

FIRSTMATE ANNUAL REPORT 2022-2023

1 JULY 2022 TO 30 JUNE 2023



**first
mate**

SUPPORTING OUR
SEAFOOD WHĀNAU



Mission Statement*

FirstMate is about people who depend on the revenue of the seafood sector to ensure:

Their wellbeing is enhanced • Pride in the sector • Successful whānau
Resilient businesses • Strong sector and strong future

Our Values*

Mana • Respect • Trust • Confidentiality • Collaboration
Professionalism • Empathy

*Mission Statement and Values developed by Capiche based on SSI team documents and discussions with stakeholders in 2019.



Message from the Chair



Kia ora,

We are excited to share with you our Annual Report for the period July 2022 to June 2023. This report signifies a step change that FirstMate has undertaken in the last two years into a professional organisation and charity, with systems and processes well embedded.

We acknowledge and appreciate the financial support from the Ministry for Primary Industries (MPI) to June 2023 that enabled us to drive awareness of our services, focus on setting up our systems and build relationships with stakeholders. It ultimately enabled us to fulfil our goal to offer those working in the seafood industry with business guidance, and the direction and support they need to better navigate the pressures and complexities that come with the job.

Our fishers and marine farmers are extremely proud of the work that they do – whether it's harvesting a fresh catch or marine farming activities – providing a valuable protein source to New Zealanders.

Our fishers and farmers are acutely aware of social pressures and stressors that influence their sustainability as a provider of these proteins. Working at sea can be very challenging – mentally, physically, legally, and financially and, as things continue to change, it's vital that people in the industry – and their whānau – have the support they need to adjust and thrive.

We know from our 551 interactions with 116 fishers, marine farmers and their whānau, that the main stressors affecting them are whānau/relationship stressors, adverse weather events, financial stressors and crewing issues and we continue to focus on resources and support in these areas.

FirstMate is there to enable our fishers and marine farmers, and their whānau, to address mental health and wellbeing challenges and to promote rehabilitation avenues that allow them to improve in themselves and the sector.

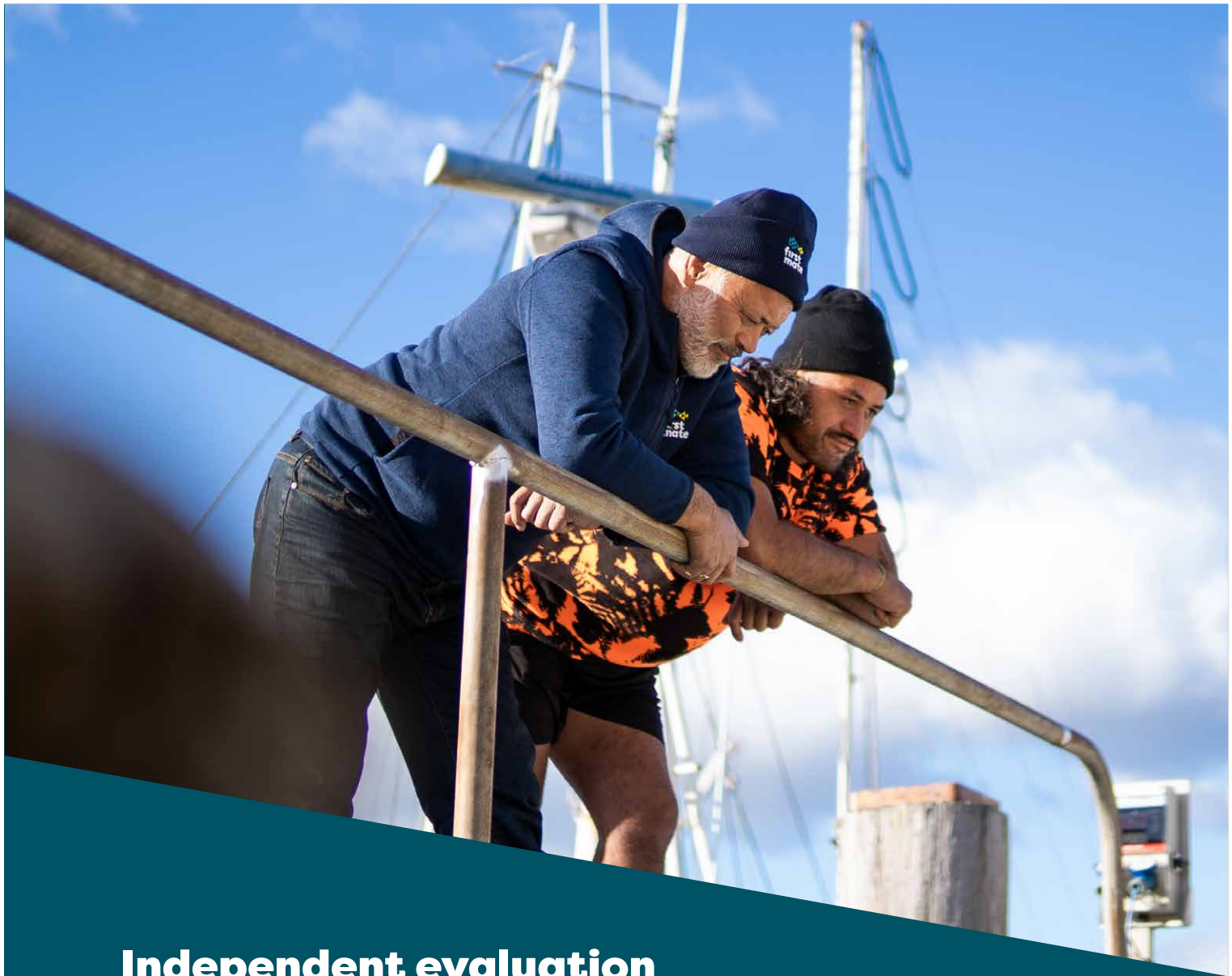
The year has been a year of two halves; the first half to December 2022 focused on raising awareness and engagement with those working in the seafood industry, so they know that our services are available to them.

In the second half of the year, while continuing to raise awareness, through the appointment of a new General Manager the team also turned its attention to putting effective systems in place to ensure we are professional in our approach and to fundraising in preparation for FirstMate being independent from MPI from July 2023.

I want to give special acknowledgement to the team who has made a real difference to the lives of many. Thank you to the 16 (plus a Health) Navigators who are on-the-ground helping our fishers, marine farmers and their whānau. Thank you to Mary Schumacher, our GM, for her direction and passion; Guard Safety's Darren Guard and Shalaine Jackson and their wider team who support our Navigators and are at the end of the phone. Thank you to the wider team; Lee Cowan (communications), Dana Carver (Scarlati, evaluation and project management) and Michael Kaloyanis (Grant Thornton, finance).

I also want to thank the Board of Trustees who have generously volunteered their time and passion to helping our sector and to steer FirstMate in the right direction.

**Nga mihi,
Geoff Donley**



Independent evaluation

Scarlatti undertook an evaluation of the FirstMate pilot from October 2021 to October 2022 through interviews, surveys, website analytics, quantitative data and written feedback. It found that FirstMate is a necessary and long-awaited service for the seafood industry and is saving lives.

The fishers and Navigators who were interviewed reported high levels of respect for and value from FirstMate's services.

The events, communications and promotions were successful in spreading the word about FirstMate and the resources created were deemed useful by users.

Scarlatti recommended that expanding and evolving the pilot initiatives was essential for FirstMate to continue making a difference for the seafood industry, particularly around engagement and promotion. It recommended the following based on the pilot evaluation findings:

- » Raise awareness of FirstMate by maintaining existing promotional activities
- » Maintain and evolve Navigator support and training
- » Continue to evaluate and review

Following the release of the evaluation in November 2022, FirstMate adopted several of the recommendations and applied this into the planning for 2023/24.

Supporting research

FirstMate believes that understanding the extent of fisher mental health and wellbeing will be a huge aid to understand how best to tackle the problem and support our fishers.

As a result of a FirstMate presentation to the Maritime Topic Hub (Psychosocial Risks in the Maritime Industry) in August 2022, FirstMate was asked to assist Massey University in a pilot study on the delivery of a Copenhagen Psychosocial Questionnaire (COPSOQ) to industry.



We activated the Navigators to assist in obtaining survey responses, obtaining 47 survey responses for the pilot study which was above target expectations. Results will be shared towards the end of 2023.



MPI and FirstMate also undertook research (conducted by Litmus) to understand the current mental health and wellbeing of fishers and marine farmers. These results are unpublished but, at a high level, tell us that:



One in three people surveyed reported they did not see themselves staying in the industry long-term.



Less than half of respondents (42%) were satisfied with life.



About half (48%) reported things had worsened compared to a year ago.

Our internal workings

Governance

In October 2022 and January 2023 respectively, two new trustees were appointed to the FirstMate Board; Tamar Wells and Stephanie Hopkins.

In January 2023, the Board was delighted to recruit a General Manager to pick up the day-to-day management of FirstMate. Mary Schumacher was appointed to this role.



Mary Schumacher
General Manager

Focus has been on putting effective systems in place to ensure we are professional in our approach and in preparation for FirstMate being independent. The focus has been on:

- » Financial reporting, budgeting, and planning
- » Engagement with MPI and strengthening relationships. This resulted in a signed MOU agreement to support FirstMate, with a grant for the next year and a move to bulk funding for the 2023/24 year
- » Securing funding for the North Island Weather Events to provide Navigator services in the affected regions for the 2023/24 year
- » Strategic planning and annual business planning
- » Administration and reporting
- » Service agreements with our main contractors



Funding

In 2020 the Government announced funding of \$4.6 million over three years to enable MPI (Fisheries New Zealand) to support the establishment of FirstMate, a national seafood sector support network. Of this \$4.6 million, FirstMate received \$1,213,800 from 1 July to 30 June 2023 from MPI (in total \$1,835,853 from the first payment received in May 2021) to set up, create the services needed and promote services to the fishing industry and community.

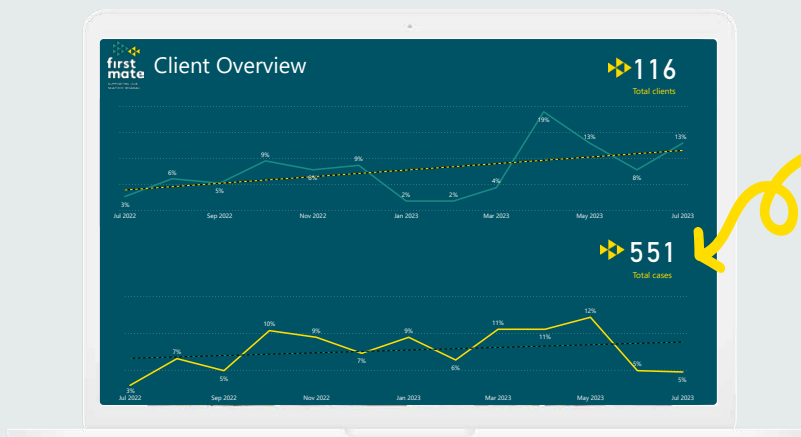
After this funding period, ending June 2023, it was intended that FirstMate would transition to a different funding model, including Industry funding.

Through 2022/2023, FirstMate worked on developing a co-funding model to secure the sustainability of FirstMate after June 2023. We also worked with MPI, who committed \$400k for 2023/2024, on a possible longer-term funding model once funding discussions with other prospective funders progressed.

This work is ongoing into the 2023/2024 financial year.



We are working with Government, commercial companies, Industry, and community organisations.

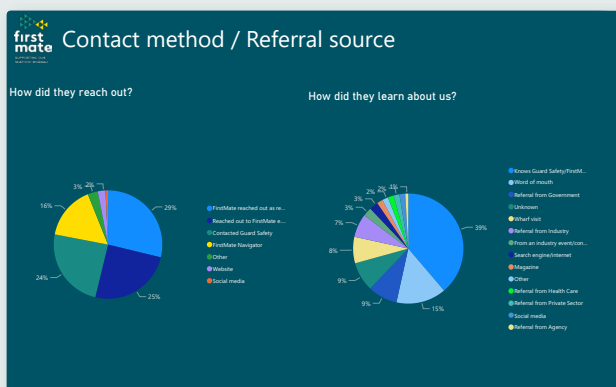


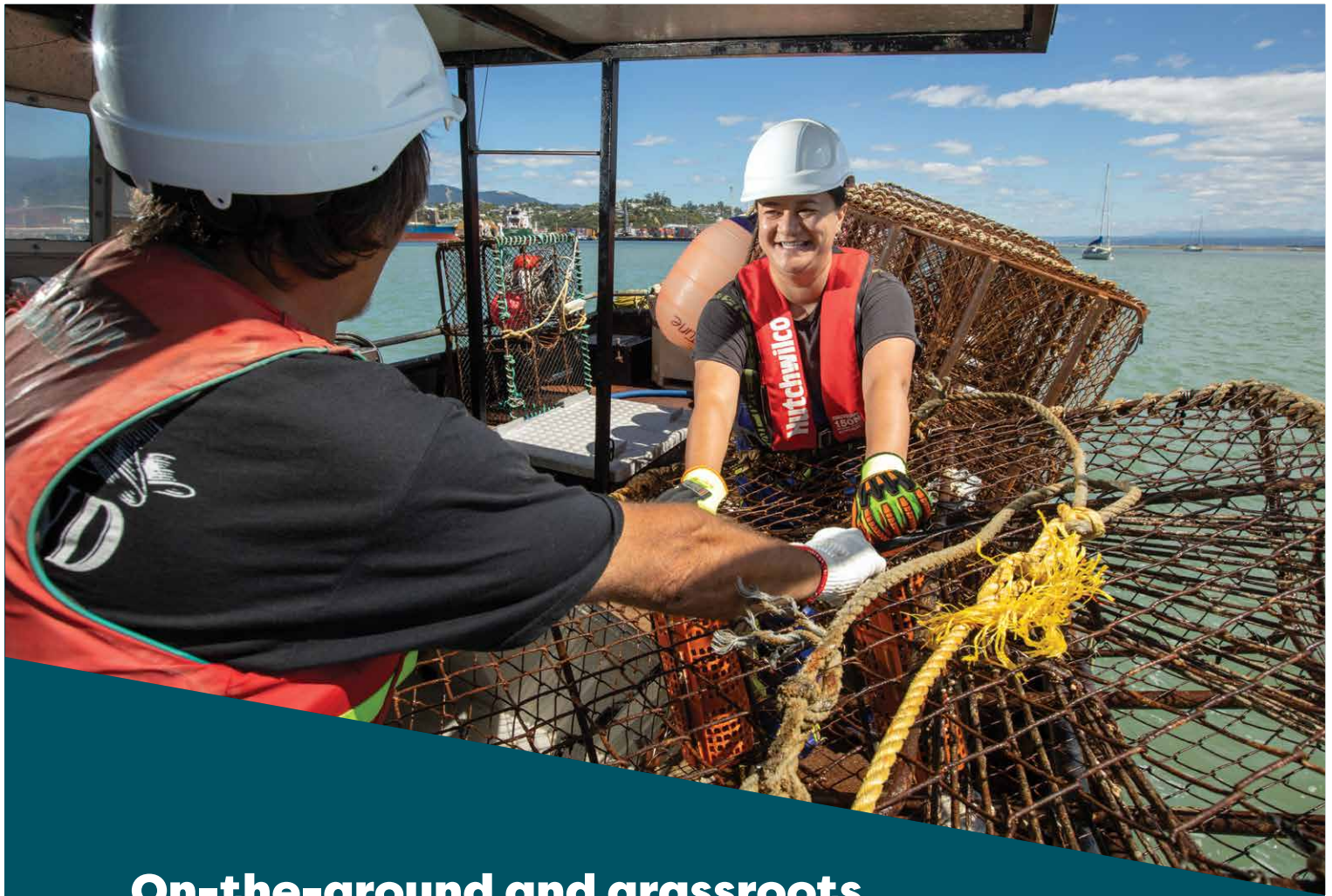
Operational system improvements

Early in the financial year we migrated from Excel and paper-based reporting on client interactions to a new SharePoint online electronic reporting system (CRM) which includes PowerBI reporting.

This included the purchase of iPads for the Navigators for their electronic reporting. This provided for far better interactions than Excel/paper-based for logging and reporting.

We also set FirstMate up as a charitable organisation with Microsoft which meant we no longer had to pay for any of the basic Microsoft Office 365 packages.





On-the-ground and grassroots support for fishers, marine farmers and their whānau

Over the year, FirstMate supported 116 clients with over 551 total interactions, which is on average around five interactions per client.

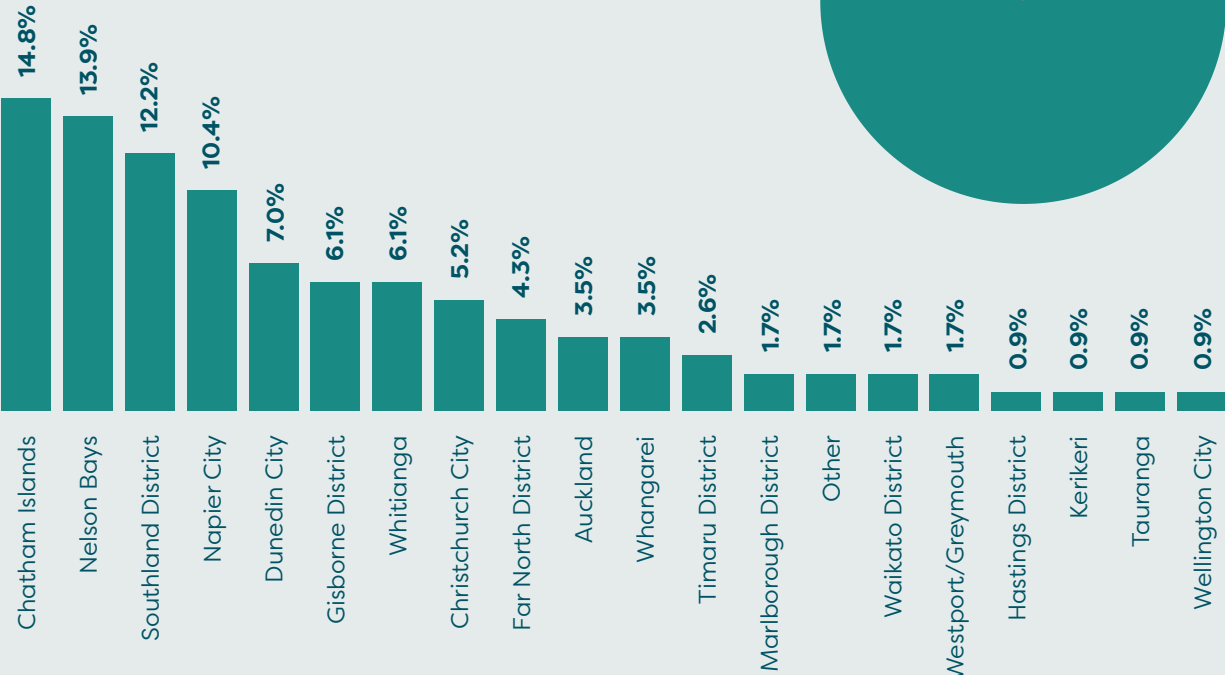
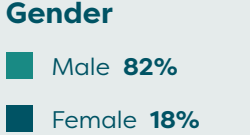
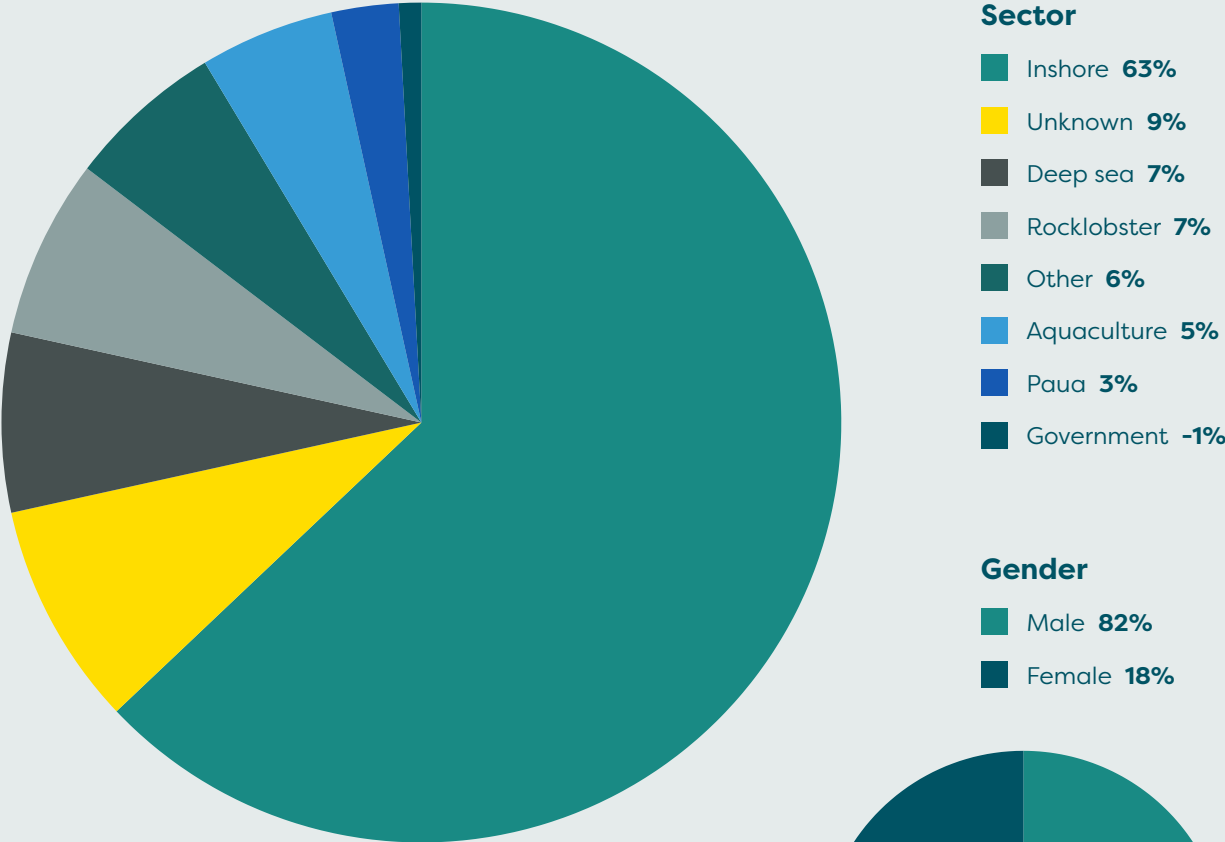
We also onboarded four new Navigators in the Marlborough Sounds, Auckland, top of the South Island and Stewart Island, as well as a new Health Navigator. We now have 16 Navigators (plus the Health Navigator) working across the country in our main fishing areas, on-the-ground, known locally and there to support.

Our Navigators are offered bespoke training and attended a two-day annual Navigator training in March 2023 which covered a range of topics from wellbeing training, media training, MOSS/HSWA training, CRM reporting system training to an overview of the Aquaculture industry.

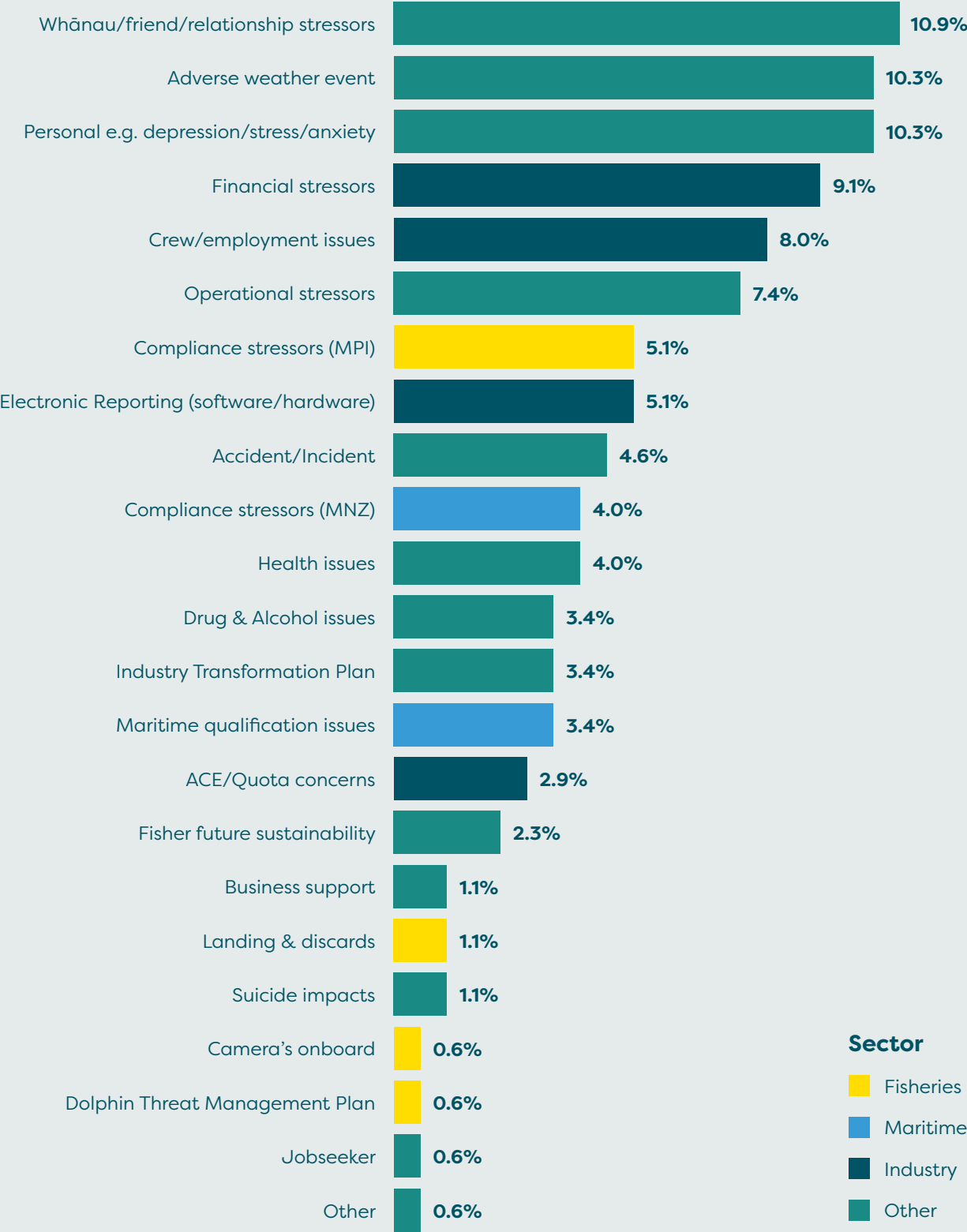
As a result of the impacts of Cyclone Gabrielle, FirstMate sent two South Island Navigators to the impacted regions. FirstMate collaborated with Rural Support Trust and MPI and raised the awareness of the impacts on the seafood sector to Government and other agencies which resulted in support grants being made available to the seafood sector. The Navigators assisted fishers with grant submissions which equated to approximately \$300,000.

We realised that one of the stressor's fishers faced was Electronic Reporting (ER) required by regulation. FirstMate worked collaboratively with MPI and FishServe to coordinate, promote and facilitate 16 national ER workshops, with support from the local FirstMate Navigators. These were focused on fisher re-education, improving fisher understanding of the utility of KUPE for generating reports and performing amendments, ensuring all current online FishServe guides are current and clearly articulated, and providing targeted assistance for fishers who have high error rates or regular compliance issues.

Client Demographics

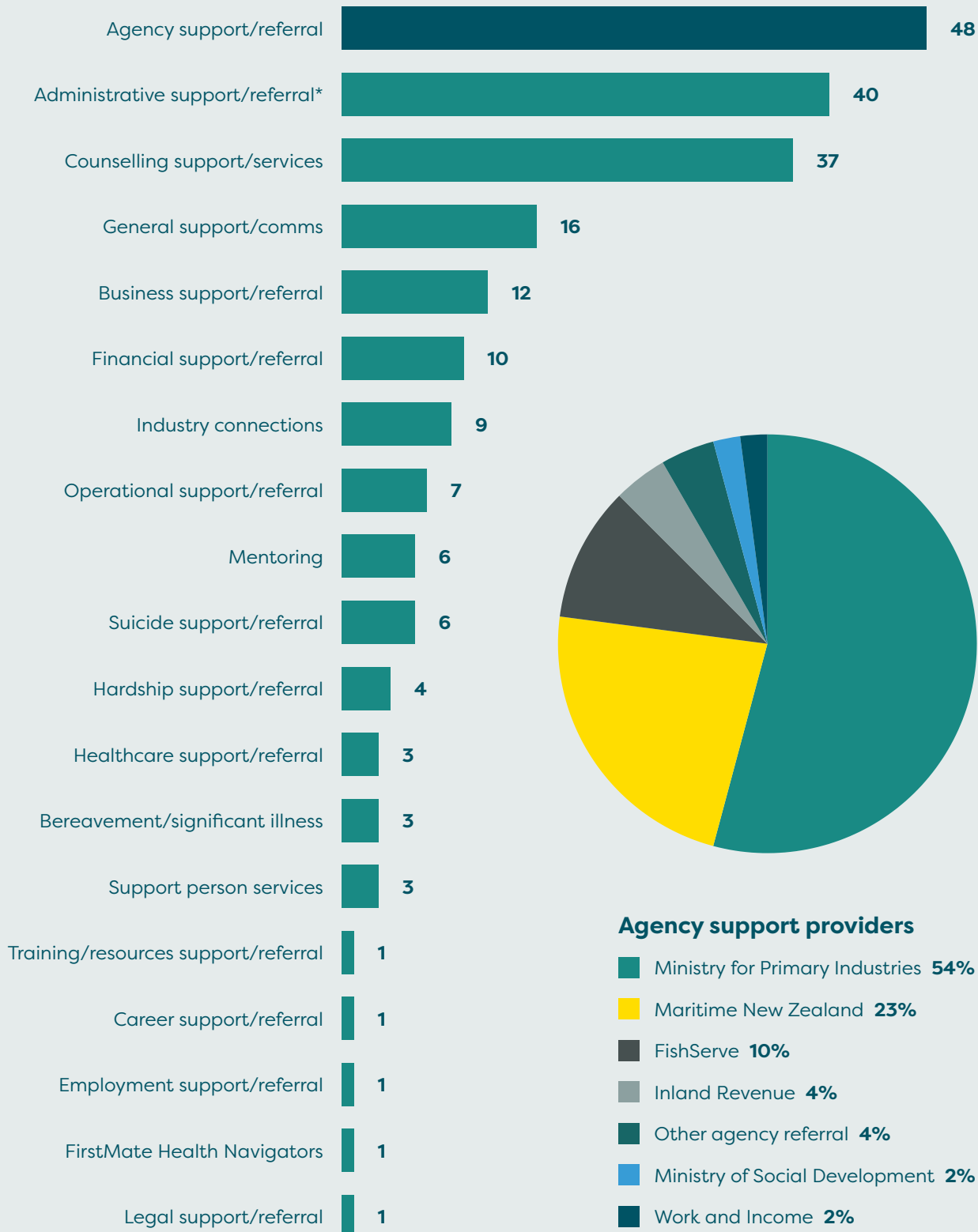


Client Stressors



Note that Ministry for Primary Industries have been proactively referring fishers impacted by

Support Provided



*MNZ/MPI/Agency administration requirements e.g. permits, deemed value, qualification/ticketing, forms, processes, applications

Spreading the word and building awareness

At the beginning of the financial year, FirstMate procured external communications support to deliver a comprehensive communications strategy to build awareness of the services of FirstMate to fishers, marine farmers, and their whānau. It focused on four areas: build and promote, understand, create supporters, and inspire.

Over the year, we have consistently achieved significant engagement through digital and social channels. The momentum created in August and September continued through to Christmas and the new year, with targets either well on track or far exceeding expectations.

From August 2022 to February 2023, we launched our social channels and invested in building engagement. For the first six months we achieved amazing results; a **170%** increase in Facebook page likes, **888%** increase in Instagram followers, and **1.43 million** impressions of FirstMate digital advertising across all channels. From February 2023 (with a slight reduction in investment and as our audience became familiar with us), we achieved a **41%** increase in Facebook page likes, **28%** increase in Instagram followers, **108%** increase in LinkedIn followers and **865,626** impressions of FirstMate digital advertising across all channels.

FirstMate also focused on direct stakeholder and community engagement and were involved in 29 industry and community engagements – one every two weeks! These ranged from stakeholder and industry presentations to having stands and presenting at conferences, through to hosting Seafood BBQ events and attending community events such as the Nelson Blessing of the Fishing Fleet in May. At each of these engagements, the focus was on building awareness of FirstMate's services and connecting with fishers, marine farmers, and their whānau in a meaningful way.

The key communications priorities in the first half of the financial year were to set up excellent communications channels. This included moving the website to a new platform and updating content, building a strong foundation in social media, and beginning to do more storytelling through newsletters (Seafood NZ magazine, MFA magazine) and the media. It also included media training the Navigators.



FirstMate continued to raise awareness through sponsorship of the South Seas Spearo TV episodes and events sponsorships, such as the Havelock Mussel Festival and Seafood Saturday in Nelson.





A range of new resources were developed or adapted, including the Drug and Alcohol Awareness Module, Leadership at Sea video, Managing Conflict video, a new Deckhand resource to accompany the ER workshops, adapting the Managing Stress for Fishers booklet to the aquaculture sector - Managing Stress for Marine Farmers - and investment in event packs including banners, flags, handouts and iPads.

To drive social and digital promotion, FirstMate created a wellbeing video that resulted in significant engagement - and we continue to repurpose Guard Safety videos for social content.

In March 2023, we updated our marketing creative (the style and look of the adverts) and evolved our messaging to be more emotive for digital channels; MET Service, Facebook, Google, and LinkedIn. This also included two photoshoots to get more authentic imagery.

Following Cyclone Gabrielle in early 2023, we promoted the Navigators who travelled to the impacted areas (predominantly Napier and Gisborne) and provided guidance through website resources and media (RNZ and Stuff).

A range of opportunities have also presented themselves and been taken up, including MPI Primary Matters podcast (released later in the year), creating a Supporters Pack, award nominations and Seafood NZ wall planner advertising.



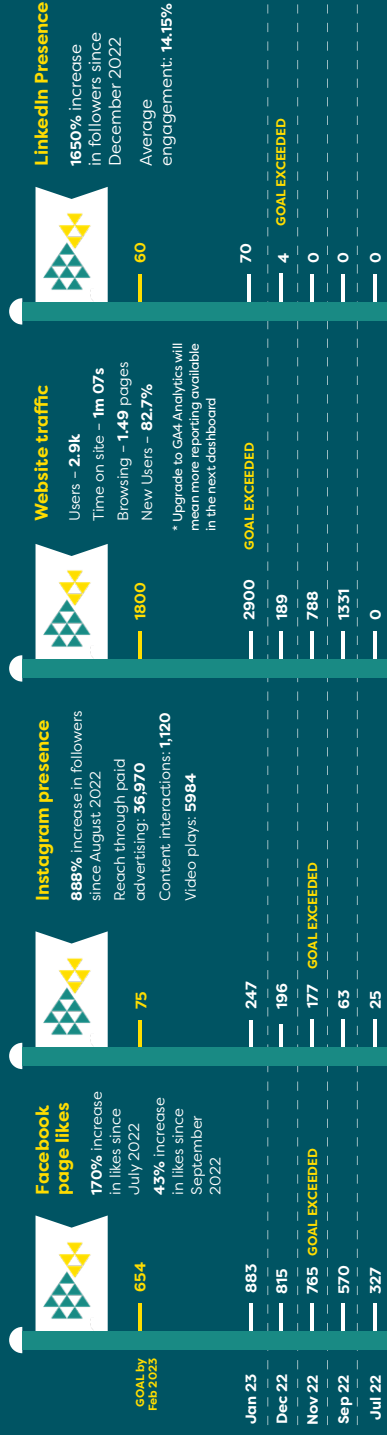
Communications and Marketing Dashboard:

6 Monthly Dashboard - 1 August 2022 to 31 January 2023

Since August 2022 we have consistently achieved significant engagement through digital and social channels. The momentum created in August and September continued through to Christmas and the new year, with targets either well on track or far exceeding expectations.

Since August 2022, we have seen a **170%** increase in Facebook page likes, **888%** increase in Instagram followers, and **1.43 million** impressions of FirstMate digital advertising across all channels.

Goal: Raise awareness of FirstMate to fishers and boost social media engagement



Digital Activity

	Facebook post boosting and page likes promotion	Facebook video ad campaign Optimised for Awareness	Google Paid Search Key search keywords - 'mipi fishing' and 'firstmate'	LinkedIn Optimised for Awareness Video (From 21 November)	Met Service Campaign
Reach (how many people saw the content)	93,170	156,671	17,400	28,436	475,091
Impressions (number of times content is displayed)	140,652	770,920	594	76	345
Link clicks (to website)	1897 link clicks + 11,351 video plays + 419 new page likes (industry norm is 0.89%)	1,272	3.42% (benchmark = 2%)	0.27%	0.07%
Average CTR (click-through rate)					
Website					

Facebook post boosting and page likes promotion: Drove 568 users to site, spending an average of 4 seconds on site, browsing an average of 1.13 pages.

Facebook video ad campaign: Drove 374 users to site, spending 24 seconds on site, browsing 1.37 pages.

Google Paid Search: Drove 4 users to site, spending 0 seconds on site, browsing 1 page.

LinkedIn: Drove 241 users to site, spending 24 seconds on site, browsing 1.31 page.

Promotion through marketing and media



- Seafood New Zealand newsletter article and adverts
- South Seas Spearo programme and social media content features FirstMate
- Media release on marathon run for FirstMate
- Mental Health Awareness Week
- FirstMate posters printed and delivered at Auckland fish market
- #Satpic Facebook/Instagram user engagement campaign
- Article in Marine Farmer Association (MFA) magazine
- FirstMate ads in Moana NZ's He Karere newsletter
- LinkedIn account launch

Strategies delivered

- Communications Strategy
- Marketing Strategy
- Organic Online / Digital Strategy
- MediaLab paid digital plan
- Photography brief
- Media Strategy
- Fundraising Strategy
- Navigator Engagement Strategy
- Website content and functionality strategy
- Phase 2 campaign creative
- Media pitching for national coverage
- FirstMate letters to stakeholders

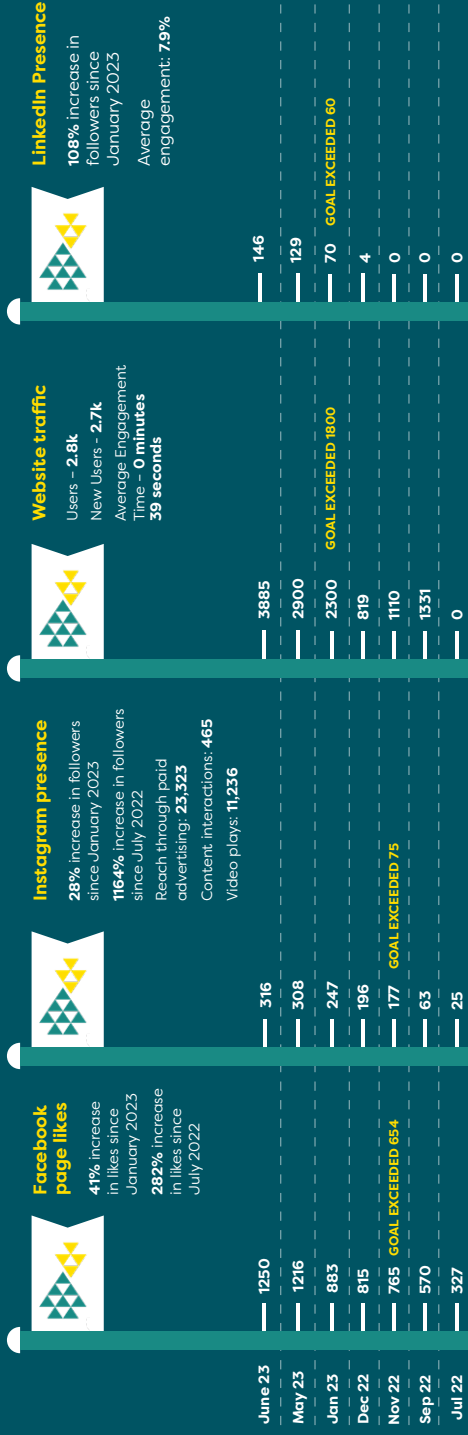
Communications and Marketing Dashboard:

1 February 2022 to 30 June 2023

As expected after an initial launch, the analytics reflect a slight reduction in engagement. But they are still extremely positive engagement stats and signify the community interest in FirstMate.

Since January 2023, we have seen a **41%** increase in Facebook page likes, **28%** increase in Instagram followers, **108%** increase in LinkedIn followers and **865,626** impressions of FirstMate digital advertising across all channels.

Goal: Raise awareness of FirstMate and boost social media engagement



Digital Activity

	Facebook post boosting and page likes promotion	Facebook video ad campaign Optimised for Awareness	Google Paid Search	LinkedIn	Met Service Campaign
Reach (how many people saw the content)	65,132	60,557	24,238	18,626	350,198
Impressions (times content is displayed)	107,928	363,262	451	26	896
Link clicks (to website)	1800 link clicks + 14,012 video plays + 277 from dedicated campaigns	361 (although not optimised for clicks)	1.86% (benchmark = 6%) Cost per Click (CPC) - \$1.67 (benchmark \$4)	0.14%	0.26%
Average CTR (click-through rate)	8.2% (industry-norm is 0.89%)	New creative added on 3rd April starts drove 190 users to site, spending an average of 6 seconds on site, browsing an average of 1.08 pages	Drove 242 users to site, spending 1 minute 10 seconds on site, browsing 192 pages	Drove 4 users to site, spending 0 seconds on site, browsing 1 page	Drove 288 users to site, spending 17 seconds on site, browsing 114 page
Website					

Promotion through marketing and media

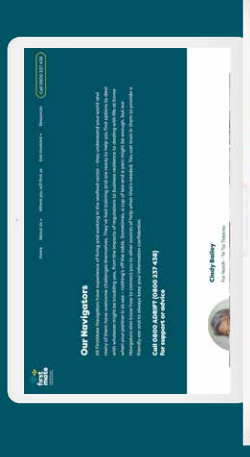
- ❖ Blessing of the fleet advertisement published
- ❖ Article in Marine Farmer Association (MFA) magazine
- ❖ RNZ (Morning Report) interview with Darren Guard
- ❖ Stuff (Nelson Mail) editorial on cyclone impacts
- ❖ NZ Herald (Hawkes Bay Today) editorial on fisher wellbeing
- ❖ Lifestyle profile on Tamar on Stuff and Your Weekend
- ❖ Seafood NZ Wallplanners



Website Events*

TOTAL EVENTS 17,572
Clicks 242
Form Submissions 8

Most popular page (after the home page)



TOTAL PAGE VIEWS 4021K
VIEWS BY PAGE (Top 10)

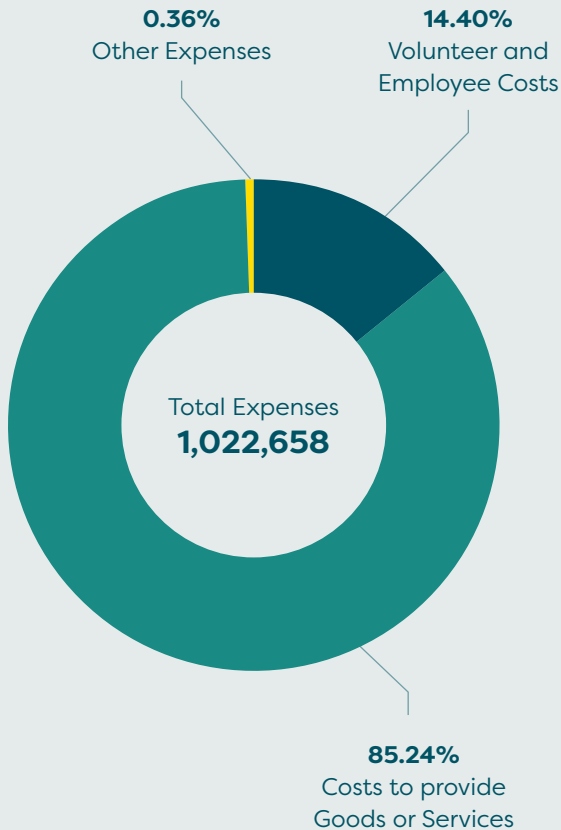
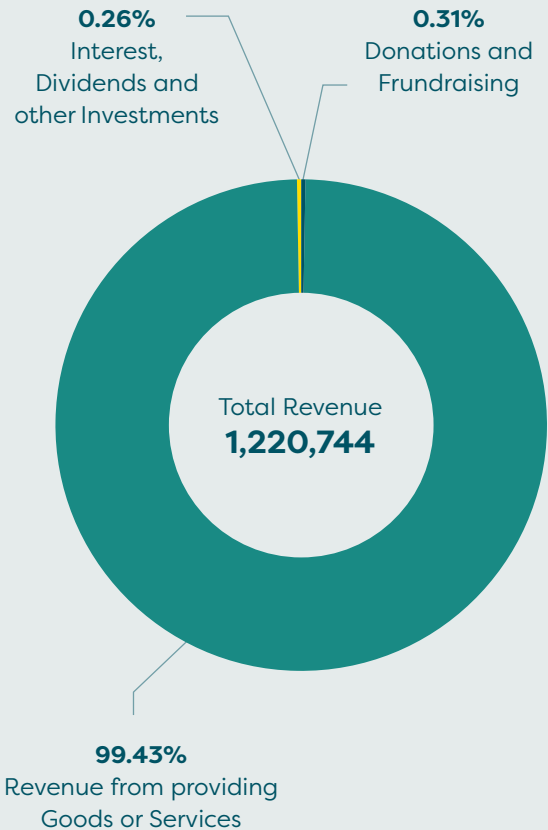
- Home 3,274K
- Contact Us 114
- Our Navigators 470
- Resources_Wellbeing 103
- About Us 444
- Get Involved 98
- Resources_Emergency and Disaster 54
- Resources 379
- Our Trustees 261
- Where you will find us 158

*('events' are actions taken on website, for example a page view or a link click)

Financial Summary 2023

The Seafood Sector Support Network Trust For the year ended 30 June 2023

‘How was it funded?’ and ‘What did it cost?’



Financial Performance for the year ended 30 June 2023. The information in this report has been summarised from the audited consolidated annual financial statements of The Seafood Sector Support Network Trust for the year ended 30 June 2023. The full audited financial statements are available to [download here](#) or on the [Charities Services](#) website.



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