



**Investigation into positioning of Gore as
the 'Brown Trout Capital of the World'**



Table of Contents

05

Current Positioning

- Situational Analysis Outline
- Gore - Brown Trout Story
- Regional Brown Trout Tourism Sector
- Regulatory Environment around Brown Trout Fishing

18

Unique Proposition

- Unique aspects positioning Gore as the 'brown trout capital of the world'
- Challenges facing Gore as the 'brown trout capital of the world'
- Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

41

Recommended Action Plan

- Brand exposure / Infrastructure development
- Sustainable fishing
- Community investment

49

Appendices

- Current cost of fishing licences
- Interview comments from stakeholders

"I would like Gore to look like what it used to look like. People going into shops and cafes wearing their fishing gear."



Current Positioning





Situational Analysis Outline

Objective

The objective of the current report is to understand the actual position of Gore as the "brown trout capital of the world." Further to this, the objective is to explore the potential to build up this unique selling position in terms of the benefits to the Gore District, the Gore, the wider community, and the relevant stakeholders.

Methodology

The information for the current positioning assessment was gathered by means of telephone and face to face interviews. A selection of 20 relevant stakeholders were chosen from the community within the Gore District. These individuals included fly fishing guides, Gore accommodation owners, Gore District Council members, business owners, an angling book author, and hobby fishermen. Additionally, meeting feedback of Gore District Council members, a Fish and Game New Zealand representative, and a Hokonui Runanga representative was also used in this analysis. These stakeholders were asked a series of questions designed to ascertain their perceptions of the current position of Gore as the "brown trout capital of the world".

The table below shows the people interviewed and their stakeholder categories.

Business	Name
Experience fly fisherman	Peter O'Hagan
Gore Motor Camp	Relief Manager
Ngai Tahu representative for Otago Fish and Game (not representing Fish and Game)	Richard Twining
Hokonui B&B	Brian McLemman
Southland Flies and Guides	David Murray Orr
Fishing Guide (B&B)	Barry Perkins
Town and Country Club (Angler President)	Gary Egerton
Inglenook Homestay Gore Accommodation	Dave Vincent
Esplanade Motel Gore Accommodation	Gillian Cooper

Stakeholder	Name
Author/Fisherman	Dougal Rillstone
Fly Fishing Guide	Darryl Paskell
Fly Fish South	Michael Veters
Hokonui Runanga	Riki Parata
Shooters World Hunting Shop	Jeff Rogan
Gore District Council Maruawai Centre)	Jim Geddes
Evening Rise - Guide	Mike Dennis
Gore Visitors Centre	Renata Hardy
Fly Fishing	Lloyd Smith
Fishing Guide	Brendan Shields
Charlton Motel Gore Accommodation	Fiona Haslemore



Situational Analysis Outline

Summary of Situation Analysis

Based on the interviews and information gathered, using the SWOT method various aspects of the situational analysis are grouped into the following categories. Below is an outline of these categories. The sections that follow discuss each point in further detail.

<p>Unique aspects of Gore as "the brown trout capital of the world"</p>	<ol style="list-style-type: none"> 1. The Mataura River 2. Established brown trout reputation 3. Brown Trout fishing is an accessible sport 4. Beautiful and remote environment 5. High angler days 6. Community economically invested in Brown Trout fishing 7. Gore as the heart and soul of Southland
<p>Challenges facing Gore as "the brown trout capital of the world"</p>	<ol style="list-style-type: none"> 1. River Quality 2. Reduced international tourism (Covid-19) 3. Positioning 4. Appeals to niche market 5. Generation of knowledge lost 6. Limited infrastructure 7. Cost of fishing licence 8. Education on regulations to manage brown trout population 9. Perceived limited access to rivers 10. Lack of community understanding 11. Competition 12. Limited product & Assets 13. Angler perceptions around water quality 14. Loss of / less mayfly hatches
<p>Opportunities for successfully positioning Gore as "the brown trout capital of the world"</p>	<ol style="list-style-type: none"> 1. Invest in infrastructure to enhance the brown trout experience. 2. Maruawai Centre 3. Add to and promote the Brown Trout experience 4. Marketing and promotion - linking to Northern Southland 5. Tailor packages for anglers 6. Develop tourist friendly map app of the Mataura River 7. Increase and build on number of events 8. Food as part of the experience 9. Partner towns 10. Introducing fly fishing to our younger people 11. Fishing licence cost



Gore - 'Brown Trout Story'

Brown Trout Story

Gore has been known internationally and domestically for decades as the "Brown Trout Capital of the World", conveniently located in the heart of Southland within two hours of Queenstown and Dunedin and one hour from Invercargill. Gore is home to the Mataura River, one of New Zealand's top brown trout rivers.

Brown trout are native to Europe and were first introduced into New Zealand in 1867 from British stock which had been established in Tasmania, Australia three years earlier. In 1864 the first shipment of Trout eggs (Ova) was delivered to Tasmania after a three-month trip from England. The Ova were taken to a hatchery north of Hobart where they were hatched and released in the nearby rivers and lakes. Ova from this fishery was later sent to New Zealand.

In 1867 the Canterbury Acclimatisation Society successfully hatched New Zealand's first trout eggs. A year later the Otago Acclimatisation Society received and hatched its first eggs. The Southland Acclimatisation Society received eggs later that same year. Over the next few years, New Zealand would still import Ova from Tasmania but would also harvest their own. This ensured New Zealand's future ability to establish and expand its trout fishery.

The first brown trout released in the Gore district catchment was into the Otamita Stream which is a tributary of the Mataura in 1869. Subsequent releases occurred in 1871 and 1872. An indication that the trout were thriving was a season catch in the Mataura River of 120 trout averaging over 4 pounds in 1889.



By 1916 fifty million brown trout had been released into New Zealand rivers and streams. Of these some were river trout, others were lake trout and a few were sea-run trout. It is now considered that all these brown trout types have been so intermingled and interbred that the brown trout of today is a mixture of all its forebears.

One contributing reason for the brown trout's success in populating areas of New Zealand was the lack of predators the trout encountered in New Zealand rivers and streams. Trout are a food source of the shags and larger eels have been known to also eat smaller trout. It is believed these predators cause minimal damage to the population.

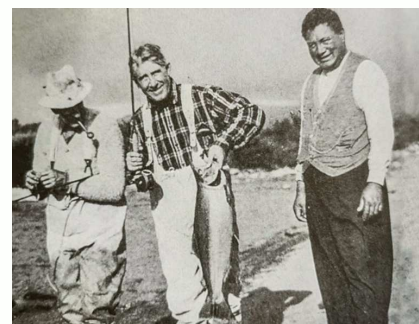
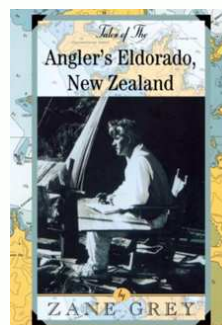
Trout prospered in the Southland rivers and became established throughout Southland. There are no recorded releases into the Mataura River since the 1950s proving that brown trout in the Mataura River have become completely self-sustaining. The last brown trout hatchery in New Zealand was closed in 2000.



Gore - 'Brown Trout Story'

New Zealand's reputation as an international trout fishing destination started spreading around the world around the start of the 20th century. In 1904 G. D Hamilton, the then president of the Hawkes Bay Angling & Shooting Club wrote a book that was internationally received called 'Trout Fishing and Sport on Maoriland'. The book showcased fishing and hunting in New Zealand.

New Zealand was well and truly put on the map as a fishing heaven internationally by American and renowned western novelist Zane Grey's 1926 book 'Tales of the Angler's Eldorado, New Zealand'. The book showcases Greys fishing exploits in New Zealand. Grey's previous success writing fiction novels meant he already had an established fan base that boasted sales.



Tourist numbers in New Zealand were generally low until after World War Two. It's fair to say by the mid-1950s NZ and, in particular, the Mataura River was gaining a reputation internationally as a global trout fishing destination. By the 1960s renowned fishing guides such as Peter Cullen and Bert Harvey were guiding wealthy foreigners in the Southland district with a focus on the Mataura River and its Mayfly's evening rise.

The spectacle of trout rising for the Mayfly, combined with the challenge and excitement that fishing the rise presented, cemented the Mataura River as one of the best brown trout fishing rivers in the world.

News articles in the 1960s started to appear in international journals and newspapers with photos and stories of fly fishing in Southland and in particular the Mataura River. These articles acted as travel brochures enticing many a traveller looking for an adventure to head to New Zealand on a fishing expedition. One article featured in a prominent overseas journal and newspapers details a week spent staying in The Wyndham Hotel while fishing the region's rivers.

The publication 'Mataura Trout Fishery' (Witherow and Scott) reported that in the 1970s twenty thousand trout were taken annually in the Mataura River. Thus, proving a strong population of fast-growing good-sized trout.

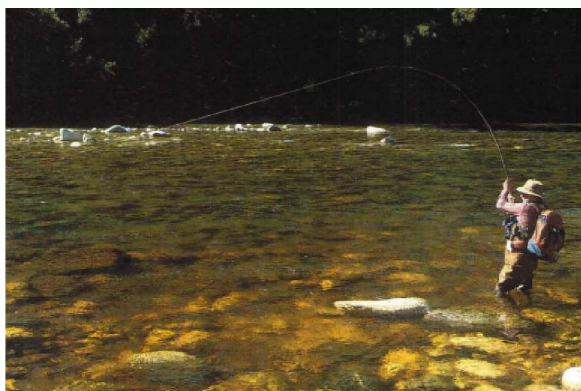




Gore - 'Brown Trout Story'

The lure of Brown Trout fishing in Southland appeals immensely to overseas anglers. Not only is fishing in Southland relatively cheap and accessible when compared to overseas fisheries but Southland rivers stand alone by holding solid numbers of good-sized healthy fish. Cobble riverbeds provide excellent breeding grounds for nymphs which result in the spectacular Mayfly hatch. The Mataura River is also shallow in parts making it wadable for fishermen so they can stalk in on and get closer to the trout. All combined making for some magical fishing experiences.

Fishermen don't always have the upper hand when engaging with brown trout. Brown trout are renowned for their weariness and moodiness. It is these traits that make them a lot harder to catch than their cousins the rainbow trout. It is also this cunningness that attracts and grips anglers from around the world that come to New Zealand.



The 50s through to the end of the 90s saw trout fishing peak in New Zealand with the local domestic population. A large proportion of Kiwis owned or had access to a fishing rod and would head to local rivers and streams to have a fish after school, in the evenings, and in the weekend. It's fair to say trout fishing is/was 'a great kiwi past time'. In the past, it was not uncommon to see an abundance of anglers of all ages on the banks of the Mataura around the Gore township on those warm spring and summer evenings.

There has been a steady decline in the number of anglers and fishing days across New Zealand and the Gore district in recent years. People's lives seem busier and the birth of the internet has certainly contributed to many who, in times gone by would have been keen anglers, being disinterested.

It is feared by some of the older fishing faithful that a generation worth of fishing knowledge and skills will be lost due to the younger generations' reluctance to take up fishing.

According to the Fish and Game national angling survey, fishing activity in the Mataura Catchment has dropped from 65,000 angling days in 1994-95 to 44,000 angling days in 2015-15.

Pre-covid, the trout fishing tourist sector was still strong with over 20 guides frequenting the Southland district with clients. The Japanese market had weakened over the years but the American and emergence of the Australian market have held the sector up well with many clients making multiple visits to the region.

The angling tourist behaviour has also changed over time. A trend noted by most knowledgeable local fishermen was that the majority of fishing in the Mataura River is done upstream from Gore. This trend has increased over time with visitors preferring the upper Mataura River. This has also been seen in the National Angling Survey. In the 2014-15 season, on the Mataura River, visitors accounted for 49% of total angling effort above Gore, compared to 17% of total effort below Gore.





Gore - 'Brown Trout Story'

Importance of Brown Trout Story to the Gore District

Interviewees agree that the Brown Trout story is extremely important to the Gore District as it provides a positive connection to our place, history, and environment and it is important for attracting fly fishermen from all over the world. Below are some comments from interviewees that encapsulate why they think the brown trout story is important to the Gore District.

1

Provides a positive connection to our place, history and environment 

- Historically very important to Southland & Gore
- Significant to the Gore community
- Very important, well told in the museum
- River is in my soul
- Great for sanity

2

Important for tourism & livelihoods 

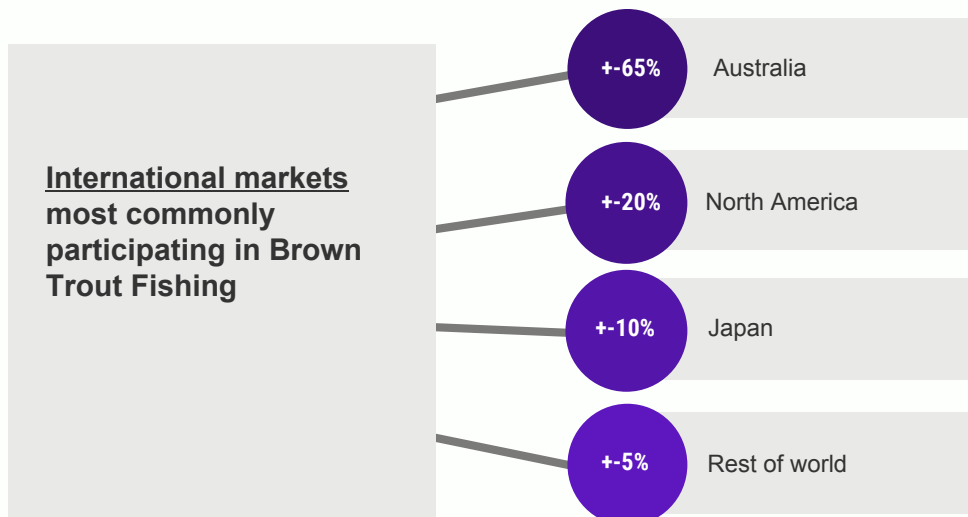
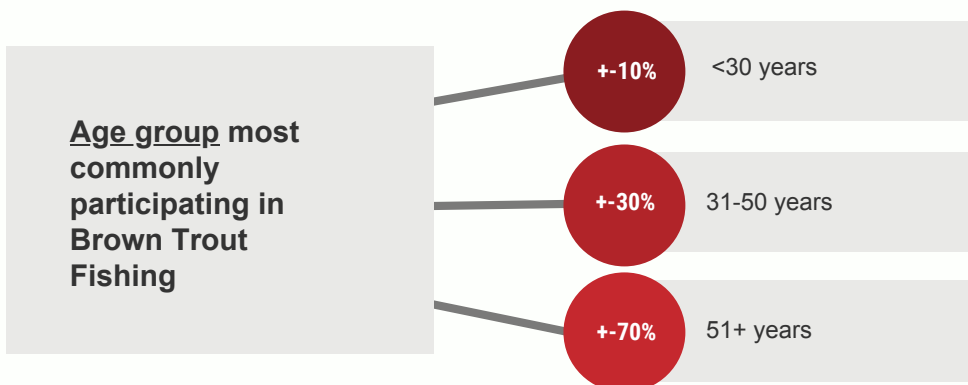
- Extremely important, 10/10 for tourism stats, it's huge for fly fishing
- Very important, Mataura River is world-famous
- Extremely important, the rivers are unique/wild good size.
- Gore is the last mecca for brown trout
- Very important in NZ and worldwide
- The brown trout story is very important in terms of setting the scene to promote the Gore District nationally and globally.
- Vey very important, world-renowned
- Great tourist attraction
- Fly fishing brings prosperity into the Gore District which has a positive effect on our livelihoods.
- Mataura and district has a good name. Lots of rivers and streams, don't see other people.
- Big part of livelihood



Regional brown trout tourism sector

Profile of visitors

Based on the interviews and information gathered, the below demographics and target market are a rough estimation of those who are most likely to be attracted to the position.





Regional brown trout tourism sector

Contribution to New Zealand's Economy

Trout provide a significant economic boost to regional economies and contribute significantly to tourism revenue, both international (pre covid) and domestic. Cawthron Institute put the value of trout angling in 1991 at up to a quarter of a billion dollars – that's \$400 million today. But Cawthron says that value may even be higher in 2018 as the trout industry has grown significantly since 1991.¹

New Zealand's brown trout fishing is regarded as one of the world's best, attracting big-spending international anglers. An article published on the NZ Stuff website in 2019 reported that it's thought the industry is worth about \$2 million each year to Southland, although some in the industry say that's a conservative estimate. In the same article, it was also reported that in 2016 some international fly fishing enthusiasts spent up to \$50,000 a week on guides and accommodation while seeking the ultimate angling experience.

"You've got guide fees, accommodation, dining, and entertainment, then the fishing shops get a bit of a hammering, too. It's hugely valuable to the local economy." Barry Perkins, of Fly Fish Maitai

New Zealand Professional Fishing Guides Association website boasts 29 guides in Queenstown and Otago and 9 in Fiordland and Southland. There has been a decrease in guides since Covid-19, especially in Southland where there were 16 guides in 2019. Non-resident anglers have to apply for a special licence, which includes a levy to contribute to fisheries management and habitat protection. From 2014 to 2019, there was a 60 percent increase in non-resident license sales in Southland, accounting for 25 percent of all licences sold in the province.



¹ <https://fishandgame.org.nz/threat-to-trout/trout-facts/>



Regulatory environment around brown trout fishing

Selling of Brown Trout

It has been pointed out by some that it is odd that it is currently impossible to purchase and taste brown trout whilst staying or traveling through the 'Brown Trout Capital of the World' Gore. Currently, the only way an individual can taste brown trout is to catch and cook one themselves or be lucky enough to have a friend or colleague catch one and share it.

Trout cannot be sold in New Zealand. Selling wild trout, farming trout, and importing trout are all prohibited in New Zealand and prevented by legislation. Here, it is illegal for recreational fishermen to sell any shellfish or fish. Certain shellfish and fish can be sold by professional fisherman if the professional fisherman process a legal quota to catch a certain type of fish or shellfish. No such quota system exists for trout in New Zealand.

Trout farming in New Zealand is currently prohibited under the Conservation Act and Fisheries Act. In the early 1970s, salmon and trout farming were both considered, but the government decided to only allow salmon farming.

The importation of trout meat for sale has been prohibited since 1998 under a Customs Import Prohibition Order.

"There is strong public interest in the New Zealand wild trout fishery, among the anglers that utilise the fishery, and the businesses that support anglers in their use of the fishery. The contribution of wild trout to the economy is significant. It is believed by trout fishery managers and enforcement officials that importation and commercial sale of trout would make poaching more difficult to control, and poaching would be likely to damage fisheries in ways that would impact on the existing users and the trout-related economy" - Impact Summary: Importation of Trout Meat for Sale DOC, 2018

The Ministry for Primary Industries advise that a restaurant can accept fish caught by a recreational angler, then cook and serve that fish to the successful angler, with conditions. The angler must be on-site while the fish is being prepared. If the process takes time i.e., smoking the fish, the angler must leave their details with the restaurant for compliance purposes. The fish would also not be able to be re-sold (fresh or cooked). However, the chef could charge the person for cooking the fish if they chose to.

A suggestion put forward during this study was the possibility for a law change to allow the farming or at least the importing of brown trout to NZ and in particular the Gore district. However, this is something that Fish and Game nationally have indicated that they will oppose.

It is important to note that currently, eating trout from certain stretches of the Mataura River can not happen unless that river system is cleaner. At this stage, water monitoring is showing that eating out of the Gore District Catchment of the Mataura River is dangerous to your health. This needs to be addressed before any initiative to eat brown trout is investigated.





Regulatory environment around brown trout fishing

Commercial Guiding

Pre covid there were up to twenty fishing guides operating in the Southland district. Under the current law in New Zealand, the only legal requirement for a fishing guide is that the guide must possess a valid fishing licence and their clients need to have a valid fishing licence. However, all guides must have a concession if guiding on Department of Conservation land (DOC).

Guides do have the option of joining the New Zealand Professional Fishing Guide Association (NZPFGA) which is accredited, though not compulsory to guide on NZ waterways. NZPFGA offers bulk DOC concessions for all affiliated members, audited health and safety plans, and public liability coverage. NZPFGA has a strong focus on supporting sustainable fisheries management.

The lack of accreditation needed to guide clients does cause slight angst among anglers within the region. It seems odd to many that anyone with just a fishing license can be paid to guide clients and need no accreditation. Some members of NZPFGA are aggrieved by competitors not having any accreditation but being able to charge hefty guiding fees. There is also frustration that fishing revenue profits are heading offshore as overseas guides can guide in NZ with only a current NZ fishing license.

A commercial fishing guide's license is currently being worked on by Fish and Game and will fall under the Conservation Act. This will hopefully clean up the industry and bring everyone under the same regulatory umbrella.



Access



Overall access to rivers in the district, in particular the Mataura River, is deemed reasonably good with most interviewed regarding it as not a problem or only an occasional inconvenience.

'Marginal strips' a chain-wide (20.1 meters) were introduced in NZ in 1892 and today are known as the 'Queens Chain'. The queen's chain allows public access to waterways. The Queens Chain applies to many riverbanks in the district but not all. Unformed legal roads (paper roads) can also provide access to waterways. A problem with these historic surveyed paper roads is that some waterways have moved and changed course over time meaning some historic roads now end in the middle of a paddock no longer the river's edge.

Angler access is clearly signposted by Fish and Game. Another tool available for the public is the free online maps provided by the New Zealand Walking Access Commission (NZWAC). The function of the NZWAC is to help negotiate, establish, maintain, and improve public access to the outdoors.

Fish and Game are currently in the process of developing an online app that uses satellite GPS. The app will hopefully provide up-to-date maps and clearly will show anglers where they can legally access and traverse waterways.



Regulatory environment around brown trout fishing

Water Conservation (Mataura) Order 1997

A Water Conservation Order is the highest level of protection that can be afforded to any water body, preserving its outstanding natural values for all freshwater fish, wildlife, outdoor recreation and generations to enjoy.

The Mataura River in Southland is 190km long. The river's headwaters are located in mountains to the south of Lake Wakatipu. It flows southeast towards Gore, and then passes through the town of Mataura, to reach the sea at Toetoes Bay on the southern coast of the South Island.

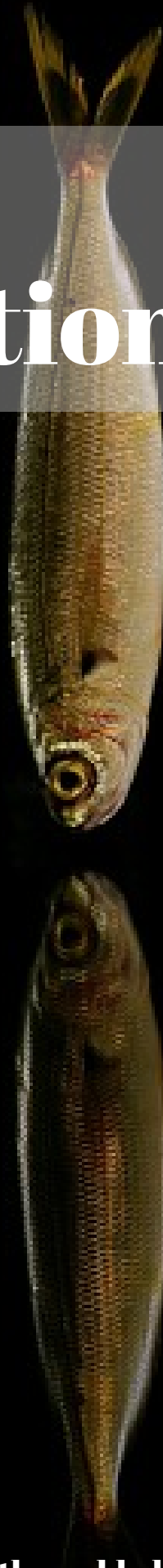
The name comes from the Maori words mata ('red') and ura ('eddy'). The red colouring of the water is caused by iron oxides in the local swamps.

The Mataura, popular with anglers, is internationally renowned for its brown trout fishery. The WCO was passed in 1997 in recognition of "outstanding fisheries and angling amenity features".

Because of the outstanding features specified, the rates of flow in the Mataura River must not be reduced, by the grant or exercise of water permits, below the minimum rate of flow specified in the Water Conservation (Mataura) Order.



Unique Proposition



"My vision is for another added dimension to a fabulous town that would encourage visitors both domestic and international, young and not so young as fishing encaptures all ages and ethnicity."



Unique aspects positioning Gore as "the brown trout capital of the world"

#1

The Mataura River

The Mataura river has been called a river made for fly fishing. Numerous unique aspects of the Mataura River have been highlighted as important strengths that add to positioning Gore as "the brown trout capital of the world." Those aspects which were mentioned include the mayfly, quality and abundance of the brown trout; tributaries, ease of access and access points, the centrality of the Mataura River, and that the Mataura River is the epicenter for brown trout. These points are discussed in further detail.

The Mayfly

If you had to pinpoint one thing that has put Gore on the map as the 'Brown Trout Capital of the World' it would be the Mataura River's mayfly hatch. This is known, both locally and internationally, as 'the mad Mataura rise'. A 'rise' is a phenomenon, that those who are lucky enough to be at the river's edge during one, will never forget.

"I was in the river up to my shoulders and trout started to rise all around us and I was totally mesmerised by it - it's what I later came to realise is called the 'mad Mataura rise'." Dougal Rillstone, Upstream in the Mataura.



Though not occurring as often as it did in the past the 'rise' still occurs today for anglers who know where to be at the right time.

What is the Mayfly?

The mayfly is an insect that trout feed on at almost all stages of its life cycle. This provides a challenge for anglers as they need to be aware of and alter their fishing technique to match the changing physical and behavioural habits of the mayfly during its life cycle to be successful whilst fishing.



Nymphs (larvae) attach themselves to rocks and cobble at the bottom of waterways



The subimago mayfly raises to the water surface after transforming from a nymph



A brown trout rising in search of mayfly in their subimago state

The four-part development cycle of the mayfly

Stage 1

Larvae, or nymphs as they are referred to by most fishermen, live under the water for almost a full year. Nymphs have tiny claws and cling onto the rocks. Occasionally the nymphs will let go to find better feeding positions to feed and are often washed downstream in highwater flow events such as floods. To catch trout that are feeding on the mayfly at the nymph stage of its lifecycle, an angler must fish with a nymph imitation which is fished sub-surface where the nymphs reside.

Stage 2

After just under a year, the nymphs rise up to the surface of the river and float a short distance where they then shed their nymphal coat and hatch into what is called a dun or subimago, known to anglers as 'emergers'. The emerging insect (exo-skeleton) has delicate wings, and a slim tubular body with two or three tails. This process can trigger the 'anglers' delight' a 'rise'. At this stage of their lifecycle, the mayfly is at its most vulnerable and is easy pickings for hungry trout who rise and grab the subimago mayfly's off the surface. Stretches of water, that had moments earlier been calm, can become a hive of activity in just minutes with fish rising all over the surface. Anglers will use a dry fly (one that floats) to attempt to imitate the 'emerger' (subimago mayfly).

This is a spectacle that is more prevalent on the Mataura River than any other river in New Zealand and is a huge draw card to the area both domestically and internationally.



Unique aspects positioning Gore as the 'brown trout capital of the world'

Stage 3

The surviving duns (subimago) lift off and fly to nearby riverside trees and shrubs for a day or two. Over this period, they transition into full adults (Imago) developing more colours. The angler term for the insect at this stage of the cycle is called a 'spinner'. This is the only part of the mayfly's life cycle that the mayfly is not prey for hungry trout.

Stage 4

The final stage of the mayfly lifecycle involves the adult mayfly doing a brief dance which includes bouncing up and down before mating in the air above the rivers and streams. The females then fly upstream and drop their eggs on the surface of the water. The eggs are carried downstream, and the process starts all over again. Once the adult Mayfly drops her eggs, she falls to the river surface and dies. This last act usually plays out in calm conditions. The most favourable time to fish during this stage is on overcast days, at dawn and dusk.

The number of dead mayflies are easy fodder for hungry trout and can cause a feeding frenzy. Trout take advantage of such easy pickings and often feed with less care and can be more easily approached by anglers. This can create a double-edged sword for the angler whose fishing fly is now competing with numerous dead mayflies' for the trout's attention.

The mayfly hatch and Gore's reputation as the 'brown trout capital of the world'

The mayfly hatch and Gore's reputation as the 'brown trout capital of the world' are intertwined. It is the mayfly hatch and the intensity and splendour of the hatch that has contributed to the Mataura River becoming internationally and domestically held in such high regard.

The Mataura River is not the only river in which this phenomenon occurs. Mayfly hatches occur on rivers throughout New Zealand and the world but seldom do these hatches match the regularity and spectacle of the 'Mad Mataura Rise'. The abundance of visible fish rising in proximity is a spectacular sight and an amazing situation for an angler to be in.

It provides a challenge for the angler in which he or she must use cunning, expertise, and a little luck to hook and land a brown trout. It can be torturous for keen anglers to see and be so close to all this action and not hook up. Fishing the dry fly in these conditions requires a lot of practice and skill which can take years to master but adds to the allure of fishing in the Mataura. A local resident from Gore reflected that *'...once you have fished the Mataura during a rise, you will be hooked for life.'*

Though Mayfly hatches are not as common as they were in the past on the Mataura River, they still take place and occur with relative regularity. As long as this phenomenon continues, the Mataura River will always hold strong as one of the worlds leading brown trout fishing destinations.



Ideal riverside trees and shrubbery for mayfly's to shelter in.



Adult mayflies doing their dance before dropping their eggs. The prelude to a fishing frenzy.



Life cycle complete, an abundance of dead mayfly can be a blessing and a curse for would be anglers as the trout are spoiled for choice.



A spectacle and challenge relished by any angler.



Unique aspects positioning Gore as the 'brown trout capital of the world'

Quality and Abundance of Brown Trout

In 1997 the Mataura River was awarded the Water Conservation Order when it was declared protected waters due to its **outstanding fisheries and angling amenity features**. The quality and abundance of the brown trout in the Mataura River were mentioned many times by those interviewed as one of the best and most sellable attributes of brown trout fishing in Gore. Evidence of this is seen by the number of guides that offer their services to anglers keen to wade through the Mataura in search of the famed quality brown trout.

Brown trout within the Mataura River are wild, self-sustaining, and reproduce through natural spawning, rearing, and the recruitment of trout into the adult trout population. Fish & Game does not undertake in artificial stocking. Over the past 20 years, New Zealand fisheries scientists have reached the conclusion that improving the trout habitat is much more productive than stocking rivers with hatchery fish. If the rivers are in poor condition, then stocking will not help as the river cannot support a reasonable trout population. In the Mataura River, it is difficult to get a good understanding of the number of brown trout throughout their life cycle due to the physical challenges in measuring the brown trout. However, the Mataura River clearly provides suitable habitat and water quality to support self-sustaining brown trout populations. Fish & Game considers the threshold for a 'very large trout' to be 600mm. Very few Mataura trout grow to this length however, this does not seem to play too much of a part in the attraction of anglers to the Mataura. It is the sport, and the skill required to fish the Matura River, that entices anglers year after year.

Tributaries, Ease of Access, and Access Points

Regarded by many as New Zealand's top dry fly water, the Mataura is a premier fishery offering over 150kms of fishable water. There are many tributaries that feed into the Mataura River including the Waikaia River, the Mimihau River, the Mokoreta River, the Otamita Stream, and the Waimea Stream. The combination of these tributaries and the Mataura River itself offers many enjoyable and enticing opportunities for anglers to fish. As these tributaries provide additional locations for anglers to fish, it is a strength that can be capitalised on by both local anglers and guides taking people out for the day. From the small stream fishing in the upper reaches to the slow-flowing river of the middle reaches and all the way through to the deeper waters of lower reaches that flow out to sea. The river is easy to access and wade through without being swept away by strong water. As a result of these many opportunities to catch fish, anglers are attracted to these unique fisheries and the skills and challenges that come along with each location that is fished.

The river runs close to farm or state highways for much of its length so it can be accessed easily which makes for an enjoyable experience for anglers who do not want to spend much time journeying to get to their fishing spot.





Unique aspects positioning Gore as "the brown trout capital of the world"

The centrality of the Mataura River

The fact that the Mataura River runs through Gore is a great advantage for the town itself and for the promotion of fly fishing as a sport. Visitors and locals are always reminded that there is a river running through the heart of the town and this is a unique aspect that can be capitalised on. Additionally, it means that facilities, amenities, and sporting equipment are close to the river and anglers can access what they need before or after their day of fishing.

The Mataura River also runs through the heart of the Gore District and in many parts runs alongside, or close to either main roads or farm roads. This centrality allows for convenient access to the river.

The Mataura River is the epicenter for Brown Trout

There are many rivers all over the world that have brown trout swimming in them. Examples can be found in the rivers of North America, South America, and Canada. According to an article on Field and Stream, the best place to find exclusive brown trout fishing is in New Zealand. The article states that *"If you're a full-blown trout nut, you owe it to yourself to visit New Zealand at some point in your life. The country is home to some of the most intense, visually stimulating, and technical sight fishing for brown trout on the planet."*

As the Mataura River has no rainbow trout, there is a good basis for the argument that it is an epicenter for brown trout and a unique aspect to promote.



Unique aspects positioning Gore as the 'brown trout capital of the world'

#2

Established Brown Trout Reputation

Few people would travel through Gore without noticing the statue of the brown trout. It is an iconic part of the town's landscape, created by Errol Allison in 1989. The trout, made with polystyrene over a mesh frame and encased in a fiberglass shell, has stood near the junction of SH1 and SH94 in the middle of Gore ever since it was officially unveiled by Sir Bob Jones in the same year he was made a Knight Bachelor for services to business management and community in the Queen's Birthday Honours.

Almost all interviewees commented on the statue as being a good addition to Gore and in line with the reputation of the town and the Mataura River.

- *"Beautifully done, well crafted and positioned, iconic, good location"*
- *"Looks good, great asset"*
- *"100% its iconic"*
- *"Fits good, people identify it with Gore"*



A quick internet browse on international websites promoting brown trout fishing in New Zealand shows that Southland, the Mataura River, and Gore come up as a desirable place to fly fish for brown trout. The reputation of the location seems to be well established and consistent year after year, both among the international and local community.

Ever since the American writer Zane Grey fished these waters in the 1920s and declared New Zealand to be the "angler's Eldorado," fly-fishing enthusiasts have beaten a path to our river-banks and lake shores to test their skills against the trout's cunning.

Visitors to the area who have experienced fishing in the area rave both about the fishing experience itself as well as the **famous southern hospitality** shown to them. Back in 1970, this was a highlight that was featured in the New York Times article and today there are many 5-star reviews on Trip Advisor.

Gore and New Zealand's brown trout status has also been featured in The New York Times both in 1970 and again in 2010. The article from 1970 describes New Zealand as 'fishing heaven for trout fisherman' and talks about the surroundings being simple and rustic, away from overcrowding and blacktop highways. One angler featured in the article mentions that he was able to fish 15 different streams in Southland over a 100-mile stretch for a month without seeing one other angler.

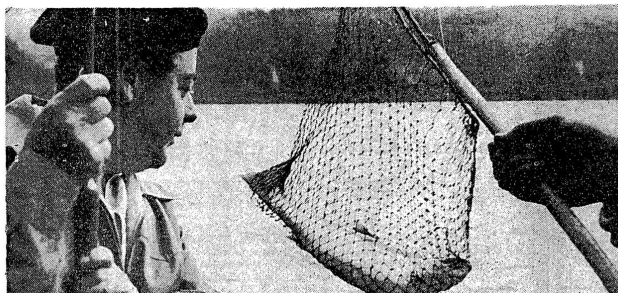
Where the Big Trout Still Rise to the Dry Fly

WANA LITTLE

IN New Zealand in 1911 the Honorable Percy Thelluson of Great Britain posed cockily for the camera, as fishermen are wont to do, his day's catch strewn before him on the shores of Lake Taupo. According to meticulous historical accounts, the total weight of his catch that day was nearly 1,000 pounds.

Three months ago F. L. Anderson, a retired businessman-engineer from Orinda, Calif., cast his rod, for the 11th consecutive season, in almost the same waters as had Thelluson. After three weeks and despite few legal limitations, he reported that he had caught around 900 pounds of fish. His total haul in three weeks, in other words, was only about half of what Thelluson had reeled in in a single day!

The 72-year-old Anderson considers himself a pretty fine fisherman who



The New York Times

EXPLORER

A Long Road to World-Class Fly Fishing in New Zealand



The wide Mataura River in the South Island of New Zealand is home to stream-born, wild trout that leap and run spectacularly when hooked.
Julian Apse for The New York Times

By Morgan McGinley
Jan. 26, 2010

The following quote from the 2010 article, shows that not much has changed.

"The numbers of anglers casting on the New Zealand streams we fished were far fewer than we had experienced on comparable streams in Montana or Idaho."

The article in 2010 specifically mentions Gore as the 'brown trout capital of the world' and goes on to describe the Mataura River, the art of landing a brown trout, and the spectacle of the mayfly.



Unique aspects positioning Gore as the 'brown trout capital of the world'

Visitors to the area who have experienced fishing in the area rave both about the fishing experience itself as well as the **famous southern hospitality** shown to them. Back in 1970, this was a highlight that was featured in the New York Times article and today there are many 5-star reviews on Trip Advisor.

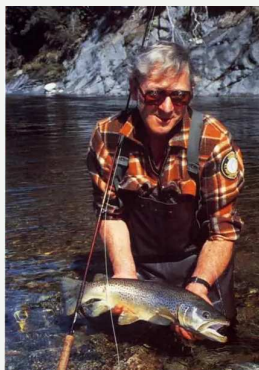
"They'll do anything for you", said one Ohio angler who thinks New Zealanders are, at least with Americans, generous to a fault. "Unless you look out, they'll breathe for you. Not only do New Zealanders usually wave fisherman through their "Private property - No trespassing" signs but they often end up inviting them to tea or dinner or to even stay the night."

New York Times 1970

And while there are more guided fishing experiences today than in 1970, the southern hospitality and the quality of fly fishing has stayed consistent.

"We were welcomed into their home and made to feel like old friends. During our outing, Barry succeeded in having my wife catch and land 3 good-sized brown trout on a flyrod. My day also resulted in catching multiple fish...this was a truly memorable day in the river. I have not experienced this quality of fly fishing in our home water of the Pacific NW. If you enjoy fly fishing, a day on the river with Barry is an experience you can't miss."

Trip Advisor Review 2019 by a visitor from Washington, USA.





Unique aspects positioning Gore as "the brown trout capital of the world"

#3

Brown Trout Fishing is an Accessible Sport



Fly fishing is a sport that can be enjoyed by all ages, demographics, and genders. The Mataura River is the perfect fly fishing river as it offers many areas where all anglers, whether old or young, experienced and inexperienced, can wade into the waters and enjoy their fishing experience. Gore as the hub of the Mataura river offers anglers a place to begin their fly fishing journey at the start of the day and a place to end their journey once the day of fishing is complete.

Significant potential exists to promote this sport to those eager to learn or try something new, as well as to promote it further to those already with skills. Additionally, as it can be a sport enjoyed on a smaller budget, it offers opportunities for people from many different socio-economic backgrounds to enjoy the sport. One of the interviewers mentioned that fly fishing is equalising because everyone is on the same level when fishing in the water.

#4

Beautiful and Remote Environment



The beauty of Mataura River and the lush green pastures of the Gore District are some of the aspects that make this region unique and attractive. Many of those interviewed commented on the beauty of the river and the landscape as something to behold and that this adds to the enjoyment of the brown trout fly fishing experience. Added to this, the remoteness of some of the fly fishing spots means that anglers can be in the river for hours and sometimes the entire day without seeing another person. For many, this is very appealing as it allows them to connect with nature and enjoy a peaceful experience.

Gore offers a restful country town experience to those that visit to fish for brown trout. Besides coming to Gore in search of the best brown trout fly fishing, many people also want to enjoy and rest in the tranquility of the small-town vibe.

#5

High Angler Days



According to the National Anglers Survey 2014/15,³ the total effort for the Southland region in 2014/15 was 122,660 ± 6,010 angler days and this was distributed over 57 river fisheries and 14 lake fisheries in 14 catchments. The fisheries were dominated by the four main catchments which traverse the Southland region from north to south: the Mataura (44,270 ± 3,610 angler-days; 36% of the regional total); the Waiau (43,120 ± 3,170 angler-days; 35%); the Oreti (18,110 ± 2,090 angler-days; 15%); and the Aparima (10,160 ± 2,220 angler-days; 8%). River fisheries accounted for 90,990 ± 5,310 angler days (74% of the regional total), and lake fisheries for 31,670 ± 2,830 angler days (26% of the total).

The Mataura River is the most heavily fished river in Southland. The Waiau catchment has more use than the Mataura catchment as a whole because of the lake fisheries (Te Anau, Monowai, Manapouri) within the Waiau catchment. There is an opportunity to capitalise on the likelihood that anglers might enjoy a tourist package that allows them to fish in both catchments.



Unique aspects of Gore as the 'brown trout capital of the world'

#6

Community Economically Invested in Brown Trout Fishing



Although not perhaps the biggest industry in the Gore District, there are many people and businesses that benefit from brown trout fishing. It was mentioned by over half of those interviewed that brown trout was important to themselves and/or their business.

Many stakeholders benefit from the business, and as mentioned by some interviewed, before Covid-19 restrictions, they were "making good money." The accommodation businesses interviewed mentioned that they had lost between 5-25% of their business due to reduced tourism. The most impacted group has been the fly fishing guides, many commenting that fly fishing is their main or only source of income. The retail businesses interviewed mentioned they had lost around 12.5% of revenue due to the lack of fly fishing tourists.

Potentially other areas such as restaurants, coffee shops, other retail stores, and other forms of tourism activities also benefit from the tourists and locals who come to Gore to fish.

#7

Gore as the "Heart and Soul of Southland"



Gore has many roads passing through it as people journey around Southland. Added to this, the Mataura River runs through the heart of Gore as it moves down the length of Southland. Much history and heritage of Southland can be found. Gore is also the stage for many events and activities that make Gore a place to visit and enjoy.

Paul Rush said in his NZ Herald article that the aspects that made Gore the 'Heart and Soul of Southland' are that - *"Each year the town is enlivened by the "Gold Guitar" music contest, which puts it right up there with Tamworth and Nashville. There are annual festivals to embrace many aspects of life here: vintage aircraft fly-in, moonshiners, mayfly fishing, fashion design, line dancing, art and craft, and rhododendron displays."*

As brown trout fishing attracts a niche market, there is an opportunity to promote other events and activities in Gore to attract fisherman and their families and/or friends. Being able to provide a well-rounded experience is key.



Challenges facing Gore as the 'brown trout capital of the world'



Challenges facing Gore as the 'brown trout capital of the world'

#1

River Quality

The ecosystem required to allow brown trout to thrive, like all ecosystems, is reliant on all aspects of the ecosystem functioning successfully. Any changes to this ecosystem can alter the balance and therefore not allow the brown trout to thrive as they once did. These elements include river pollution and fine sediment runoff.

River pollution and fine sediment runoff in the Mataura catchment

The river water quality typically deteriorates the further downstream you go. Agriculture runoff in the form of, but not limited to, nitrogen, phosphorus, E. coli and fine settlement from farming practices and urban areas has negatively affected the water quality.

Any change to an ecosystem that alters the behavioral patterns of any organism living in it can have a huge flow-on effect throughout the entire ecosystem and food chain.

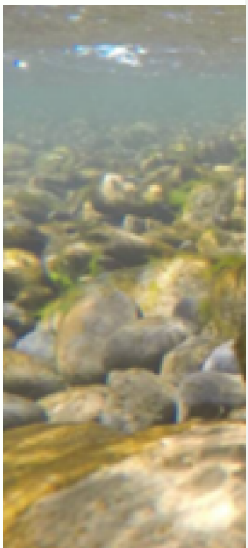
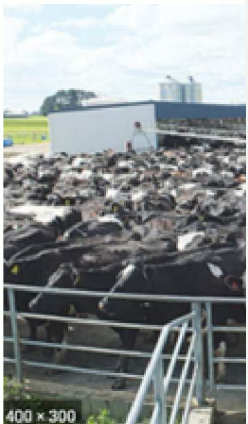
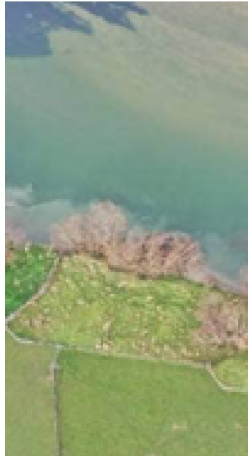
In the case of the brown trout, pollution from contaminants and fine sediments have had a detrimental effect contributing to the mayfly not being 'what it used to be' on the Mataura River. Fine sediment effects invertebrates by clogging up the interstitial space between rocks. Excess nutrients (nitrogen and phosphorous) promote algal growth which can cause fluctuations in dissolved oxygen. This contributes to a flow-on effect on trout as they feed on invertebrates.

Contaminants enter the waterways from many day-to-day human and farming practices. They can affect the ecosystem and alter the habitat that fish live in. Contaminants found in the Mataura river catchment include, but are not limited to, animal drenches, vet medicines, pesticides, herbicides, and estrogen from cow urine.

Southland, like much of the country, has moved towards high-intensity farming practices as time has progressed. The upper reaches of the Mataura and its tributaries are predominately still sheep and beef farms with dairying becoming more prominent the further downstream you progress. The intensive nature of dairying leaves a larger footprint on the environment resulting in an overall increase in waterway pollution.

Increased fine sediment build-up in rivers has increased over time. When soils erode, sediments are washed into streams and rivers. Fine sediment deposits are often high in waterways where riverbanks are grazed by livestock. Farms that have had steep slopes with trees removed have, in part, contributed to increased fine sediment build-up in the Mataura River. Problems caused by fine sediment include, but are not limited to, the following:

- Fine sediment in the water can damage the gills of fish affecting breathing;
- Reduces visibility in the waterways making it harder for fish to feed and find places to live;
- Can damage the feeding apparatus of invertebrates (a main source of the brown trout diet);
- A change in the bottom structure of the river/ stream;
- Coarse gravel and stone beds can be replaced with silty sandy bottoms;
- A decrease in the number of invertebrate species by smothering of habitat;
- Decreased algae food decline at the base of the food chain;
- Sediment can scour algae from rocks and reduce sunlight in water reducing algae growth from lack of photosynthesis; and
- Sediments can harbor and transfer dangerous chemicals and bacteria from surrounding farms and towns and deploy them in the waterways.





Challenges facing Gore as the 'brown trout capital of the world'

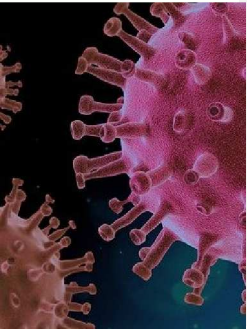
River quality continued...



It is important to note that farming practices are improving as time progresses. New technology, bylaws, and regulations are not only limiting and preventing pollution in rivers such as the Mataura but also reversing and improving water quality. There is much work being carried out in this space, such as freshwater farm plans, biodiversity monitoring, and capping of nitrogen levels. Another project that has only just begun is the Mataura River Project. Its purpose is to consider a re-imagined Mataura River system by bringing together 'catchment by design' methodologies and Mātauranga Māori in order to build cultural, environmental, and economic resilience in the catchment. The members of this project currently are Hokonui, Awarua & Waihōpai Rūnanga working with Fonterra & Toitu te Whenua/LINZ.

#2

Reduced International Tourism (Covid-19)



Covid-19 continues to impact both international and domestic tourism. It is clear from interviewee feedback that the impact of Covid-19 has been immense as New Zealand's international borders are closed to international visitors. The ever-changing and uncertain nature of the situation makes it challenging for stakeholders in the brown trout freshwater angling industry to rely on international tourism in the foreseeable future.

There is potential to formulate plans to attract the local community into the sport of fly fishing and focus on domestic visitors that are presently in New Zealand.

#3

Positioning



Gore as "the brown trout capital of the world", will be known to those who see the iconic statue of the brown trout near the Mataura river. Additionally, within the fly fishing community, there is a general understanding that New Zealand is a good place to come fly fishing.

Potentially, one of the challenges that exist is that even though the fly fishing community recognises Gore as "the brown trout capital of the world", those without prior knowledge would not easily find this information. Gore is also known as the home of New Zealand's Country Music Festival - Tussock Country. For those trying to market Gore, this could potentially be confusing. Having more than one strong proposition is vital to attracting visitors to Gore and there is potential for each proposition to entice more people to the Gore district.

#4

Appeals to Niche Market



Brown trout fishing is a niche market to promote, even within the fly fishing community. By only promoting one type of fishing it limits the target market to those to which the brown trout appeals. Even though there are those who long to fish brown trout in New Zealand, it is still a small group of people to attract.

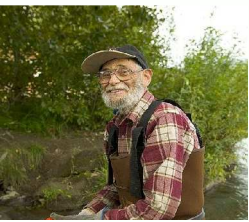
Additionally, the main age group represented in the fly fishing community is 50 years and older, with about 90% of those fishing being male. As a result of this, the interest group is limited to a specific demographic.



Challenges facing Gore as the 'brown trout capital of the world'

#5

Generation of knowledge lost



Traditionally the art and skill of fly fishing have been passed down from generation to generation. The challenge facing the fly fishing community in Gore is that much of the older generation does not have the opportunity for them to pass on their knowledge, secrets, and skills required to the younger generation.

#6

Limited Infrastructure



It was noted by several interviewees that tourist anglers are not catered for in terms of the availability of restaurants after they come back from a day of fishing. This presents a problem when promoting the town of Gore as a town or location that caters to anglers at all stages of their fishing holiday/trip.

It was also noted by some of those interviewed that while there is accommodation for tourist anglers, there is a lack of high-end accommodation. While fly fishing is a sport that can be enjoyed by all income brackets, those who travel to New Zealand could potentially seek luxurious accommodation which is not available in Gore.

#7

Cost of Fishing Licence



Fish and Game New Zealand sells fishing licences to those wanting to fish for sports fish in New Zealand waters. These are a requirement to catch fish legally. These licences are sold to both residents of New Zealand and non-residents. Some of those interviewed mentioned the cost of these licences can be pricey for some people and therefore a barrier to participation. Fish and Game have already completed a price sensitivity analysis for both resident and non-resident anglers, however, further investigation into the price of a fishing licence is recommended.

Fish and Game do offer a discounted rate for loyal seniors over 65 who have held an 'Adult Whole Season' license consecutively for the five years previous. They also have local area licenses, junior and child licenses as well as family licenses. Education around what types of licenses are available as well as what the money goes towards is important.



Challenges facing Gore as the 'brown trout capital of the world'

#8

Perception of Overfishing the Mataura River



Several of those interviewed were concerned about overfishing in the river and the impact this was having on the fish population numbers. Suggestions to overcome this were to educate anglers about fishing practices that ensure a healthy trout population, discourage live baiting in some rivers, and allow greater time for the trout to spawn before opening up for fishing.

Fish and Game, however, have advised that overfishing is not a problem. The Mataura River can sustain more harvest than it is currently receiving and it is unlikely the Southland Fish and Game Council would support the restriction of bait fishing. During their last regulation review, method restrictions were almost entirely removed to ensure all anglers, no matter their preferred fishing method, could fish around Southland.

#9

Perceived Limited Access to Rivers



The Mataura and other rivers in the area have many access points that can be reached by road, however, some of those interviewed mentioned that there is a perception that farmers prohibit the access to rivers through their farms. Some of the river accesses are obstructed by fences and gates, as well as fencing running through the river. This can be challenging for anglers, especially for guides who want to give their customers a good experience.

#10

Community Understanding



The brown trout statue is synonymous with Gore and most local people have a strong affection for the iconic statue. Beyond the affection for the brown trout statue, there doesn't seem to be much community understanding for the positioning that Gore is the 'brown trout capital of the world'.

To promote this positioning successfully in the future, work should be done to engage with the Gore community in understanding what it means to be the brown trout capital of the world.



Challenges facing Gore as the 'brown trout capital of the world'

#11

Competition



Southland is filled with many beautiful places and magnificent rivers. Many of these rivers also have brown trout in them. As a consequence of this, anglers travelling to or around New Zealand, have many options on where to fish for brown trout. Two main competing locations were mentioned in the interviews and those were Lumsden and Mossburn. In particular, Lumsden was mentioned as Hurley's Fly Fishing Shop is located there. This business offers guides, packages, gears, courses, adventures, accommodation, etc. As Hurley's is an Australian brand it brings many anglers in from Australia directly to Lumsden, via Queenstown. These anglers enjoy an experience that is fully catered for by this experience and primarily fish on the Oreti River.

This competition is a significant threat as in many ways Lumsden is more of a 'one-stop shop' for visiting anglers. Although Gore does offer something unique in terms of exclusive brown trout fishing, this might not be enough of an attraction to attract them to Gore as the primary location to visit.

5

#12

Limited Product & Assets



Apart from the brown trout statue, there is a limited product that strengthens and showcases Gore's position as the 'brown trout capital of the world'. Gore has its natural assets, a great reputation among those 'in the know' and a unique proposition described earlier in this report, however, this would not be instantly recognisable to the everyday traveller.

Developing products and assets is critical to cementing Gore's reputation as the 'brown trout capital of the world'.



Opportunities for successfully positioning Gore as the 'brown trout capital of the world'



Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

#1

Invest in infrastructure to enhance 'Brown Trout Experience'

Many of those interviewed indicated that a brown trout observatory or viewing platform would add to the experience of Gore as the 'brown trout capital of the world'.

The aim of the observatory/viewing platform would be to ensure there is easy access for the public to enjoy the trout and understand the history of the river and the trout.

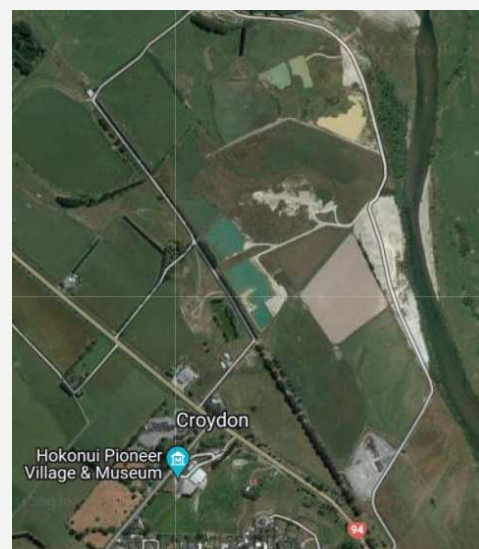
Fish and Game have advised that the challenge of building an underwater observatory on the Mataura River is the variability of the water. In Southland, there is already a Trout Observatory in Te Anau and an underwater observatory in Milford Sound. The Te Anau Trout Observatory was constructed in the 1970s and is home to a variety of well-looked after rainbow and brown trout, plus NZ Native Koura. Previous to it becoming the Trout Observatory it was run as a trout hatchery that supplied trout to most Southland waters.

The viewing platform proposed by many throughout the interviews seemed to be the preferred option for viewing brown trout. It has also been suggested that trout could be fed from the bridge in Gore.

One potential option looked into during this study was having a brown trout viewing platform at ponds situated just north of Gore on Waimea Highway, State Highway 94. There are several man-made ponds here, however, the land is privately owned with no public access. The landowners have no intention of selling.

Early discussions with Fish and Game indicated that brown trout could prosper and survive in ponds. The feeding of trout at regular times could attract trout to a desired viewing area. Automatic feeders positioned around ponds could achieve this.

The depth of the ponds would need to be sufficient to maintain healthy fish. It would be advisable for trees and shrubbery to be planted in areas around ponds to provide shade for the trout.



#2

Ensuring sustainability of our fish stock

Changing rules and regulations around using single hooks as opposed to triple hooks were suggested as a way of ensuring healthier fish stock. There is a perception that when using the triple hooks it is much harder to release a fish back to the river. Fish and Game have advised that this is not backed by any research. Fish handling time is the key variable affecting survival post-release (i.e. time out of the water).

Promotional videos and guides on what best practice looks like were suggested to ensure healthy trout practice.





Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

#3 | Maruawai Centre

The Maruawai project is an art and history project showcasing the Mataura Valley. Maruawai in this instance denotes 'Valley of Water'; a historic name given by southern kaumatua Paroparo Te Whenua. The project has utilised research



material and the resources of Hokonui Runanga to determine sites of cultural significance to Maori along and around the Mataura River and its tributaries. With the aid of a dedicated 12-year research partnership, key sites have been identified and given their traditional names. Added to these are accompanying explanations as to why these sites are significant to southern Maori. For southern Maori, Maruawai was a food basket, a complex matrix of food gathering sites that played host to a range of indigenous flora and fauna. For centuries the Mataura Valley has hosted trails known to many generations of southern Maori. The museum will use totally vetted information from key historians and local Runanga. Completed museum interpretation will act as a visual GPS of the Mataura Valley and inform the public of histories surrounding sites that are significant to southern Maori. Many have been seasonal food gathering or encampment sites, and some feature in chronicled inter-tribal conflicts and incursions by northern raiding parties. The museum will celebrate the ongoing iwi connection with the geography of the Mataura Valley. The area's soil fertility, climate, and flood-prone areas will also be documented.

The museum will focus on continuous iwi knowledge of the Mataura River and surrounding area, and demonstrate how southern Maori viewed the valley as a means of travel and a rich source of seasonal hunting and food gathering.

Freshwater species and flora (listed below) will be showcased as well as the specific areas of the valley where they were traditionally sourced.

- Koura (freshwater crayfish)
- Tuna (Eels)
- Inanga (whitebait)
- Piharau (Lamprey)
- Kakahi (freshwater mussel)
- Tametea (spear-grass)
- Tutu berries

Many traditional encampment sites and river crossings will be shown, as will other areas of cultural importance.



Piharau (Lamprey)



Tuna (Eels)



Kakahi (freshwater Mussel)



Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

How does the Brown Trout fit with the Maruawai Project?

The Maruawai Center will feature the arrival of European settlers to the region, the introduction of brown trout to the region in 1878, and freshwater angling. While the brown trout is an integral part of the Mataura River now, it is a comparatively recent part of its story.

The release of the brown trout in 1978 and the process of developing subsequent fishing seasons will be highlighted. A significant collection of antique angling equipment will also be displayed to demonstrate changing methods and equipment used over time.

The art of angling is notable for having complementary, time-honored bodies of both literature and art. The work of national and international artists and poets will also feature in the museum. This body of work will help provide a wider context for human interaction with trout, and potentially appeal to visitors with little interest in the mechanics of fishing.

Within the context of the wider Maruawai story, this collection will provide an overview of brown trout fishing and its contribution to the area.

The Maruawai Centre will also explore the acclimatisation of introduced freshwater species, such as brown trout, and how they affect the native species and ecosystems in the area. The presence of trout are of benefit to native species as trout provide a good food source for native animals such as koura, adult galaxids, eels, bullies, kingfishers, shags, and herons. The many habitats and environmental issues that run concurrent to intensive primary production within the Mataura Valley will also be highlighted.





Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

#4

Add to and promote the Brown Trout experience

People travel to and through Gore for different reasons. Taking advantage of the visitors' presence could be an opportunity to promote the brown trout story and the history and passion associated with the Mataura River.

On the Fly Virtual Fishing Experience - Gore Visitor Centre

On The Fly (name subject to change) is a new Virtual Reality (VR) visitor experience at the Gore Visitor Centre that allows visitors to explore the world of fly fishing on the Mataura River.

An interactive fishing game transports the visitor to a beautiful fishing spot on the Mataura River where they will be able to fish for brown trout and randomly selected pattern within two minutes; the user will 'hook a fish' and be able to reel it in. This is a good resource to add to the toolbox of providing the brown trout experience for visitors and the community.

Interpretation Panels / Story Boards / High Tech Videos / Trails

Other opportunities to share stories surrounding the brown trout include adding more interpretation panels and interactive storyboards near the brown trout statue and along the Mataura river bank. These particular types of signs can inspire visitors and be used to create a sense of community and individual pride. It shows that people care about their surroundings and places of heritage and interest.

Creating these panels/storyboards would help to educate both visitors and the community about the brown trout and its significance to Gore while also providing links, via trails, from the statue to the river, the Visitor Centre, the Muruawai Centre, and future potential observatory/viewing platform. This would be a good opportunity to collaborate with iwi to develop stories.

Creating high-tech visuals and video's around the life cycle of the brown trout and/or a video from the perspective of the mayfly has also been suggested. These are to be located at the Muruawai Centre.

Community Ambassadors

The brown trout statue is synonymous with Gore and most local people have a strong affection for the iconic statue. Beyond that affection, there does not seem to be a lot of community understanding of the brown trout story and its significance to Gore and the surrounding region.

To cement its position as the 'brown trout capital of the world' successfully in the future, work needs to be done to ensure that the community, including businesses, have a good understanding of the brown trout story so that they identify with and become ambassadors of it.

Cultivating an understanding of the brown trout story among the community will help to create an eagerness to share Gore's message with the world. This, in turn, creates an opportunity to establish a real and trustworthy connection with potential visitors to Gore.





Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

#5

Marketing & Promotion - Linking Northern Southland

As the 'world capital of brown trout' position already exists for Gore, there is a significant opportunity to build on this, enhance it and propel it to a new level of recognition. Ensuring the brown trout story is understood, easily communicated, and adopted by the community is key to this.

Linking Northern Southland to this proposition is critical. Adding the Upper Mataura and the Oreti river along with the towns and businesses of this area strengthens Gore and the wider regions positioning in this sector. Being able to market the area as a whole, while ensuring that Gore remains at the epicenter is key.

Another suggestion from those interviewed is to develop a targeted marketing plan. Targeting domestic visitors in the first instance while setting up to target international visitors is vital for the area. Suggestions for both marketing and promotion included working with Great South to assist with targeted marketing, attending trade shows (both NZCMA and Boat shows), travel magazine advertising, and targeting anglers packages to overseas anglers. Developing and showing promotional videos, developing a dedicated website, and fly fishing magazine advertising.



#6

Tailor Packages for Anglers

There is an opportunity for various businesses to capitalise on the anglers that come to Gore. One of the challenges that were mentioned is that there is not a lot of food available for many of the anglers at the end of the day. A potential opportunity that exists is for a local provider to offer meal packages. This could be undertaken by some of the restaurants/cafes in town or even locals looking for extra income.

Further opportunities exist to create packages for anglers to tour Southland and explore different fishing spots, including the Mataura River.



#7

Develop Tourist-Friendly Map App of the Mataura River

Creating a map app of the Mataura River and its tributaries that highlights the best fishing spots and access points to the river is a good opportunity to encourage anglers to explore the Mataura River more. Even though many maps exist it could be good to have an angler-specific map targeted at visitors who are new to the area and want to explore the region. This map app could include guide tips or pointers about different fishing locations. It could also include information about accessing spots that traditionally are not easy to access without prior knowledge or experience. This is an idea currently being considered by Fish and Game.





Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

#8

Increase Number of Events

'On the Fly' Mataura River festival is the key event for brown trout fly fishing in Gore. Gore District Council organises the annual 'On the Fly' Mataura River Festival in March. The event invites a wide variety of experts to share their skills, such as professional chefs and fly fishing masters. This fun-filled day is an exciting addition to the Gore community as it is inclusive of the family and encourages many age groups to get involved. Suggestions to enhance this event include having fly fishing teaching days (take a kid fishing), promoting family fly fishing activities, extending the length of the event, holding it every year, and using more locals in the fly fishing festivals.

Building on the 'On the Fly' Mataura River festival will assist in strengthening and showcasing the positioning of Gore as the 'brown trout capital of the world' while introducing new people to the sport and also attracting people from further afield.

Other ideas for events focused on attracting new people to fly fishing with suggestions such as having a 'brown trout bus' that goes to school to promote fly fishing, holding more fishing competitions, hosting 'catch and release' fly fishing competitions and events for children only to learn fly fishing.



#9

Food as Part of the Experience

As mentioned earlier in this study, restaurants in New Zealand are not allowed to serve and cook trout. This can be a disappointment for some of the anglers as they might want to taste the local fish.

There is a potential opportunity to find ways to create packages or mechanisms to have each anglers 'catch of the day' cooked and served by local chefs. The opportunity for anglers to eat and enjoy their fresh catch would potentially go a long way to enhancing their fishing experience. Another idea could be for an event such as the 'Long Lunch' in Arrowtown to be developed as part of 'On the Fly' whereby trout caught on the day is cooked by local chefs in the evening and shared by all involved. As earlier mentioned in this document, it is imperative that trout from the Mataura River is considered safe to eat. This will depend on river quality.





Opportunities for successfully positioning Gore as the 'brown trout capital of the world'

#10

Partner Towns



There is potential to partner with another location, in a different season and work on collaborative marketing. An example is Roscoe, New York as it is also known for its fly fishing and being 'Trout Town Proud'. The Gore region in America is also known for Trout Fishing. Tasmania is known for some of the best fly fishing in Australia. Creating a mutually beneficial relationship could be a good opportunity for both locations seeing as most fly fishermen come from Australia and America.

#11

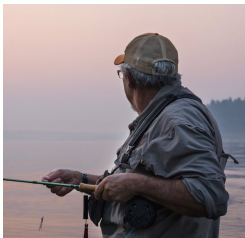
Introducing fly fishing to our younger people



According to the demographic information obtained from those interviewed, roughly 70% of those who fly fish in the Mataura river are over 51 years old and +30% were between 31 and 50 years old. An opportunity exists to promote brown trout fly fishing in a variety of different ways to the younger generation. Examples include organising family fly fishing days, school children days trips or competitions for young anglers, etc. By reaching out to the next generation there is a greater possibility of preserving the long-term future of the brown trout fly fishing industry in Gore.

#12

Fishing License Cost



The cost of a fishing license was mentioned several times as a potential barrier for our older people participating in the sport of fly fishing. There is an opportunity here to consult with Fish and Game about making the sport more accessible for our seniors by cutting the cost of these licenses or educating seniors about the senior loyalty programme that Fish and Game offer.

A collection of fly fishing equipment is arranged on a dark, textured surface. A prominent cork handle with a black grip is positioned diagonally. To its right, a black fishing reel with a perforated cover is visible. Scattered around are several fly lures of various designs, including one with a large orange body and another with a green and brown body. A wooden-handled tool, possibly a fly tier, is partially visible in the upper right corner.

Recommended Action Plan



Recommended Action Plan

Summary of Strategic Recommendations

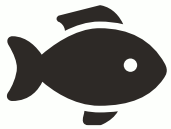
Based on the strategic analysis the following recommendations have been developed to position Gore as "the brown trout capital of the world" the three main areas that require action are as follows:



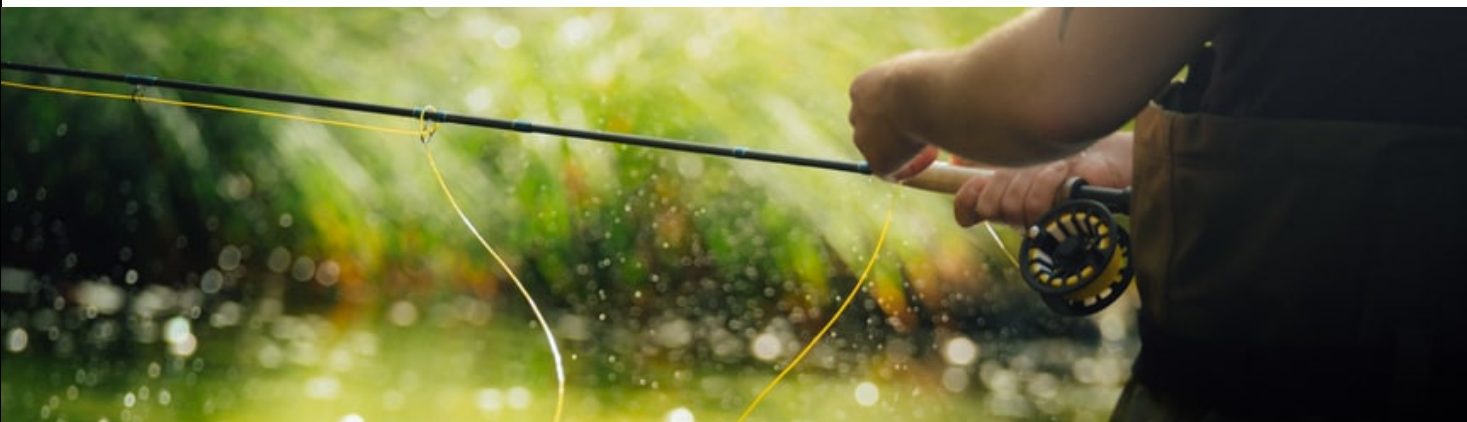
Brand exposure / infrastructure development



Community Investment



Sustainable Fishing





Brand Exposure / Infrastructure Development

Brand exposure and infrastructure development

A unique opportunity exists to expand and expose the positioning of Gore as the 'brown trout capital of the world'. Part of this process will require deliberate and focused actions to propel this position forward.

Action	Tasks	Who could be involved	Timeframe
Invest in viewing platform	<ul style="list-style-type: none"> Investigate the opportunity to build a viewing platform. 	Community Gore District Council Fish & Game	Short Term
Develop brown trout story interpretation panels within Gore and along the river	<ul style="list-style-type: none"> Develop interpretation panels to tell the brown trout story. These could be located near the brown trout statue and along the Mataura River. 	Gore District Council Great South Fish and Game	Short Term
Establish partner town relationships with Trout Towns in Australia and America	<ul style="list-style-type: none"> Investigate towns in Australia and America who could become partner towns and develop relationships with them. An example of a trout town in America could be Roscoe, New York. 	Gore District Council	Medium Term
Surrounding areas as marketing proposition	<ul style="list-style-type: none"> Consider including surrounding areas within marketing proposition, i.e. Northern Southland 	Gore District Council	Medium Term
Develop a 'Brown Trout' brand for the area	<ul style="list-style-type: none"> Develop a brown trout brand for Gore incorporating logo, colour scheme, values and story 	Gore District Council	Short Term
Marketing Strategy	<ul style="list-style-type: none"> Develop marketing strategies (including development of assets) to target existing and potential anglers in Southland, New Zealand and internationally 	Gore District Council Great South	Short Term
Dedicated Website	<ul style="list-style-type: none"> Develop a website dedicated to Gore as "the brown trout fishing capital of the world". Website to include video footage of rivers, guides sharing information and access to bookings for trips, guides, accommodation etc. 	Gore District Council	Short Term
Fishing & Travel Magazines	<ul style="list-style-type: none"> Invest in advertising and/or contacting fishing & travel magazines (both national and international), to write feature articles about fly fishing in Gore and/or Southland 	Great South	Short Term
Festivals & Competitions	<ul style="list-style-type: none"> Attract more people by either adding another fishing festival and/or fly fishing competition Consider doing fishing competitions focused on attracting children 	Gore District Council Great South Community Fish & Game Local Iwi	Medium Term
Multimedia Investment	<ul style="list-style-type: none"> Develop an interactive map in the form of an app of the rivers and tributaries of the Mataura River 	Fish and Game	Short Term

Timeframe Key:

- Short Term - 1 to 2 years
- Medium Term - 3 to 4 years
- Long Term - 5 years plus





Community Investment



Community Investment

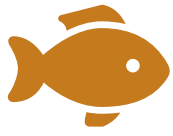
Most interviewees mentioned that they would love Gore to become a fishing town. The concept of Gore being "the brown trout capital of the world" requires fishing shops that advertise guided tours, fishing experiences, lessons, etc. To get Gore to a place where there is a sense that it is a fishing town, community understanding around the brown trout story is essential. The potential then exists for the community to invest financially into the businesses and infrastructure to support the brown trout capital of the world brand.

Action	Tasks	Who could be involved	Timeframe
Community as ambassadors	<ul style="list-style-type: none"> Communicate the story of the 'Brown Trout' through various activities/events to assist the community to take on a full understanding of what the brown trout story means to them and their identity as a region. 	Local iwi Gore District Council Great South Local Gore and Northern Southland community Local businesses	Short Term
Tailor packages for tourists	<ul style="list-style-type: none"> Promote packages for tourists that encourage community investment (e.g. restaurants that cook anglers freshly caught fish, lunch & dinner meals for anglers to take on fishing trips etc.) 	Great South Local businesses (accommodation providers and restaurants)	Short Term
Reach out to schools	<ul style="list-style-type: none"> Organise trout fishing events aimed at school children (e.g. teach a kid to fish day) Organise trout fishing days as class outings, inviting parents to join as well, utilise local fisherman and guides Organise school tours and presentations from guides and local anglers 	Gore fly fishing clubs Gore District Council Schools	Medium Term
Reach out to the community	<ul style="list-style-type: none"> Organise an event/events that are specifically at teaching the local community to fly fish (single fly fishing day) Build on 'On the Fly' Mataura River Festival Investigate possibility of adding a 'long lunch' to the events schedule whereby fishermen have their trout cooked for them. This could also showcase other local food. 	Great South Gore District Council Local community Fishing guides Local restaurants Local iwi	Medium Term
Promote fly fishing clubs	<ul style="list-style-type: none"> Work with fly fishing clubs to promote interest from younger generation/families 	Fly fishing clubs Gore District Council Schools	Short Term

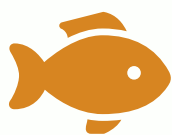
Timeframe Key:

- Short Term - 1 to 2 years
- Medium Term - 3 to 4 years
- Long Term - 5 years plus





Sustainable Fishing



Sustainable Fishing


The Mataura River and its tributaries have provided many anglers over the years with some of the best fishing in the world. However, over time the intensive farming and various other polluting factors have effected the quality of the river. Although this river still does provide a rewarding fishing experience for most who fish in it, care still needs to be taken to reduce the effects of pollution to ensure the long term life of the brown trout. Fishing also needs to be accessible for all.

Action	Tasks	Who could be involved	Timeframe
Promote sustainable fishing	<ul style="list-style-type: none"> Promote sustainable fishing practises to ensure a healthy trout population through education and development of promotional tools such as videos. 	Fish and Game Gore Visitor Centre Hunting shops Local Iwi	Medium Term
Improve river quality for the Mataura River	<ul style="list-style-type: none"> Support various Mataura River water quality management initiatives. 	Local iwi, Environment Southland Toitu te Whenua/LINZ Fonterra Community Catchment groups	Medium Term
Review the cost of fishing licences for those over 65.	<ul style="list-style-type: none"> Review cost of fishing license to ensure access, especially for those over 65 	Fish and Game	Short Term

Timeframe Key:

- Short Term - 1 to 2 years
- Medium Term - 3 to 4 years
- Long Term - 5 years plus



A child with blonde hair, wearing a grey cap, denim overalls, and brown boots, is walking away from the camera on a gravelly beach. The child is carrying a silver bucket in their right hand and a fishing rod with a red and white bobber in their left hand. The background shows a calm sea and a cloudy sky. A semi-transparent grey box with the word 'Appendices' is overlaid on the upper part of the image. An orange horizontal line is positioned above the box on the left side.

Appendices



Cost of Fishing Licences

Fishing License Cost

Adult season licences

Whole Season \$137.00

Offers greatest versatility to most anglers. Fish the full season

Valid from 1/10/2021 to 30/09/2022

[Buy now](#)

Family \$178.00

Best option for spouses / partners / grandparents with up to 4 children under 18 years of age. Secondary licence holder can fish with children without the primary licence holder present but unable to use this licence to fish alone.

Valid from 1/10/2021 to 30/09/2022

[Buy now](#)

Local Area \$110.00

Best option for those who wish to fish close to home or in one selected Fish & Game region. Fish the full season but not outside of the selected region.

Valid from 1/10/2021 to 30/09/2022

[Buy now](#)

Adult short term licences

Day \$22.00

A one day licence. Start time for the 24 hour period to be specified.

Select a start date between 1/10/2021 and 30/09/2022

[Buy now](#)

Short Break \$49.00

A three day licence. Start time to be specified

Select a start date between 1/10/2021 and 30/09/2022

[Buy now](#)

Long Break \$96.00

A nine day licence. Start time to be specified.

Select a start date between 1/10/2021 and 30/09/2022

[Buy now](#)

Winter \$82.00

Valid from 1st April for the remaining winter-half of the fishing season.

Valid from 1/04/2022 to 30/09/2022

[Buy now](#)

Local area licence allows you to fish in your nominated region only.

All other licences allow you to fish anywhere in NZ (excluding Taupō district).

As a season licence holder you will be entitled to:

- Register as a Fish & Game voter
- Apply for a Backcountry or Sea Run Salmon endorsement
- Receive the annual special fishing edition of the Fish and Game Magazine
- Receive a licence card as a supplement to your paper or digital licence (also applies to Winter licence).

The cost of a fishing license for those over 65 who have purchased a fishing license consecutively for 5 years previously is \$116.



Stakeholder Interview comments

How important is the Brown Trout story to the Gore District and to your livelihood?



"Very important."

"Important component, a brief component in our wide history, however am sceptical about being the capital of anything. It is just part of the bigger picture."

"Extremely 10/10 for tourism statistics. It's huge for fly fishing."

"Very important, the Mataura River is world famous. Historically it is very important to Southland & Gore. A lot of people still come here to fish."

"Significant to the Gore community. Brown Trout is an introduced species."

"Very important, big part of my life, big part of livelihood."

"Extremely important. The rivers are unique/wild and are a good size. Gore is the last mecca for brown trout, hugely important for my livelihood."

"Very important, well told in museum, extremely important to livehood."

"Huge for me personally, 95% of income. Gore has made trout claim, need to stick to it. Have a landmark."

"Extremely important. River is in my soul. Great for Southland."

"Very important to the district and very important to me. Is great for sanity and a source of revenue."

"We have the big statue and people identify Gore with Brown Trout. People have moved here for it. We have a batch at Cattle flat, Upper Mataura."

"Pretty important to Gore. Big part of our livelihood."

"It's a big plus."

"The Brown Trout story is very important in terms of setting the scene to promote the District nationally and globally. Data will show that fly fishing brings prosperity into the Gore District which has a positive effect on our livelihoods."

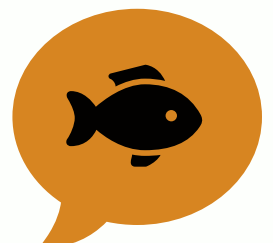
"Very important in NZ and world wide. I am a fisherman."

"Mataura and district has a good name. Lots of rivers and streams, low population, like the town."

"Great tourist attraction."

"Very important, lots of fisherman."

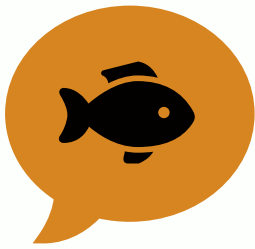
"Very very important, world renowned. It is reasonably important to B&B business."





Interview comments

What make the Brown Trout story so unique?



"Ease of access to rivers, variety of fishing, baiting, fly fishing."

"The Mayfly, heritage of angling, kids to high end financial angler, everyone is the same on the bank."

"Micro climate, mayfly, Mad Mataura Hour."

"Mataura runs through town, people can walk to river, not over populated by fisherman, scenic beauty."

"Trout abundance, quality."

"Mataura river running through the centre of town."

"The rivers are unique and wild. They are also a good size. Gore is the last mecca for brown trout."

"Local rivers only have brown trout."

"Large volumes of fish in Mataura and tributaries, lots of waterways."

"The Mataura and other streams make up one of the best on the planet. Mayfly species are only specific to New Zealand on Mataura."

"The river (fish food source). The Mataura Midge, Mayfly."

"Mataura river is a perfect environment for trout. Gravel bottom of river is good for housing nymphs."

"The Mataura is a perfect river, unique hatches for mayfly. There is nowhere else the fish raise for the fly. Technical fishing, match the hatch, shallow water."

"Best fishing in the world."

"Mataura and district has a good name. Lots of rivers and streams, don't see other people, like the town."

"The Mataura river is unique. Gore is central and convenient."

"International fishermen have reported that the Matuara River is one of the finest rivers they have fished due to its accessibility, the surrounding farmland environment and the condition of the trout. They also appreciate the small rural feel in the town and the friendliness of its people."

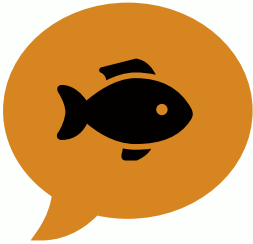
"Lots of fish, not too hard to catch one."

"The population of fish."



Interview comments

How do you feel about Gore's current positioning as the 'the brown trout capital of the world'? What are the strengths and what are its weaknesses?



"Strengths: Quality of the fishing, access to river. Weaknesses: Fishing & Game (Farmers not giving access)."

"Strengths: Brand has not been shot down by anyone who disagrees. Weaknesses: If you're not an angler then it doesn't appeal."

"Strengths: Heart of Southland (centre of Southland), Distance from other centres, 30 min closer to Milford, Rivers, Trout. Weaknesses: No budget for backpackers, Lack of accommodation, Only 1 hotel in Croydon, Not enough young people, lack of commercial products."

"Strengths: lack of people, lots of fish, lots of mayflies. Weaknesses: Gravel/Silt, fish have gone down in size, lots of banks (erosion)."

"Strengths: Great for community, good for tourism. It's a fair reproduction for fishing. Weakness: Environment problems, Bacteria, Can't eat fish, polluted."

"Strengths: Proximity to Mataura, great numbers of good fish. Weaknesses: Nothing, maybe lack of flash accommodation."

"Happy about it. Strengths: Rivers, access. Weaknesses: Environmental problems."

"Strengths: A bit cheeky but why not milk it, the fishing, mayfly. A lot of fish in the river."

Strengths: Volumes of water, good fishing compared to other parts of the world. Weaknesses: Access to rivers (e.g. fenced off and too much effort). Not as good as it used to be, not best fishing in the world."

"Strengths: On the fly is good, Weaknesses: a little half-hearted apart from statue (not good enough)."

"The river, the fish, access, big fish. Weakness: lack of snails, farming pollution, irrigation, not as many fish."

"Good for Gore. Don't like promoting it too much. Good promoting of the area. Mataura is a good river. Oreti is good. Strengths: North Island mainly rainbow trout, fair concentration of brown trout, lots of rain, no irrigation, abundance of rivers all close, one dirty river. Weaknesses: Fishing not as good as it used to be. Effect of climate change/dairy farming."

"Strengths: Rivers/quality of fishing."

"Strengths: Great rivers and statues, great fishing. It's good, The Mataura river, how it compares to rest of world, less restrictions."

"Gore being the 'Brown Trout Capital of the World' to my knowledge hasn't been challenged so I feel confident we can promote the status. The idea has already been planted in people's minds for years and is spoken about in the fishing circles. Weakness - Promotion of the story being challenged by another town or Province. We need to put a stake in the ground."

"The removal of willows from the river that provide shade is detrimental to the health and wellbeing of fish. I realise they slow down the water flow but they are also shade for trout. It would be good to see another species planted that is indigenous to the area like totara or kamahi and manuka, as the Matuara River was once surrounded with native vegetation."

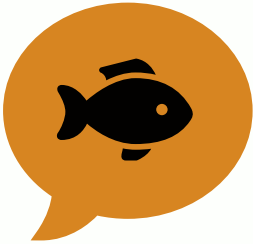
"Strengths: Good advertising for fly fishing. Its rivers, lots of fish. Weakness: Not known overseas."

"Strengths: Fish population, good locations to rivers. Weakness: less fish than old days."



Interview comments

How does Brown Trout statue fit with Brown Trout Story and positioning?



"100% its iconic"

"Beautifully done, well crafted and positioned, iconic, good location."

"Brilliant."

"Great, fits perfectly."

"Looks good, great asset."

"Fits pretty good, its well made, looks like a brown trout."

"Fits good, good fish and numbers in the river. Mataura good place to catch a good fish for a beginner."

"The only real thing holding the story together."

"Good but should be more info."

"Real good."

"Good gimmick, people relate to the brown trout. People relate it to Gore."

"Think it's cool. It looks like a brown trout. Heaps better than Cromwells fruit and Rukia salmon."

"Love the trouts."

"Statue is great, what town in known for."

"Fits good, people identify it with Gore."

"It would be ideal to promote the Brown Trout statue with the story on the Mataura River, the reason it has a conservation order to protect its integrity through an implementation panel near the statue. There needs to be better access to the River and a viewing platform for people to see brown trout, more than a statue for something that is so important to our District and saleable."

"Seems a bit out of date."

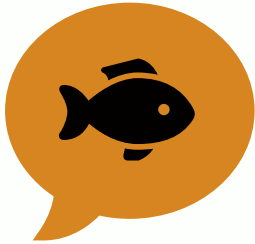
"Awesome its an icon."

"Fits great, huge for Gore, lots of photo."



Interview comments

Do you have any ideas on opportunities to build this unique selling point? How can this be maximised?



"The precinct here could capture a wider interest e.g. wider river stories (arts, individuals, river), virtual reality fly fishing, teaching people to fly fish."

"Fishing should be marketed more, better and more brown trout at visitors centre, more exposure, flat screen showing rivers, fishing, guides etc."

"Could be done, but not overly important."

"More festivals, get younger generation into fishing."

"Museum of trout more info, promotional info."

"Aim at young people, smartphones/apps, youtube, need to encourage younger people, videos on Gore District webpage of fishing."

"Build something along the river, area to view fish in the river."

"More signage, love to see a history of river on planks by statue - from Maori - settlers."

"Observatory, can motivate to learn."

"Underground aquarium, observation bridge, more programmes to get young people into trout fishing."

"Less people fishing now, no idea how to build on it. Harder to fish. Young people not fishing."

"Don't want too many people coming."

"More advertising, more social media, attract new visitors, leads to repeat visitors."

"Should be promoting domestic visitors because no international visitors. Gore should work a collective e.g. evening meals and pack lunches. Tailor to fisherman, total package."

"I understand the Fish and Game have legislation around the selling of fish for commercial use which constricts us from savouring brown trout in a restaurant or commercial premises. It would be such a great move if this could be overcome and Gore was given the rights to use the fish commercially. This would add to the value of the holistic approach of the "Brown Trout Capital of the World". Overseas salmon are utilised in this manner and it is hugely successful."

"I am a keen advocate of an observatory on the river with easy access for the public to enjoy the trout and understand the history of the river and the trout. Over two years ago I wrote to the Fish and Game Board to enable a viewing platform on the edge of the Matara River from the Gore bridge upstream for 200 meters. This was declined as it was suggested that was the only area for disabled people to utilise the river. Im sure this could be worked through. After a meeting with Fulton Hogan I was interested to learn that extracting gravel from that area is completed leaving a pond. My thoughts were that this would be a great place to do a feasibility study on breeding brown trout in the area and a place to view Fry or Trout Parr. (baby trout) for visitors or students."

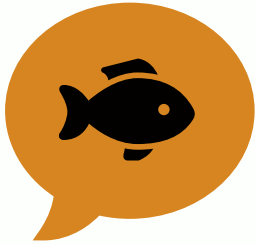
"Observatory on the bridge, lights by the Mataura falls to highlight the river, an access to the falls to watch the fish."

"More information at brown trout statue, capitalise on photos being taken and people being there, Access points could be better, electric fences, fences off rivers, long grass."



Interview comments

What are the current and future threats you see to the industry and branding of Gore as the Brown Trout capital of the world?



"Pollution, overseas guides stealing business."

"Season (Oct - April). Dirty river at times, unfishable."

"Threats: Some other place calling themselves the capital, Mossburn becoming popular, Campervans, no need for motels in Gore."

"Elvas eels, Kana kana, Pollution, Covid tourism, White Inunga, Koura (freshwater crayfish)."

"Threats: pollution, foreign diseases."

"River pollution, algae growing in it - algae blooms."

"Pollution/chemicals. People taking too many fish."

"Pollution, Government"

"River quality, pollution."

"Polluted rivers, irrigation removing willow trees, willows are essential for the mayfly."

"Dairy farming, pollution, taking too much water out."

"River pollution from farming. Dairying in particular, fish don't rise like they used to in the old days."

"Threats: Pollution, clean up waterways."

"Not having international visitors (Covid)."

"Pollution in rivers."

"Fish and Games control of the Brown Trout."

"Pollution in the water."

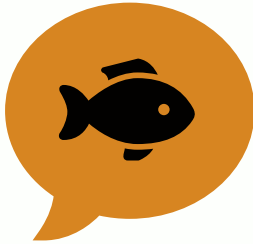
"Covid, people less likely to be fishermen."

"Threats: Aussies swarming lumsden, Hurtles Fly Shop, pollution, NZ becoming too crowded with tourists."



Interview comments

Any ideas about future events or ways of improving current events such as 'On the Fly' to further promote Gore as Brown Trout Capital of the World



"Great to have events, fly fishing events at schools."

"'On the fly' has a lot of ways (family, special events)."

"Finding to engage guides and industry. New fishing methods like fish from rafts."

"'On the fly' to become an annual event, more advertising, don't change the 'On the Fly date'."

"Kids programs, take kid fishing."

"'On the fly' good, kids program for kids fishing."

"Change the time of the day - make it till 4pm. Fly fishing real life demonstration."

"Didn't involve locals, involve local people. Cant control weather and river."

"Making broader and bigger."

"Fishing comps not popular because fish are killed. Catch & release comps are good. Don't see 'On the Fly' as being beneficial to fishing."

"Fishing comps."

"No advertising in Japan (need to know someone to come over - trust)."

"More promotion."

"'On the Fly' was great, getting kids involved, opening weekends, run multiple shows, events."

"Improving farming practices. Will take 2 years."

"Fishing competitions for students and adults."

"Getting water catchment groups involved as water quality is important for health of fish."

"A bus doing marine displays, creates kids interest, fish in schools. Place aquarium in school like at East Gore school."

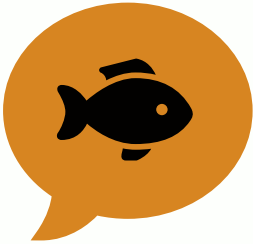
"No, current event is pretty good."

"Fishing magazine advertising, overseas, promoting fishing, advertising photos."



Interview comments

Any brown trout fishing laws, rules and regulations that could be reviewed or introduced to encourage the future success of fishery?



"Changing the regulations around commercial enterprises being able to market and offer brown trout at restaurants. Fishermen could take their catch into a restaurant in Gore to have it prepared and served. This wouldn't be selling the fish as such but would add value to the marketing for visitors."

"Let one restaurant allow trout tastings."

"Minimum size limit, remove of triple hooks."

"Better trout counts."

"Catch and release, some rivers should not be live baiting, open some rivers for shorter times to allow spawning."

"Review where you can do spin fishing, only allow single hooks not triple, show people how to catch and release."

"Open up gravel pits for all your round fishing."

"Need a guide licence to guide, foreign guides should have a licence."

"Spin fisherman having to use single barb hooks not triple. Promotion of how to catch and release fish properly."

"No all good."

"No."

"Licences are too expensive."

"No."

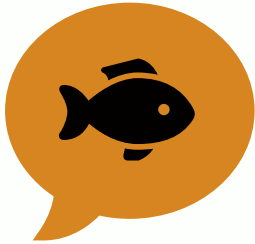
"Price of licence."

"Easier access to rivers."



Interview comments

What role can Gore play in promoting Northern Southland in regard to the brown trout?



"Greater promotion of the Maruawai story. Maori river names and sights."

"Huge. Gore should lead promotion for the area."

"On Gore District Council webpage have link to all guides and accomodation on the brown trout fishing."

"Just promote fishing in whole region, attend international shows."

"Should not be a Gore thing but total Southland. Lumsdon would be a better capital."

"River run through both so yes."

"No."

"Northern Southland is stronger than Gore. More people fish in Northern Southland."

"Keep it Gore focused."

"Consultation to bring them along with us from the beginning of the process."

"Get those town move involved, get lwi more invloved, farming brown trout."

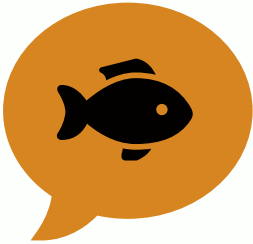
"A big role. People can base at Gore and do day or overnights to Lumsden."

"Good base, restaurants opened later to cater for fishermen."



Interview comments

Visions and dreams for Gore being the Brown Trout capital in the future? What would it look like in your opinion?



"Brown trout food festival, eels etc. Encourage kids."

"Observatory, fusion with Maori History."

"Fish and Game access areas tidied up, 'On the Fly' good push to public."

"Gore becoming a fishing town."

"Holding world flying fishing champs in Gore."

"Seeing fishermen up the street."

"Need a good fishing shop. No Australians taking business, better accomodation for upmarket clients."

"Change all river pollution, stop giving water rights, stop chopping trees, return river to former glory, remove gravel from river."

"Would like the average fish to be 5 pound not 2.5 pound."

"Look like what it used to look like. People going into shops and cafes wearing their fishing gear."

"Lots of kids and families fishing."

"Improve and grow what we have, keep reputation."

"Another added dimension to a fabulous town that would encourage visitors both domestic and international, young and not so young as fishing encaptures all ages and ethnicity."

"Need more of an attraction where you see real fish in observatory. Restaurants cooking your fish."

"More worldwide recognition."

"More promotion, lots of photos being shown of fishing."