost 20% more income by 2022 or an additional \$2 million. (Green line on chart below)



Fishing licence sales are up .8% (LEQ) year to date for the 17/18 season which is positive and may be due to an excellent early summer. However, this trend needs to be higher and sustained for the next 5 years to have any significant effect on revenue and return to previous percentages of licence sales per head of population.

Trends for game bird licences are not dissimilar.

Hunting Licence Sales (LEQ) Relative to Population (1997/98 - 2016/17 Actual) (2017/18 - 2021/22 Forecast)



Barriers to increased participation

There are many external factors inhibiting participation such as time constraints, changing values of millennials (18-40 years old), economic factors and perceptions of angling and hunting among others.

Competition for recreational time

This is the single biggest barrier to participation and the number one reason for lack of recruitment and lapsed anglers according to numerous international studies. Changing priorities, lack of time, family structure and declining participation across many pursuits are real factors. Time is a finite factor and requires promotion to draw people to an experience or back to it and show them that a high level of commitment is not necessary participate.

Reducing participation is in itself a key reason for a very proactive approach to marketing and engaging potential customers.

Licence pricing

The perceived value of a licence is important to licence holders. The last surveys of anglers on perceived value of licences was in 2010 and 2012. A reduction in satisfaction over two years and only around 50% believe the licence provides good value was concerning and led to the introduction of more flexibility and choice of licence types. We do not know if perceptions have changed since then or how they have been impacted by the new licence categories.

Anglers who thought their licence represented good value - 2010 – 67%, 2012 – 52%

Hunters who thought their licence represented good value - 2010 – 53%, 2012 – 47%

There is good reason for these perceptions. In 1997/98 a whole season fishing licence cost \$62.00. Inflation adjusted the price of the licence today should be \$92.57* yet currently is \$127.00, a 37% increase above inflation. Similarly, a hunting licence cost \$59.00 in 97/98. Inflation adjusted the price of the licence today should be \$88.09* yet is \$94.00, a 7% increase over inflation. Anglers in particular are paying considerably more for the experience than they were 20 years ago. Value versus cost becomes a critical factor in customer satisfaction.

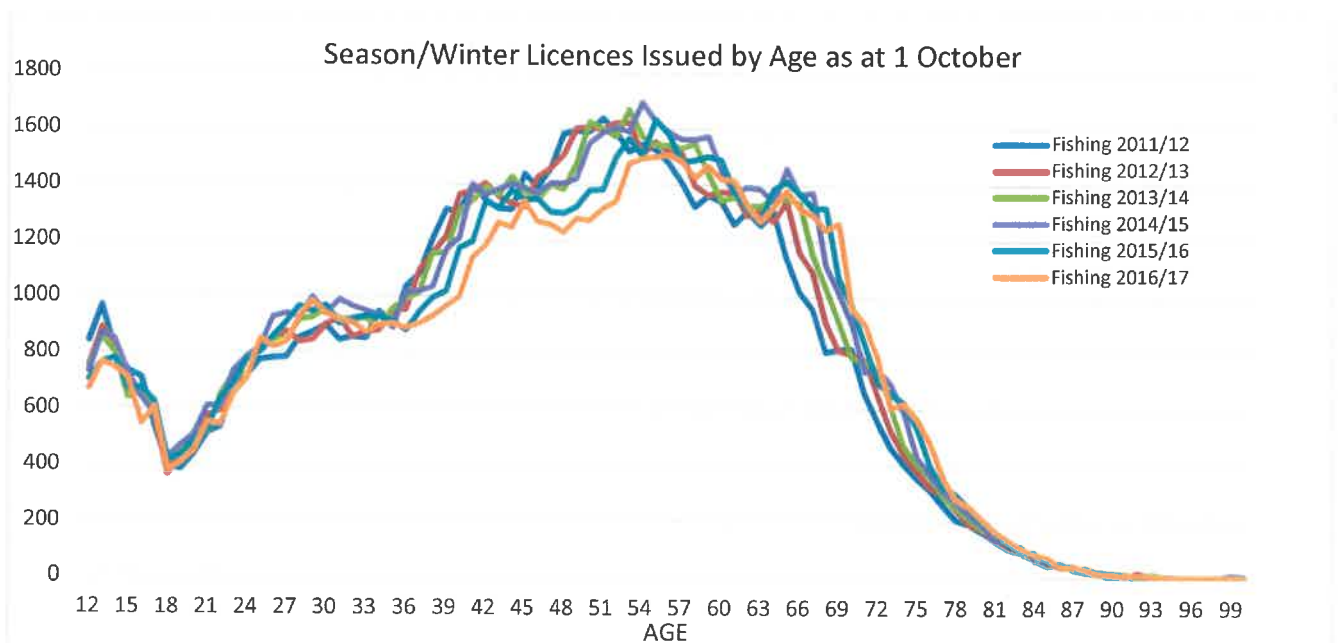
* Figures from Reserve Bank of NZ

Ageing licence holders

The ageing of licence holders is also a significant threat. Low participation in the younger age group and a predominantly older group falling off as each year goes on points to a looming problem that

cannot be ignored. In the graph below this is reflected in a gradual movement from left to right across the age spectrum each year.

Understanding the factors that can influence this trend positively needs to be a focus. Recruitment of young people (under 18) is a very important long-term goal. Retention and reactivation of the over 40's is critical for revenue and this group can be used to assist in recruitment and mentoring of younger participants.



Complex regulations

International studies have shown complex regulations are a constraint to participation. Few licence holders can identify boundaries between regions and reaches within river systems as one example. Simplification of the regulations or at the very least the way they are presented is critical. Confusion and fear of doing the wrong thing and being penalised along with lack of understanding are barriers to people participating.

Perceptions of elitism

There is a proliferation of imagery across all media in NZ of big fish, remote destinations and people with expensive fly fishing gear dominating fresh water fishing. This tells a story of inaccessible fishing requiring elite skills which is not the true picture and one that needs breaking down. Minimal skill and resources should be the new mantra.

Ad hoc marketing (or lack of)

There are currently some excellent initiatives in individual regions. These include events, newsletters, fishing reports, pamphlets, Facebook posts and a host of other things. These initiatives are randomly shared between personnel but more often than not are leading to disconnected messaging. The lack of coordination means that there are different approaches and outputs across regions creating a significant lack of cohesion and messaging. An overall marketing plan agreed at a national level should benchmark what is happening and identify the specific goals to be achieved with measurable results.

Licence holder engagement

Organisations reliant on sales must have a customer centric mission. Licence holder engagement is critical to moving forward with a programme to recruit, retain and reactivate lapsed licence holders. Understanding changes to participation and responding as necessary must be a strong driver.

The comprehensive database of current and lapsed licence holders is significant, but underutilised. Data analysis alone tells us “what” is happening but leaves questions unanswered about “why”. Fish and Game must act strategically to mitigate the issues causing declining participation. Having good information about licence holder decisions makes the development of strategy as free from assumptions as possible. Engagement needs to include retention and reactivation campaigns with regular surveying of licence holders an absolute key.

Branding

Branding is important in creating perceptions and there needs to be some work on how Fish and Game want to be perceived. This would facilitate a shift in the licence feeling like a tax from a statutory organisation, to a ticket to the best experience you can have, thanks to the work of Fish and Game.

There is currently a lack of national standards in brand livery, key messages, style and approach to presenting information and consistency of services offered. Fish and Game must be seen as a strong national organisation. The perceptions people have of Fish and Game need to be driven by how the organisation chooses to present itself.

Marketing is storytelling and the story needs to be exciting, engaging and consistent. The best stories have pictures, so imagery is critical to key messages. Every image and video that goes out must not stand alone, it needs to be part of the overall message and support the perceptions being created as part of a marketing plan. Who are the target market, what will they respond to and what is the story that will get that message across?

Key messages

The focus on the science and environmental sustainability that underpins the work of Fish and Game is an essential foundation. “*What we do for you*” is an important message but it is not strong enough in itself.

Changing any culture begins with changing the language, assessing what is being said and why it is being said.

However, are Fish and Game just about hunters and anglers for conservation, or is it also about hunters and anglers out there to have a great time, catching fish, harvesting game birds and enjoying time with family and friends in the outdoors? This is not a shift in Fish and Game’s functions, just a shift in the leading statements with a focus to recruit, retain and reactivate customers.

The messages don’t have to be the same forever. Campaigns are effective and can run alongside enduring messages that underpin the whole organisation. What is needed are enduring, seasonal and short-term messages.

Fish and Game Website

The amount of data on the website is significant and can be difficult to navigate with key information often several layers down making it frustrating and difficult. From a marketing perspective to promote participation, the website is poor. Recent figures on engagement show significant growth in users from the old website to the new. This growth is very good, but it is sitting well below its potential of putting key messages front and centre.

The age demographic of visitors to the website and licence holders differ significantly when comparing these visitors to the age of licence holders. Although there are high licence sales to 40-65-year olds, this group are the smallest group of website visitors. This becomes a significant issue when considering the audience and the purpose of the website which currently does not address recruitment, retention and reactivation specifically.

The Way Forward

If Fish and Game agreed they wanted to set a goal of increasing participation, then the way of delivering this is through an 'R3' strategy. A strategy focused on increasing recruitment, increasing retention and increasing reactivation. The significant lapsing of licence holders offset by recruitment requires understanding and intervention. See Appendix, Chart 1,2 & 3

Recruitment: The enlisting of new participants who have not previously held a licence.

Retention: Encouraging continued participation with annual licence renewal.

Reactivation: Successfully enlisting lapsed licence holders back in to continued participation.

A key to success is having someone or a group being held nationally responsible and accountable for increasing participation through an R3 strategy with support from the regions in implementation.

It is worthwhile to note the participation issues facing Fish and Game are not unique to New Zealand. These trends are being experienced internationally and R3 has become a recognised term with significant work being done in the US across fishing and hunting statutory organisations to identify and mitigate issues of declining participation in angling and hunting.

We have a strong connection to this extensive R3 community through Ian Hadland (Operations Manager, Otago Fish and Game Council) who reports there is a willingness on their part to support the work of Fish and Game New Zealand with their experience, findings and tools. This will be vital for proactive steps to be taken to have an R3 programme operational within Fish and Game that it is coordinated and resourced as part of a marketing focus.

Further insight can be gained on R3 from this webinar by Dr Judd Michael. Whilst 50 minutes long, it is an excellent insight when considering introducing an R3 strategy for Fish and Game.

<https://youtu.be/X2bRhKnxuYA>.

Being successful with an R3 strategy will mean Fish and Game will need to focus on outcomes such as:

1. Identify what is being sold

Correctly identifying what is being sold is critical. We know that a licence is necessary to fish and hunt, but it is not the product, the reason people buy it is because they have to, or they see value in what it does for them. Fish and Game do provide a service however seeing what is offered as products, something tangible that has value to the user, would be a helpful shift in thinking. The shift internally becomes a focus on product development and externally as a benefit to the customer with a strong relationship between the two.

2. Knowing where to go

Access is a product and a critical part of what Fish and Game sells. Having a licence opens this up to someone and changing perceptions from a licence being a ticket to a passport is easier when the focus is on the benefits of a licence rather than the cost. Knowing where to go is an essential first step and needs specific attention to be accurate, complete and very easily accessible. This is an area that needs improving.

3. Competence

Learning how to fish is extremely important. Development of information that will directly benefit anglers in knowing what to do should be a priority for Fish and Game. Very little is currently offered, and significant work is needed here.

4. Success

Being successful or at least having the strong belief of success is also a product. Lack of success is a barrier to recruitment and contributes significantly to lapsing licence holders. Easy access and a good chance of success will address this however work is needed on the messages as catching aspirational trophy fish on the fly does not help the perceptions that it is accessible for the average person.

5. Focus on Youth

We know locally and internationally a high percentage of anglers began when they were young. A United Kingdom Angler Survey (2012) showed of 28,000 anglers, 88% were introduced before the age of 16 by a parent, family member or friend. This clearly makes the adults the key target group in attracting young people to participate.

Perceptions influence behaviour, so this comes back strongly to key messages and imagery being focussed on the target group through the channels being used by young people. Making going fishing cool, social and successful are key. If interest shown by young people is not supported through adults, there is a much lower chance of recruitment.

This is a critical area and needs specific attention. Take a kid fishing, it's a great idea and works but we need to engage participants to fully understand effectiveness and what the impact is on the individuals and families that participate. Evaluation and measurement is a key part of any initiative. This means another key area is following up after the 'take a kid fishing day' event. Partnering with schools, clubs, other groups and volunteers to provide fishing opportunities and experience beyond a contained event is required. There will be many that just want to attend fish out's, but this further step could encourage greater recruitment and retention.

Currently Fish and Game do not collect accurate information on under 12's. They can be hidden in a family licence or be issued a paper licence with no copy kept. This realistically means we have an 8-year period (assuming under 4's doesn't make up a significant number) for which we have no useable data. Issuing a card to under 12's that expires on their 12th birthday with digitally stored personal details would give us much needed data and the kids something they would value.

6. Focus on Method

There are significant opportunities to develop boat, bait and spin fishing in lowland rivers and lakes as well as coarse and canal fishing. Fly fishing is a valid method but gains significant attention for what is a relatively small group of participants. The perceptions and the opportunities are at odds and this requires debunking.

7. A Focus on Women

The NY Times in December 2017 published an article identifying women as the fastest growing demographic in fly fishing and making up 31% of the 6.5 million fly anglers in the US. There are gear issues, safety issues and a male dominated culture which present challenges but work needs to be done to target women.

A specific campaign utilising ambassadors and role models could be developed. Angling is a male dominated sport currently and there is significant scope to attract more women. For women to participate they need to come to the sport in numbers. They need identity, others to fish with and for this to be successful it needs to be a movement rather than just an area to do some work on.

8. Adopting a Business Mind-set

Understanding and responding to customer demand is core and requires a business focus. It also requires a mind-set that everyone in the organisation is involved in the development of product and responsible for a strong relationship with customers who pay for what is being provided.

The Tools Available

1. Digital Marketing and Social Media

The use of digital marketing and social media is presently underutilised. A prime focus of digital media is to reach specific groups and create an online community. This would be improved significantly with a coordinated strategy and the use of organic and targeted messages to attract specific people groups.

The strategic and coordinated use of Facebook, Twitter, Instagram, YouTube and the website, with the possibility of a digital licence is essential. These offer direct contact with current and lapsed licence holders as well as those yet to be licence holders essential to our recruitment initiatives.

2. Website

The website does not require a redesign or change of platform, it is a matter of re-prioritising information, flow and functionality to make it a much more user-friendly experience with a view to recruitment, retention and reactivation. It should be noted that the website will likely work in conjunction with a digital licence with some information such as access, regulations and how-to fish residing on the website and accessible through links. This will have to be considered in any improvements to the website and the development of the digital licence.

Good information on where to fish, how to do it and the best tackle to use is seen by regional managers as our highest priority message on the website. This would equally apply to hunting. Having licence holders see the website as a must visit site in regard to fishing and hunting is a key shift the website needs going forward. In terms of fishing we need to be offering the same information as www.nzfishing.com.

3. Smart Phone App / Digital Licence

A digital licence and or a smart phone app will go a significant way to answering some of the issues Fish and Game face in getting key information in to the hands of the right people. It could provide GPS driven access, how to fish and regulatory information making success and compliance simpler. It could also have strong influence on recruiting younger people to the sport.

4. Agency / Retailer / Wholesaler partnership

A key strategy in developing licence sales is to identify and seek partnership opportunities with people who share some goals with Fish and Game to increase participation. This can be retailers in the fishing and hunting field and importers and manufacturers of equipment. There is a potential lack of appreciation among these businesses of the supporting work that Fish and Game do for the recreational interests that they are supplying in to. Enhancing these relationships by offering support, training and joint venture promotion could have benefits across a number of areas.

5. Fish and Game Magazine

The magazine could be a great publication and resource for promoting participation and selling the public acceptability of angling and hunting. It also has the opportunity to develop greater revenue through advertising, partnership with retailers, wholesalers and industry groups.

6. Marketing to compatible activities

Many people appreciate and spend time in the outdoors in New Zealand. These include hunter's, camper's and trumper's, boat and caravan owners and a host of other people. Fishing could easily become an add on experience for some of these people which they may not have contemplated and they are likely to be visiting areas where fishing is a relatively easy thing to access.

These groups are easily accessible and can be targeted with a campaign to add fishing to something that already takes them in to places where little effort is required to have a go. With good access and how-to information this is an area that could create growth. For example, there are 88 Tramping clubs in NZ and 27,000 registered caravans and motor homes in the Motor caravan association of NZ.

7. Supporters of Fish and Game

Fish and Game is a champion of the environment and water quality in New Zealand. This is something that reaches a much wider group than licence holders. Metrics from the Fish and Game website show a different visitor age group that are typically not licence holders who are likely to be engaging with the environmental and habitat work of Fish and Game.

Financial support could be gained from a group that are not licence holders. These people may be interested in contributing, being on a mailing list and connecting with this work as opposed to participation in angling or hunting. Friends of Fish and Game (or another appropriate name) could be a group that financially support the valued work of Fish and Game. In return, they would receive membership as a Fish and Game supporter and be kept informed of the work through the magazine, newsletters etc. specifically around environmental issues.

Conclusion

Fish and Game has declining participation which is resulting in less revenue from fishing and hunting licence sales. If this trend continues the operational activities of Fish and Game will have to be reduced across the board and the overall strength of the organisation will diminish. At what point the downward curve will flatten out is unknown.

This report suggests the organisation needs to focus on increasing participation by establishing a focus on recruitment, retention and reactivation (R3). The report also suggests being successful with an R3 strategy, Fish and Game needs to focus on making it easy for people who want to fish and increasing their chances of success. We also need to introduce them to the sport when they are young and do all we can to retain them throughout their lives

If the NZC wishes to focus on increasing participation, then they need to consider:

- Commit to increasing participation through an R3 programme.
- Shifting some resources to an R3 program.
- Revise and develop key messages to influence perceptions of the Fish and Game brand.
- Prioritise licence holder engagement, understand the customer.
- See the how to fish and improving chances of success as a Fish and Game responsibility.

Recommendations

1. Agree the decline in participation needs to be stopped and reversed.
2. Agree in principle to establish an R3 program.
3. Request a proposal for the next meeting setting out what a five-year R3 program entails and the cost.

Appendix.

Chart 1

A snapshot of the 16/17 year showing recruitment (or reactivation after 4 years break) as a percentage of the total of licence holders.

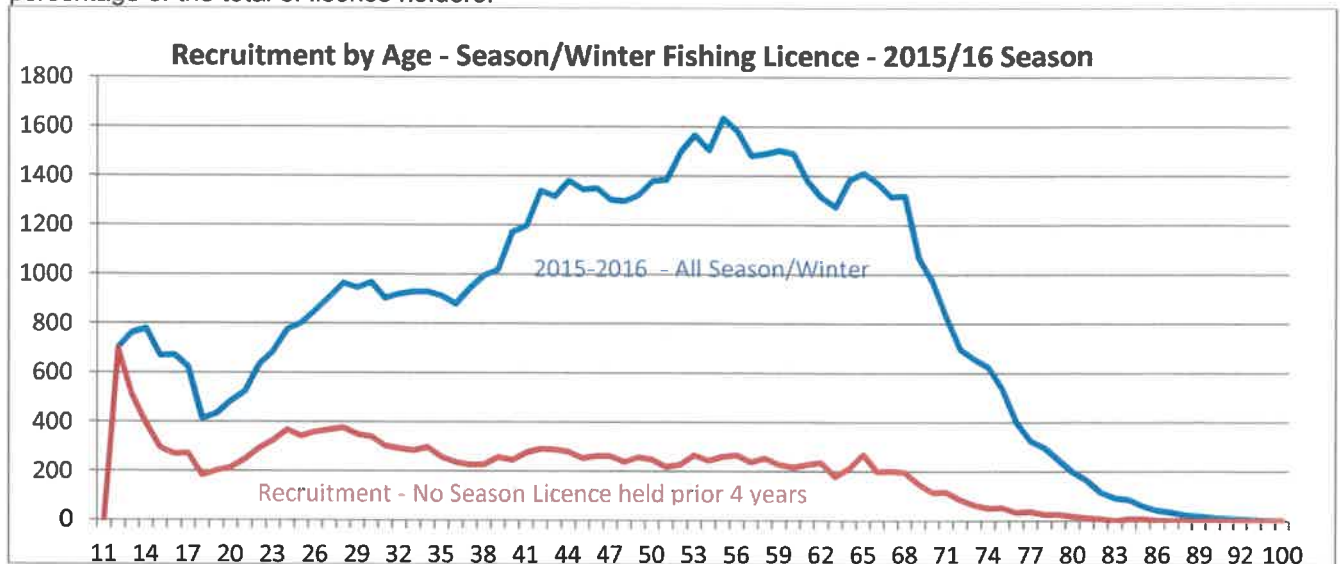


Chart 2.

A snapshot of the 16/17 year showing retention as a percentage of the total of licence holders.

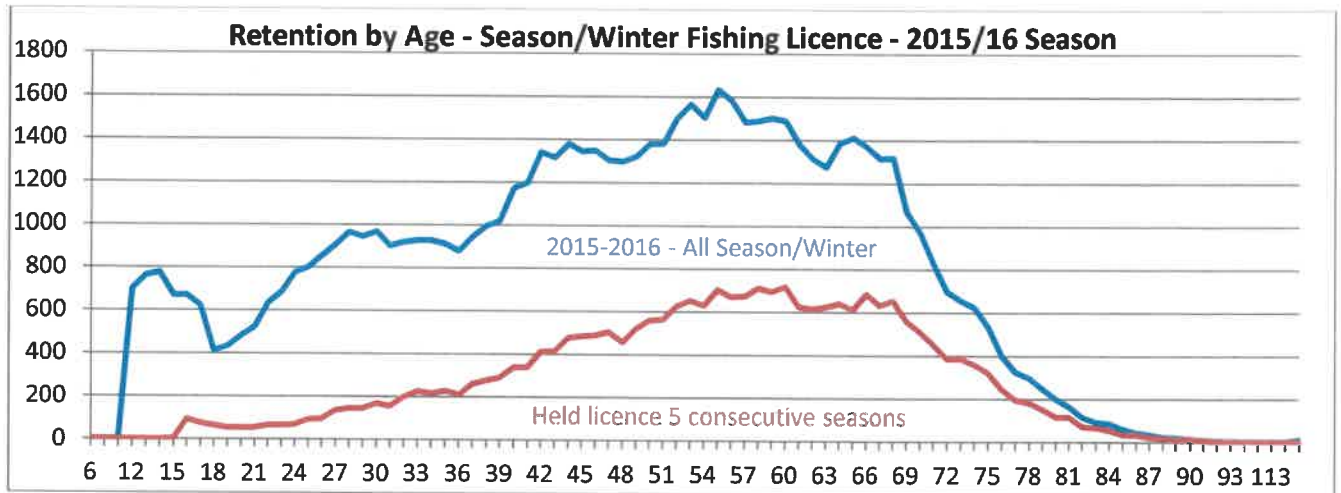
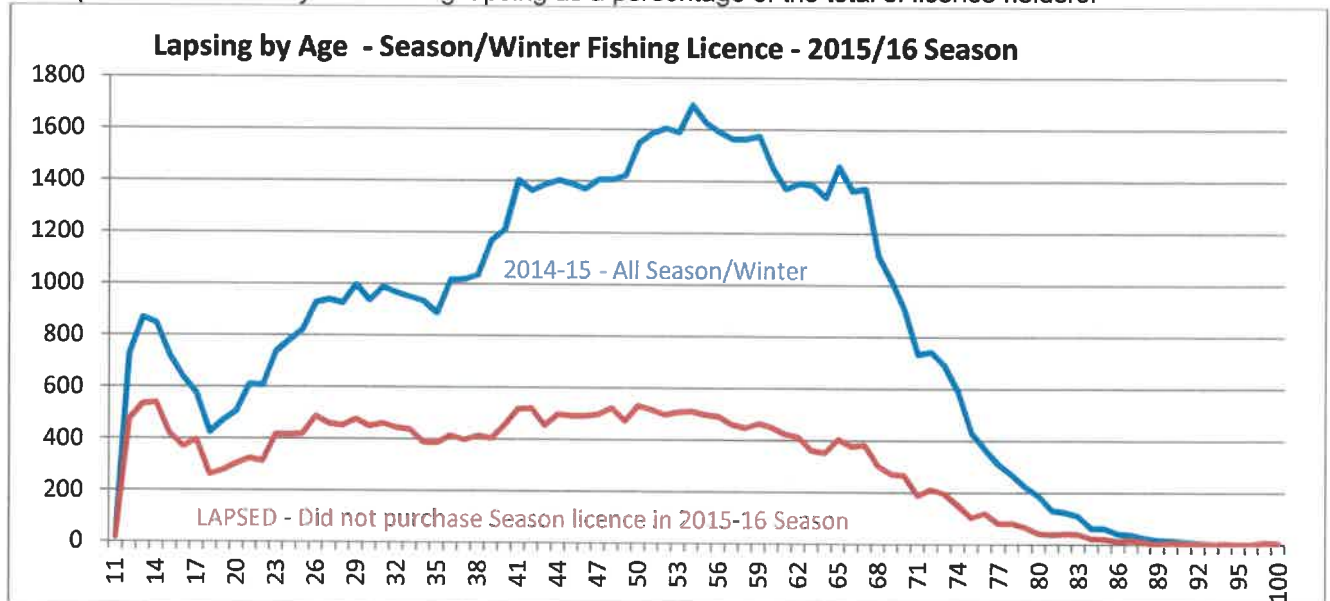


Chart 4.

A snapshot of the 16/17 year showing lapsing as a percentage of the total of licence holders.



16. LIAISON OFFICERS REPORTS

16.1 EAST COAST/HAWKES BAY CONSERVATION BOARD

16.2 REPORTS FROM OTHER AGENCIES

16.3 REPORTS FROM NEW ZEALAND COUNCIL

17. OPERATIONAL REPORTS

17.1 MANAGEMENT REPORT

21 March 2018

SPECIES MANAGEMENT

1111 Regional Didymo Surveillance

Didymo sampling was completed in February on both the Ngaruroro and Tutaekuri rivers. Access to the upper Ngaruroro sampling site has been stopped by the landowner and so a new site has been sampled at the uppermost F&G access point off Whanawhana Road.

River Fisheries Investigations

Staff have been working with anglers to obtain samples of juvenile rainbow trout (~200mm in length) from the Tukituki and Tukipo rivers. Each fish is measured, weighed and photographed so that their condition can be monitored and follows on from the monitoring work conducted last year. Overall, the condition of the juvenile trout has been excellent this summer.

1112 Data watch returns for the 2017-18 season

No tagged trout returns received so far, this season from Lake Tutira, Lake Hawkston or the Maraetotara Stream.

1114 Lake Tutira

Lake Waikopiro is slowly improving with oxygen levels sitting at 100% at the surface and on the lake bottom. Water temperature is starting to drop although the lake is still warm at 23 degrees. HBRC have noticed a gradual increase in chlorophyll a, and some low levels of cyanobacteria starting to appear. HBRC have started trialling different flow rates by turning the compressor on and off to see if it helps retard algal growth.

Lake Tutira has continued to look good over summer with 7m visibility being recorded at this time of year. One angler reported catching two adult rainbows harling from his row boat. These two female trout measured 460mm and 480mm and weighed 1.7kg and 1.5kg, respectively. Both fish had a right pelvic fin clip indicating that they were probably released during the Oct/Nov 2016 liberation. Some other anglers have reported catching some browns up to 7lb during March. It will be interesting to see how the trout have fared over summer in the lake and how the fishing is this winter for shore-based anglers.

1115 Upland / Headwater Fisheries

Several planned trips into the upper Ngaruroro have been cancelled due to the weather and river flows and a drift dive count has yet to be completed. A second trout sampling trip has been set for the upper Ngaruroro between 19 and 21 March to sample the area around Ngaawaparua Hut (approximately 3 km either side of hut) to compliment the sample taken earlier in January.

1116 Game Bird Trend Counts

Trend count flights for black swan and paradise shelduck were scheduled throughout January with assistance from Eastern staff but could not be completed due to adverse weather conditions. Staff are currently investigating the feasibility of doing future counts in mid to late December instead of January.

1117 Game Bird Research

Staff are working with the Game Bird Research Committee to develop a long-term strategy for game bird research.

1118 Waterfowl Monitoring Programme

This year's duck banding produced 771 newly banded grey/mallard ducks and 156 recaptures.

Location	Number banded	Recaptures	Total
Lake Rotokare	175	71	246
Mutiny Road	68	16	84
Swamp Road	51	4	55
Rotowhenua Road	113	4	117
Waitangi	24	8	32
Whatuma	167	48	215
Ongaonga	117	3	120
Waipawa	56	2	58
Total	771	156	927

1121 River Fisheries Creel Surveys

Over 130 individual angling diary entries have been received via the online angling diary scheme since the start of the fishing season in October. A total of 213 trout have also been measured and/or weighed during this period. Data for the summer season will continue to be collected until the end of March 2018 but the diary system will continue operating over the winter months.

1152 Game Farm Maintenance

Predator control is also ongoing around the Game Farm site and staff house. Flax has been trimmed around the rear deck, bridge and entry gate by volunteers. Two small dead trees have been removed from the site.

1172 Game Bird Regulations

Printed regulation booklets were delivered to the office on 7 March for distribution.

1181 Game Bird Control

Staff have issued 5 permits to disturb for paradise shelducks and 12 permits for pukeko since 1 October 2017.

Permits issued to disturb game birds since 1 October 2017

Month	Paradise shelduck	Pukeko
October	-	5
November	2	4
December	-	-
January	2	1
February	1	1
March	-	1
TOTAL	5	12

There was a suspected avian botulism outbreak at Lake Te Rotokare where staff responded and removed a number of dead and dying birds. The outbreak affected mainly black swan, mallard/grey ducks and grey teal. However, staff did pick up dead New Zealand scaup, Australasian shoveler, banded dotterel, white-faced heron, Australasian harrier, pukeko and black shag.

HABITAT PROTECTION AND MAINTENANCE

1211 RMA Planning

Staff are working with the TANK Group on Plan Change 8 which is scheduled to be finished in June. First drafts of sections are currently being commented on by staff and various other members of TANK. Staff are attending the Water Augmentation Working Group of the TANK process which has been focused on the augmentation of low land streams to allow for irrigation during the dry periods.

1212 Consent Applications

Staff review weekly consent applications emailed out by HBRC.

1213 Ngaruroro WCO

The co-applicants continue to be committed to following through the WCO, and are beginning to prepare to do some consultation, as well as looking to the Stage 2 hearing on the lower and evidence preparation associated with that.

1221 Reserves Management

Staff have completed weed control and started to prepare sites for planting this winter at the railroad wetland. Weed control also included willow spraying in sections of the wetland.

Staff enhanced the Pukeora Pond by creating a wetland that connects to the pond and creating a separate smaller wetland next to the ponds. Work will continue to control willows in the area and plant the area surrounding the pond in sedges to create nesting habitat.

1231 Maintain and Enhance Game Bird Habitat

Staff continue to meet with landowners to discuss options for wetland creation or restoration projects. We will be submitting applications to the Game Bird Habitat Trust for many of these projects. We finished a series of ponds and wetlands on a private piece of land close to the Wanstead Lagoon. This work was funded by the Game Bird Habitat Trust.

ANGLER AND HUNTER PARTICIPATION

1311 Angler Access

The landowner at 355 Dartmoor Road, Tutaekuri River has requested that we remove access point 11 from any future reprints of the Tutaekuri River access pamphlet as there has never been any public access at this location. No Fish and Game access sign is present at this location.

1312 Signage

Staff continue to replace the old, damaged and faded angler access signs on the Tukituki River courtesy of funding obtained from the Walking Access Commission with this project expected to be completed by the end of April.

1331 Electronic Newsletters

Staff produced a Reel Life newsletter for March and shared it via Facebook.

1332 Fish and Game Magazine & Newsletters

Staff developed an 8-page game bird hunting newsletter and circulated it as an insert with the Fish and Game Magazine this year to all 2017 game bird licence holders.

1333 Fish and Game Website

Eight Facebook posts were published during March. The Facebook site is continuing to grow and has provided a way for staff to regularly communicate with not only our licence holders but also other interested parties. A total of 403 page likes to date with 418 people following the Facebook page.

1351 Children's Fishing Programme

A successful children's fishing day was held at the Game Farm on Saturday 3 March 2018. A total of 50 kids participated on the day and all children caught a trout fly fishing in the pond. The rainbows caught averaged 497mm and 1.2kg and were 60mm longer and 200g heavier than those caught last year. The heaviest trout caught was a hen measuring 620mm and weighing an impressive 2kg and was caught by one of the youngest kids present. Staff and volunteers helped gut, fillet and hot smoke the trout for the children and their families. Staff are extremely grateful for the support from the many volunteers that made it another very successful day. HBRC and Cape to City staff also attended the day and provided alternative activities for the children on the day and their support was appreciated. A second-hand stainless-steel sink bench and wooden frame has been constructed to help with gutting and filleting trout at future fish out events.

1352 Angler/Hunter Training

Staff have been preparing for the steel shot shotgun patterning event and the duck hunter day. Advertisement for these two events were published in the national F&G magazine, regional game bird newsletter, Facebook, Hawkes Bay F&G website and via posters at licencing agents. Summaries from both events will be presented at the June Council meeting. Staff have rebuilt one of the junior/novice balloted stands at Peka Peka wetland to make it safer and more practical to use. Some weed control and raupo removal has also occurred to ensure that both stands were available for this year's hunting season.

1353 Angler/Hunter Enquiries

Staff continue to field enquiries for information from anglers and hunters.

1361 Fish and Game Club Communications

Staff met with the Napier Freshwater Angling Club on 5 March to give an update on the Sports Fish and Game Management Plan. Staff wrote a first draft of an agreement between HBRC, Waitangi Shooters Association and HBF&G over the management of hunting in the Waitangi estuary. Staff emailed the hunting club presidents promoting the 2018 Game Bird early bird licences went on sale 15 March 2018, hunting opportunities for the regions junior and novice hunters with two stands being balloted at Peka Peka and the 2018 junior pheasant shoot to be held at Tuna Nui Station on Father's Day. Staff invited all game bird hunters to HBF&G planned events schedule on 25 March and 15 April. Staff requested the email be forwarded on to all club members. Of the 180 juniors that purchased a 2017 game bird hunting licence, only 95 had included their email address. Staff have emailed the 95 juniors with this year's hunting opportunities.

A Game Bird Habitat Trust print has been donated to the Kennels Gun Club.

1371 Fish and Game Hut

Staff continue to work with a plumber to organise for the new fire box to be installed and a fire permit to be organised.

PUBLIC INTERFACE

1411 Statutory Liaison and Political awareness

Staff attended a Tutira Mai Nga Iwi Governance Group hui in early March. Staff provided feedback and comment on the Hawkes Bay Pest Management Plan.

1421 Public Communications

Staff distributed complimentary 2018 game bird magazine with the 2018 Game Bird Habitat Trust Poster to all Hawkes Bay Regions High Schools and libraries. Leaflets were also distributed explaining that the purchase of any of the advertised product collection played a part in wetland habitat and creation.

1432 Wetland Restoration Symposium

Staff are working with the organisation committee to develop a program for the Wetland Restoration Symposium which will be held in Napier in September 2018.

COMPLIANCE

1511 Ranging

Honorary Rangers are continuing to range across the region.

Contacts 2017-2018 season (1/9/2017 to 28/2/2018)

So far, this season, Rangers have made 104 contacts with anglers. Four anglers have been encountered fishing without valid licences and have been issued written warnings. Two further anglers have been found fishing without a licence in late January and are currently being processed.

Offences YTD 2017/18 season to 28/2/18	Number
Fish without licence	6
Hunt without a licence	1
Shooting paradise shelduck out of season	1
Hunting game birds with an air rifle	1
Total	9

1521 Training

Four new Ranger applicants attended a two-day Ranger Safety training course in Rotorua on 10 and 11 March 2018. Ongoing training will be provided for these new Rangers and warrants organised for them. A warrant for Casey has been renewed after his first 12 month warrant expired. Three other one-year warrants will be renewed shortly in April. All staff and honorary ranger warrants will require replacing before 30 September 2018.

1531 Prosecutions

One offender from the 2016/17 year has yet to complete paying his fine to Fish and Game via the Court.

LICENCING

1612 Analysis of Licence Information

See Licence Sales Report for further details.

1614 Increase Licence Sales

Staff have continued to actively promote Fish and Game licences via Facebook and Reel Life. Staff have endorsed our licence category options through phone calls received and licence agent visits. Information packs that include a complimentary magazine, newsletter, fishing regulations and access pamphlets have been mailed out to potential anglers who have called and visited the office to enquire about Fish and Game.

At the November 2017 and February 2018 Council meetings, Council discussed the possibility of having an auto renewal option for fish and game licences. Mark has spoken with some members of the licence working party and has decided to wait until they investigate it further.

1621 Licence Agent Support

Staff visited licence agents on 13 March in Napier, Hastings and Central Hawkes Bay prior to the game bird licences going on sale. 2018 Game bird Regulation booklets and 2018 game bird newsletters were distributed to the licence agents to help promote the 2018 game bird season, hunting opportunities and events in the Hawkes Bay region. Staff posted at the sales counter promotional posters for the steel shot patterning day, Duck hunters educational day, Peka Peka junior novice ballot and 2018 junior pheasant shoot with application forms to be submitted to the HB office. Staff provided complimentary morning tea. All sales counter staff were briefed on the importance of entering the correct customers details into the licence database, making use of the address search engine and encouraged to enter the email address and enquire if the customer wishes to enrol to vote for the Council election.

COUNCILS

1721 Council

Council kept informed of relevant national and regional matters as information is available. Reports and Agendas produced, and draft minutes circulated as soon as practicable after the meeting.

PLANNING AND REPORTING

1811 Management Plan

Submissions on the plan closed on Friday 2 March. Submissions were received from HBRC, DOC, East Coast Conservation Board and the Maungaharuru-Tangitu Trust. Feedback on the plan was also provided by the Napier Freshwater Angling Club.

ADMINISTRATION

1921 Staff Communications

Staff meetings held to maintain staff communications and plan operational work.

1923 Staff Training

Christine is attending an Excel training course.

1932 Staff House

New corrugated polycarbonate sheeting has been replaced on top of the staff house front porch. Chimney cleaned and checked on 23 March.

1941 Office Premises

Cleaner contracted to clean the offices on a fortnightly basis.

1942 Meeting Room

Meeting room maintained to a clean and tidy standard. The meeting room carpet was professionally cleaned during March.

1991 Vehicle Maintenance

Toyota front plastic wheel arch trim replaced. In-house six-monthly checks completed in February on both vehicles.

17.2 HEALTH AND SAFETY REPORT

Ref: 9.01.07

19 March 2018

1. Background

As part of its commitment to Health and Safety and providing a safe workplace, the Hawkes Bay Fish and Game Council requires a report at each meeting describing:

1. Implementation and adherence to the Health and Safety policy/manual – including H&S as agenda item for staff & ranger meetings;
2. Monitoring and Reporting – in accordance with the Health and Safety plan;
3. Risk Management (identification and treatment) – any new issues or hazards that have arisen and how these have been addressed;
4. Training programme – information sharing and training of staff and volunteers;
5. H&S incidents – near misses or injuries sustained, plus updates on past events;
6. Recommendations.

2. February 2018 / March 2018 update

1. Implementation and adherence to the Health and Safety Plan

Staff meetings have Health and Safety on the agenda as a standard item. Staff are given an opportunity to raise any issues, and as a team we develop a procedure to minimise the risks.

‘Tailgate’ forms are used when staff go out on field trips/ranging or when volunteers are assisting.

Staff are using field intentions forms to record their trip intentions when undertaking work in the field and these are currently being reviewed to incorporate hazard identification.

2. Monitoring and Reporting

Work Place Accident Register

As at 21 March 2018

Number of workplace injuries in 2017-2018 year	1
Number of workplace injuries in 2016-2017 year	0
Number of workplace injuries in 2015-2016 year	0
Number of workplace injuries in 2014-2015 year	2

3. Risk Management (identification and treatment)

Tailgate forms are being used by staff when undertaking tasks in the field. These forms identify the risks and hazards associated with different tasks and provide a written record for audit purposes.

Visitors to the site are signing in and out in the visitor register and a verbal Health and Safety briefing is given to them before they walk around the site.

InReach device used to communicate with staff during headwater fishery monitoring trips.

4. Training programme

St. John First Aid refresher course attended by Mark on 8 March 2018.

5. H&S incidents

Nathan stepped on a nail at the entrance to the maize paddock. Nathan obtained a tetanus injection and his foot has successfully healed.

6. Recommendations

1. That the Council receive and accept this Health & Safety report.

17.3 FINANCE REPORT

1.0 Purpose

To inform the Council of the current financial position and approve payments for the months of January and February 2018.

2.0 YTD Profit and Loss

The profit and loss summary for the 2-month period ended 28 February 2018 is attached (Table 2).

Income

Licence Income

Total Licence Sales to February 2018 are \$275,433 (\$266,953 fish and \$506 game and Non-resident \$7,973) compared to a total budget of \$448,052 (\$292,322 for fish and 155,730 for game – there is no budget for non-resident levy). This relates to 91% of the Fish Sales budget. At the same time last year Fish sales were \$251,245. Note, I have split out the Non-resident levy from the Fish licence income as this figure is not included in the budget so overstates the fish licence income.

Other Income

YTD Other Income totals \$38,888 against the budget of \$34,970. See Table 1 Other Income. Once again, the \$26,650 received for legal funding from NZC and Other parties is the major contributor to the Other Income.

Table 1: Other Income	Budget \$	Actual \$	Variance
Sundry	-	515	(515)
Rent - Maize	5,000	2,391	2,609
Liberations - Contract	-	724	(724)
Control Equip Hire	-	157	(157)
Legal Funding	-	26,650	(26,650)
Reparations	-	-	-
Wetland Landowner Advice	-	-	-
Walking Access Grant	1,000	-	1,000
DVD Sales	-	70	(70)
Advertising - Newsletter	1,500	-	1,500
Junior Hunt Sponsorship	-	-	-
Take a Child Fishing	2,000	-	2,000
Glenfalls Hut	1,000	543	457
Fines	1,500	-	1,500
Salaries Contract	2,520	1,260	1,260
Rent - Staff houses	9,000	5,200	3,800
Meeting Room Hire	2,000	1,074	926
Interest received	9,450	304	9,146
Donations	-	-	-
Total Other Income	34,970	38,888	(3,918)

Expenditure

Depreciation

In line with the Financial Budget, depreciation has been calculated each month. YTD Depreciation is \$11,227 (in line with budget) Total Budget Depreciation for the year is \$22,933 - The monthly figure is \$1,871.

Species Management

Population Monitoring – YTD \$7,884 Spent -Total Budget \$25,300.

The majority of spending in the period related to Waterfowl Monitoring (\$1,646 in Jan 18) and Headwater Fisheries (\$923 in Jan 18).

Spending within Waterfowl Monitoring included maize, frames and wire for traps, and food supplies for banding.

The main cost within Headwater Fisheries, relates to the Helicopter flight, \$895, for pick up and drop off and sundry expenses related to the river fisheries trip.

Harvest Assessment – No Spending YTD – Total Budget \$4,000

Game Farm – YTD \$1,798 Spent -Total Budget \$17,000

\$302 for the purchase of 100 1 year old rainbows for the game farm, in January 2018 and the usual Ace lawn service for the grounds.

Releases – YTD \$ 10,537 Spent – Total Budget \$7,000

Relates to the liberation of 2,250 Rainbow to Lake Tutira, 500 browns to the Maraetotara Stream and 50 rainbows to Lake Hawkston.

Control – No Spending YTD – Total Budget \$500

Habitat

RMA – YTD \$27,100– Total Budget \$2,000 - Offsetting Income \$26,650

Professional Fees were paid to Anderson Lloyd in February 2018 \$1,350.

Works and Management – YTD \$9 – Total Budget \$1,000

No spending in current period.

Assisted Habitat – YTD \$2,115 - Total Budget \$7,000

In February \$2,000 was spent on digger work and a transporter in the Pukeora Wetland.

Participation

Access – YTD \$ 999 Spent -Total Budget \$4,700

\$33 spent in period on graffiti remover.

Newsletters – YTD \$2,564 Spent – Total Budget \$9,250

Costs for the printing of the 2018 Gamebird newsletter \$2,564 are reported in February 2018.

Informational Pamphlets – No Spending YTD – Total Budget \$800

Angler and Hunter Training – YTD \$862 Spent – Total Budget \$2,500

In February materials were purchased for the junior/novice mai mai at Peka Peka \$712.

Fish & Game Huts– No Spending YTD – Total Budget \$2,000

Public Interface

Public Promotion – YTD \$8 Spent -Total Budget \$500

No spending in period.

Compliance

Ranging – YTD \$58 Spent – Total Budget \$1,500

No Spending in period.

Ranging Training – No Spending YTD – Total Budget \$700

Compliance – No Spending YTD – Total Budget \$500

Licensing

Agent Servicing – YTD \$78 Spent– Total Budget \$750

No Spending in the period.

Commission – YTD \$10,292 Spent – Total Budget \$22,403

Commission as a percentage to Sales is 3.74%. The budget for commission is 5% which is the agent commission – a reduction in commission reflects the use of online purchasing.

Council

Council Meetings– YTD \$475 Spent– Total Budget \$2,500

Planning & Reporting

Management/ Strategic Planning – YTD \$771 Spent– Total Budget \$500

No spending in current period

Audit – YTD \$4,108 Spent– Total Budget \$6,500

Audit Fee from previous year end paid in January 2018.

National Liaison – YTD \$21,140 Spent– Total Budget \$42,539

This is in line with Budget and represents the National levy payable by the Council. (2 out of 4 have been paid).

Administration

- Salaries. YTD \$119,105 Spent – which represents 50% of the budget (50% of year is completed) Accruals for Annual leave and TIL have been accrued as at 28/2/18.
- Within Staff Expenses – YTD \$6,304 Spent – Total Budget \$16,606. These costs include Kiwisaver contributions, Xmas lunch for staff, Health and Safety equipment and employment equipment. In February there was an expense for Staff appraisals \$2,561.

- Staff Houses – YTD \$11,240 Spent– Total Budget \$12,900. \$9,568 spent in January on painting the exterior and roof of staff house. Rates of \$630 were also reported in January 2018.
- Office Premises– YTD \$2,161 Spent – Total Budget \$8,200. In the current period costs related to the cleaning cost and power.
- Office Equipment – YTD \$711 Spent– Total Budget \$2,960. \$113 per month for the photocopy lease.
- Communication – YTD \$5,092 Spent– Total Budget \$12,450. These costs represent the monthly accounting fee, photocopy expenses, postage, stationery, telephone and interest costs.
- General – YTD \$259 Spent – Total Budget \$6,200. YTD the General Expense are monthly Bank Charges.
- General Equipment – YTD \$1,001 Spent – Total Budget \$3,800.
- Vehicles – YTD \$4,210 – Total Budget \$15,400. This represents petrol, Registrations, WOF and maintenance – Fuel and RUCs were purchased for both over the months of January and February. HSC136 had a 70k service in February 2018.

Table 2: Profit and Loss
Hawke's Bay Fish and Game Council
For the 2 months ended 28 February 2018

	Jan 2018	Feb 2018	YTD ACTUAL	Total Budget	Var to Budget	% Var
Income						
Licence Income						
Fish Licence Income	27,742	11,448	266,953	292,322	(25,369)	(9)
Game Licence Income	0	0	506	155,730	(155,224)	(100)
Non Resident Licence Revenue	0	7,973	7,973	0	7,973	0
Total Licence Income	27,742	19,422	275,433	448,052	(172,619)	(39)
Other Income	2,216	5,860	38,889	34,970	3,919	11
Total Income	29,958	25,282	314,321	483,022	(168,701)	(35)
Operating Expenses						
Depreciation	1,871	1,871	11,227	22,933	(11,706)	(51)
1100 SPECIES MANAGEMENT						
1110 Population Monitoring	2,569	183	7,884	25,300	(17,416)	(69)
1120 Harvest Assessment	0	0	0	4,000	(4,000)	(100)
1150 Game Farm	604	250	1,798	17,000	(15,202)	(89)
1160 Releases	10,384	0	10,537	7,000	3,537	51
1180 Control	0	0	0	500	(500)	(100)
Total 1100 SPECIES MANAGEMENT	13,557	433	20,219	53,800	(33,582)	(62)
1200 HABITAT PROTECTION MANAGEMENT						
1210 Resource Management Act	0	1,350	27,100	2,000	25,100	1,255
1220 Works & Management	0	0	9	1,000	(991)	(99)
1230 Assisted Habitat	0	2,000	2,115	7,000	(4,885)	(70)
Total 1200 HABITAT PROTECTION MANA	0	3,350	29,224	10,000	19,224	192
1300 PARTICIPATION						
1310 Access	33	0	999	4,700	(3,701)	(79)
1330 New sletters	0	2,564	2,564	9,250	(6,686)	(72)
1340 Informational Publications	0	0	0	800	(800)	(100)
1350 Angler & Hunter Training	0	712	862	2,500	(1,638)	(66)
1360 Club Relations	0	57	57	250	(193)	(77)
1370 Fish & Game Huts	0	0	0	2,000	(2,000)	(100)
Total 1300 PARTICIPATION	33	3,333	4,482	19,500	(15,018)	(77)
1400 PUBLIC INTERFACE						
1440 Public Promotions	0	0	8	500	(492)	(98)
Total 1400 PUBLIC INTERFACE	0	0	8	500	(492)	(98)
1500 COMPLIANCE						
1510 Ranging	0	0	58	1,500	(1,442)	(96)
1520 Ranger Training	0	0	0	700	(700)	(100)
1530 Compliance/Prosecutions	0	0	0	500	(500)	(100)
Total 1500 COMPLIANCE	0	0	58	2,700	(2,642)	(98)
1600 LICENSING						
1620 Agent Servicing	0	0	78	750	(672)	(90)
1630 Commission	1,043	715	10,292	22,403	(12,111)	(54)
Total 1600 LICENSING	1,043	715	10,370	23,153	(12,783)	(55)
1700 COUNCILS						
1720 Council Meetings	0	159	475	2,500	(2,025)	(81)
Total 1700 COUNCILS	0	159	475	2,500	(2,025)	(81)
1800 PLANNING/REPORTING						
1810 Management/Strategic Planning	0	0	771	500	271	54
1830 Reporting/Audit	6,000	0	4,108	6,500	(2,392)	(37)
1840 National Liaison	10,560	0	21,140	42,539	(21,400)	(50)
Total 1800 PLANNING/REPORTING	16,560	0	26,018	49,539	(23,521)	(47)
1900 ADMINISTRATION						
1910 Salaries	17,024	50,295	119,105	237,281	(118,176)	(50)
1920 Staff Expenses	644	3,083	6,304	16,606	(10,302)	(62)
1930 Staff Houses	10,199	200	11,240	12,900	(1,660)	(13)
1940 Office Premises	435	350	2,161	8,200	(6,039)	(74)
1950 Office Equipment	372	(113)	711	2,960	(2,249)	(76)
1960 Communications/Consumables	632	691	5,092	12,450	(7,358)	(59)
1970 General	43	63	259	6,200	(5,941)	(96)
1980 General Equipment	34	69	1,001	3,800	(2,799)	(74)
1990 Vehicles	426	1,679	4,210	15,400	(11,190)	(73)
Total 1900 ADMINISTRATION	29,808	56,317	150,083	315,797	(165,714)	(52)
Total Operating Expenses	62,871	66,177	252,164	500,422	(248,258)	(50)
Net Profit	(32,913)	(40,895)	62,158	(17,400)	79,558	15

2.0 Variance report

The variance report is shown on the following page - Table 3.

The figures in this report are taken from the Profit and Loss above - however, this report includes the staff hours. The Staff hours contribute to the Internal cost. Note that the Budget hours are for the total year and correspond with the Operational Work Plan- Actual hours are for September to February - so 6 months of the year. Income received for projects is set against each project to calculate a Net Cost for each project.

At this early stage in the year the figures can be distorted. We are 50% into the year. Areas that are over 50% of the hour budget are as follows. Bear in mind that projects are all completed at different times of the year and projects such as duck banding occur in the first 6 months.

Schedule B		HOURS		
Code	Project	Budget	Actual	% of Hours
1160	Liberations	10	16	160%
1410	Liaison	55	69	125%
1810	Management Plan	50	53	106%
1230	Assisted Habitat	200	159	80%
1110	Population Monitoring	722	571	79%
1210	RMA	360	276	77%
1350	Training	324	230	71%
1830	Reporting - Auditing	230	155	67%
1180	Control	17	11	65%
1720	Council Meetings	480	251	52%
1520	Ranger Training	48	25	52%
1530	Compliance	88	45	51%

Table 3: Region: Hawkes' Bay to 28 February 2018

Table 3: 2017/18 YTD REPORT OF VARIANCES BETWEEN BUDGET AND ACTUAL EXPENDITURE AND INCOME

Schedule C		EXTERNAL COSTS		HOURS		INTERNAL COST		NETABLE INCOME		NET COST		NET COST	%
Code	Output	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Variance	
1	Species Management	53,800	20,219	1,079	714	69,086	40,176	0	881	122,886	59,514	63,373	48.4
2	Habitat Protection & Management	10,000	29,224	660	443	42,259	24,927	5,000	29,041	47,259	25,110	22,149	53.1
3	Angler & Hunter Participation	19,500	4,482	953	435	61,019	24,477	5,500	543	75,019	28,416	46,603	37.9
4	Public Interface	500	8	466	223	29,837	12,548	0	0	30,337	12,556	17,781	41.4
5	Compliance	2,700	58	336	101	21,513	5,683	1,500	0	22,713	5,741	16,972	25.3
6	Licensing	750	78	296	111	18,952	6,246	0	0	19,702	6,324	13,379	32.1
7	Councils	2,500	475	485	251	31,054	14,123	0	0	33,554	14,598	18,955	43.5
8	Planning, Reporting	7,300	4,899	446	245	28,557	13,786	0	0	35,857	18,685	17,172	52.1
9	Administration												
	Total Overhead Staff Hours			1,872	906								
	TOTAL BUDGET	97,050	59,443	6,593	3,429	302,277	141,965	12,000	30,465	387,327	170,943	216,384	44.1

Licence Income 2017/18		Budget	Actual		Reconciliation:					% of Yr	
2017/18 Fish licence		292,321	274,927	0.652429	Less Interest			(9,450)	(304)		50%
Less Commission		(14,561)	(10,292)		Plus Depreciation			22,932	11,227		
Net Fish Licence Income		277,760	264,635		Plus Leave Accrual			0	0		
2018 Game Licence Income		155,729	506		Plus Loss/Less Profit on sale			0	0		
Less Commission		(7,841)			Plus Levy/Less Grant			42,239	21,120		
Net Game Licence Income		147,888	506		Licence revenue			(425,648)	(265,141)		
Total Licence Income		448,050	275,433		Less Other Income			0	0		
					Plus other Expenses			0	0		
Total Net 2016/17		425,648	265,141		Approved Budget			(17,400)	62,155		
					Surplus/(Deficit) YTD						

5.0 Recommendation

5.1 *That Council approves the following payments:*

<i>January 2018</i>	<i>48,828.14</i>
<i>February 2018</i>	<i>52,058.21</i>
<i>Total to Approve</i>	<i>100,886.35</i>

17.4 Licence Sales Report

Ref: 6.01.05

20 March 2018

1. Introduction

This report provides an overview of the initial licence sales for the commencement of the 2017-2018 season.

2. 2017-2018 Fish Licence Sales

2.1 Licence sales for the 2017-2018 season YTD are summarised in Table one.

2.2 A total of 93.3% of the annual sales target has been achieved.

2.3 Sales are reported to be 2.2 % below licences issued for the same period last year.

2.4 Nationally the licence sales are -.03 % above on last year's sales to the same time.

2.5 The non- resident levy of 278 x \$38.00 = \$10,564 hasn't been deducted off the sales figure; this will be transferred to non- resident levy – back country fisheries reserve at the end of the financial year.

Table One

Comparison of Fish Licence LEQs to 20 March 2018

SALES CHANNEL	Family Season	Adult Season	Adult Non-Res	Adult Senior	Adult Local Area	Junior Season	Adult Winter	Junior Winter	Adult Long Break	Adult Short Break	Adult 24 Hour	Junior 24 Hour	Whole Season Equiv.	% Increase/Decrease on 2016-17
Agent Online Sales	234	651	128	131	110	82	1	0	8	46	345	101	1380	-5.6%
Agent Book Sales	0	0	0	0	0	6	0	0	0	4	0	0	2	-91.4%
Direct Sales*	172	373	150	53	61	46	1	0	6	54	427	24	942	5.6%
Total Fish 2017-2018	406	1024	278	184	171	134	2	0	14	100	776	125	2324	-2.2%
Agent Online Sales	266	704	92	126	122	70	1	0	5	37	471	78	1365	
Agent Book Sales	1	7	0	0	0	2	0	0	0	0	76	2	19	
Direct Sales*	166	398	94	47	54	30	1	0	13	55	402	19	814	
Total Fish 2016-2017	433	1109	186	173	176	102	2	0	18	106	949	99	2375	

TARGETS	Family Season	Adult Season	Adult Non-Res	Adult Senior	Adult Local Area	Junior Season	Adult Winter	Junior Winter	Adult Long Break	Adult Short Break	Adult 24 Hour	Junior 24 Hour	Whole Season Equiv.	Actual to date % of Target
2017-2018 Total Budget	445	1160	253	163	200	136	142	0	14	161	1100	100	2647	81.8%
2016-2017 Total Sales	438	1115	197	173	181	117	81	0	19	162	1258	124	2525	92.1%
2017-2018 Estimated year end													2470	93.3%

* Direct Sales - Internet, 0800 Licence

3. Recommendation
3.1 That Council accepts the licence sales report to 20 March 2018.