

Wai Ora Tāmaki Makaurau,  
Auckland's Water Safety and Drowning Prevention Strategy

Progress Report  
April 2023

Resulting from the first Reference Group meeting was the identification of six priority areas for the Implementation Plan for the 2023 short term. These included:

- Advocate through collective submissions
- Refresh the Integrated Aquatic Programme (IAP)
- Create a team to craft generic messages designed to be overarching but unpack to sector specific messages.
- Create a team to seek existing communication networks and provide coordination/connection for the sector.
- Create an independent WOTM fund holder and secretariat.
- Expand members of Reference Group to improve capacity.

Three of the six priority focus areas have been initiated within the past month.

Advocacy:

Momentum led by DPA and supported by eight representatives from the WOTM Reference group, enabled a collective submission to the Auckland City Council stating the position "we do not support reducing the investment into water safety and drowning prevention services". This was a thorough submission incorporating statistics, research, case studies and implication forecasting. As a collective piece, it advocated from a common voice.

Refresh the IAP:

The first IAP working group meeting held on the 13<sup>th</sup> of April, discussed the opportunity and feasibility of the resource becoming more fit for purpose for 2023 and beyond. An overview of the 'Purpose and Criteria' of the past resource was discussed and revised in view of the projected new users and/or audience. Nine members of the reference group contributed to these initial discussions, with a further four committing to these monthly meetings, reflecting a strong interest to collaborate and operate more effectively and efficiently for the benefit of Tāmaki Makaurau.

Independent WOTM fund holder and secretariat.

Initial discussions have identified the need to establish an independent WOTM fund holder and secretariat. This will allow WOTM to operate at arm's length from DPA and/or WSNZ and less likely to compromise these organisations when separately applying for funding or capability.

MBIE Aviation Initiative.

Paralleling the above priorities, an MBIE grant application is being prepared to fund an educational initiative targeting inbound tourists. This is in partnership with NZSAR, local iwi, ethnic groups and aquatic organisations supplying water safety information to the [AdventureSmart](#) platform. If successful, the funded three-month scoping phase will explore the use of a QR code, multi-sector links, the Tiaki promise, and translations to assist visitors to be informed of safe behaviours and attitudes around New Zealand aquatic environments.

Proposed Focus

The next Reference Group meeting will recap progress to date and initiate discussions around a family of generic messages with the view to creating a working group to craft and consult with the sector. In conjunction, will be efforts to expand the reference group with representation outside the wet sector such as business, youth, tourism and education.

Future Dates:

27 th April Reference Group Meeting

23 rd May Steering Group Meeting (TBC)

24 th May Working Group Meeting – IAP