

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

Progress Report
June 2023

The Reference Group continued to address priority foci and identify new initiatives as they evolve. Of note this month were the creation working groups and the addition of detail to initiatives.

Integrated Aquatic Pathway (IAP).

This month a working group of seven sector representatives initiated the design process of the IAP Refresh initiative and two additional organisations were approached subsequently to populate the version and ensure engagement. An iteration incorporating a 'life journey' perspective was produced, showing current programmes and service delivery. Citing delivery gaps, duplications, and a limited understanding of the 15 water competencies, it was agreed the group needed to include representatives involved in both, a wider age range and more diverse recreational craft while conducting internal education around competencies.

Water Safety Code – Messages Fit for purpose.

This working group was increased to include representation from WSNZ and the Asian community, and subsequent meetings with injury prevention representatives offered perspectives from social behaviouralists, Worksafe, ACC, Aged Concern, and Māori. Insights from these discussions and additional international research helped inform similar work being conducted by WSNZ and to avoid duplication, it was agreed this regional work would be placed on hold until the release by WSNZ of national messages in September 2023. In the meantime, the current Water Safety Code messages will be used, and regional support was gained for DPA's 'Go Blue - Float First' campaign for World Drowning Prevention Day.

Independent WOTM fund holder and secretariat.

Initial discussions were held with Lion Foundation and Foundation North to seek advice on best approach and format. Both fund holders did not see the need to form a separate structure/identity, nor would a funding approach from WOTM compromise DPA's application success. On this basis, this priority focus will be placed on hold.

Business Engagement Strategy

Discussions with sector representatives have highlighted the need to consider the retail sector as an opportunity to improve community education. Early investigations regarding corporate social responsibility, inhouse staff training, and behaviours at point of sale, indicate numerous opportunities to enhance community education within the retail sector. A 'Business Engagement Strategy' has been drafted and early efforts to seek resources and funding are underway.

Sector Engagement.

During the month, twenty-four one-to-one meetings have been conducted, two WOTM workshops hosted, the 'Safer Boating' forum attended, and participated in a noho marae overnight experience. Five new sector representatives joined the reference group this month, expanding the diversity and capacity of the group. Relationship building and imbedding Te Ao Principles in WOTM are still high priority.