



Photo: Kina Scollay.

Communication and education

Proposed Goal 3: All commercial, recreational and customary fishers and interested members of the New Zealand public know about the need to conserve and sustainably manage shark populations and what New Zealand is doing to achieve this.

Sharks are an important component of our marine ecosystems, from coastal waters like harbours where some species have their young, through to deep offshore waters.

Our actions can have an impact on their populations and we've all got a role to play in ensuring there are healthy stocks into the future.

The draft NPOA-Sharks identifies the value of effective communication and information sharing between government agencies and stakeholders.

There is also a role for everyone to help encourage compliance with existing regulations and to implement best practice approaches such as shark handling and release to maximise survival. Both commercial and non-commercial fishers can commit to making these improvements. Fishers can also cooperate with any research projects such as shark tagging.

If any member of the public does witness illegal activity such as live finning of a shark*, we want to hear about it. You can complete an **online form**, or phone

**0800 4 POACHER
(0800 4 76224)**

* Live finning is the removal of the fins from a shark and returning its body to the sea while still alive.

HOW DO I HAVE MY SAY?

More information and the full text of the draft NPOA-Sharks is available at **www.mpi.govt.nz**

You can make a submission on the draft NPOA-Sharks by emailing **NPOA-Sharks@mpi.govt.nz** or to: Fisheries Management, Ministry for Primary Industries, PO Box 2526, Wellington 6140.



Department of
Conservation
Te Papa Atawhai

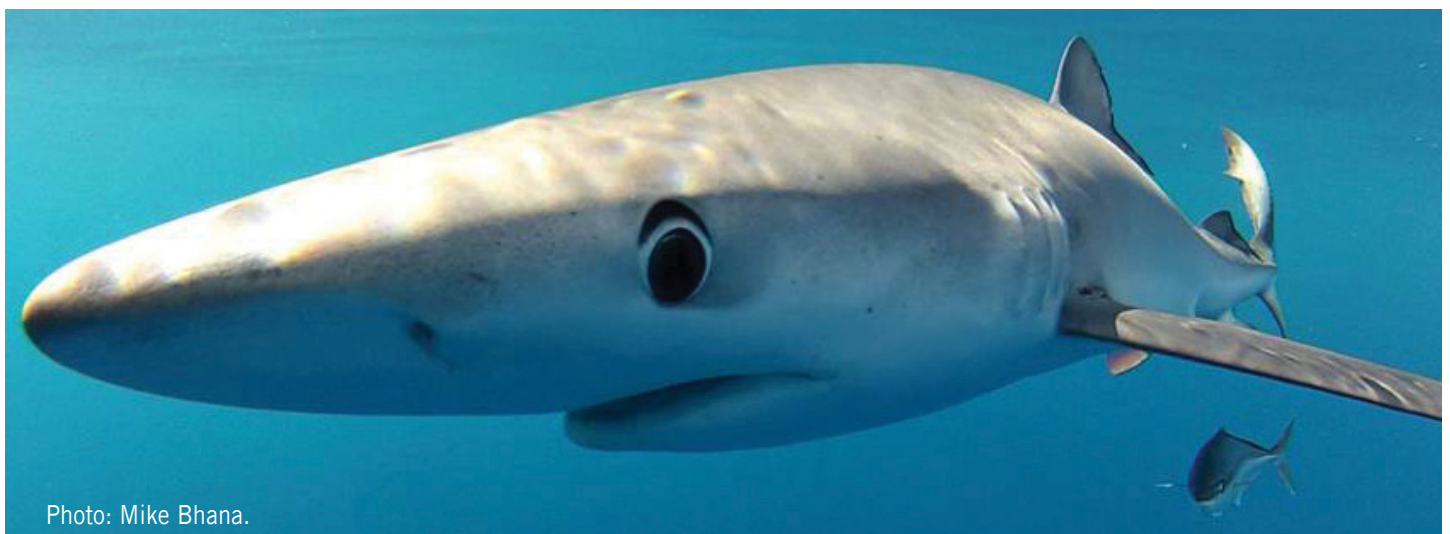


Photo: Mike Bhana.