

# WAI ORA TĀMAKI MAKĀURAU – Auckland’s Water Safety and Drowning Prevention Strategy

## WOTM Meeting Notes – 23 May 2023

ATTENDEES	APOLOGIES
Bronwyn Coers, WOTM	Matt Williams, SLSN
Tom Kearney, SLSN.	James Lea, SLSN
Ants Lowe, DPA.	Marilyn Brady, Coastguard NZ
Yuin Khai Foong, MERC	Siobhan Harrop, Carmel College
Megan Garford, Aktive.	Davin Bray, SNZ
Naadira Hassen de Medeiros, SafeKids	David Comery, Waka Ama NZ
Ant Hyde, Harbour Sport	Dave Lockwood, YMCA
Alvin Cheung, Harbour Sport	Dave Abercrombie, YNZ
Daniel Dong, ActivAsian Community	Danni Turner, Swimsation
Heather Robinson, Safety Collective	Pippa Sommerville, Auckland Council
Teresa Stanley (Teams)	Mike Bishop, Harbour Sport
Nina Welanyk Brown (Teams)	Kirsty Knowles, CLM.

### Meeting Notes

A welcome was extended and a recap of WOTM progress to date was covered. This included:

- Recognising the need to align discussions re Water Safety Code with efforts of national organisations. (Thus - Nina, WSNZ attending meeting on Teams.)
- Looking through multiple lens – eg ethnicity; whānau-led; end-user perspective.
- Use current communication/marketing networks. No need to duplicate.
- Select communication/marketing network best placed to successfully connect to target group.
- Work collaboratively to co-design messages for Auckland region.
- Ensure messages are based on evidence and statistics.
- Ideally create generic messages, with outflowing specific messages for respective water environments.

### Group Discussion

Adding diversity to narrative was recognised and Naadira; Yuin; Heather; Simon; and Bron followed up this ‘call to action’.

- Alvin and Daniel have joined the meeting.
- Personal relationships / approaches have been made to Shanya (Ethnic Communities) ; Joanne (Aged -friendly); Rihari (Makaurau iwi engagement) Paul (Prof of Sociology, Massey Uni) and Nātia (Maori/Pacifika Strategy, NZ Coastguard)
- Organisational capability was secured from WSNZ – Nina; MNZ – Adrian; NZSAR – Tania; ACC – Tux; Worksafe – Hans; Advisory Panels – Pippa; Business Industry – Peter.

It was suggested our work could gain from international learnings.

- Simon made contact with Hoppo from Bondi Rescue. Below is a snapshot of Simon's emailed response. Refer: Australia's ['Float to Survive'](#) campaign.
  - *many of the issues NZ face Australia has faced and the discussions have moved away from prevention (swim between the flags etc) to one of the practical.*
  - *60% of drownings are inland Australian waterways yet great focus has been on SLSC's swim between the flags and yet only patrol 10% of all beaches are patrolled. The conclusion is that floating as a practical survival message covers any demographic and in particular rips.*
  - *Bruce (aka Hoppo) is now employed by Sydney council to champion their 'Floating to survive' campaign. He has offered his time (our expense) to come over and present the learnings and next steps around implementation.*
- Ants and James followed up evidence from UK, Michael Tipton (Float First).
  - Here are the links for RNLI and their Float to Live campaigns  
<https://rnli.org/safety/float>  
<https://www.youtube.com/watch?v=3OBCFEEZe1U>  
<https://respectthewater.com/campaign/float-to-live/>
- Naadira spoke of an inspirational talk Daniel Kereopa (NZ surfer) gave at a recent Safekids wānanga RE how he taught a large group of film extras how to float in a very short amount of time. Recommending to touch base for his valuable insights.
- Bron summarised research "Exploring Flood-related Unintentional Fatal Drowning of Children and Adolescents Aged 0-19 Years in Australia" (See attached article). This highlighted drowning was a leading cause of death during flooding and the prevention measures of adult supervision; avoiding waters when driving and recreating; and use warning measures for those geographically isolated and socially disadvantaged.

Ants informed the meeting, DPA's messages for their 'World Drowning Prevention Day' being held on the 25<sup>th</sup> July at Makaurau marae, was promoting 'Float First'. The reference group supported their initiative. Discussions extended to recognise any 'Floating' message was a doing action and instructional. The discussion questions extended to include: where was the thinking aspect of prevention recognised and/or the consequences (such as ACC campaign). It was agreed the Ref Gp were not 'marketers' but had a role to feedback insights from the region to inform national strategies; local campaigns and a collective direction for our region.

### Call to Action – coordinated by Bron

- 1) talk to ACC re 'Hmm' campaign and option to extend to include more risk-related aquatic environments 2) approach Daniel Kereopa (NZ surfer) for insights / story 3) keep communicating with national org re alignment.

### Next Meeting Dates:

Tuesday 20 June 3 - 4 pm @ DPA

Thursday 27 July 8 – 10am @ DPA.