

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

WOTM Meeting Notes – 27 April 2023

ATTENDEES		APOLOGIES	
Bronwyn Coers	WOTM	Kirsty Knowles	CLM
Megan Garford	Aktive	Stuart Airs	Auckland Council
Tom Kearney	SLSNR	Callum Gillespie	Coastguard
Yuin Khai Foong	MERC	Jonny Bannister	Coastguard
Pippa Sommerville	Auckland Council	Siobhan Harrop	Carmel College
Naadira Hassen de Medeiros	SafeKids Aotearoa	Davin Bray	SNZ
Ant Hyde	Harbour Sport	Steve Cornelius	Waterwise NZ
Simon Hughes	Fergs Kayaks	Lara Collins	Waka ama NZ
Ants Lowe	DPA	Irene Smith	Belgravia
Teresa Stanley	DPA	Mike Bishop	Harbour Sport
Heather Robinson	Safety Collective	Marilyn Brady	CBE
James Lea	SLSNR	Andrea Macfarlane	NZUA
		Matt Williams	SLSNR

## Meeting Notes

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

- The four strands of the strategy.
- The six short-term 2023 priorities.
- The progress to date on the first three priorities underway. (Advocacy-Bron; Funding-Bron; IAP-Tom).  
(see attached Presentation pdf – pages 1-7)

The purpose of the meeting was to discuss current generic and specific messages and whether these were still fit for purpose in 2023 and beyond. This included using the four water safety code messages as a starting point.

- Task 1 – Partner introductions based on an allocated word and finding commonality of interpretation.
- Task 2 – Brainstorming messages. Sector specific water safety messages were offered collectively by the group and cut and pasted under the four generic headings of the water safety code, and/or a blank page option for those homeless (see Presentation pdf pages 8-9 and table in Appendix). These created our ‘wall of words’.

## Group Discussion

Statistics. An overview of data collection, statistics and potential target groups was given by Teresa. Highlighted was the range of data available but caution is needed around interpreting numbers, percentages, rates and influences such as participation. New WSNZ software is being rolled out imminently and this will aid ‘filtering’ of more meaningful information.

- Task 3 - The group reflected on how Auckland statistics presented gave context and informed our assessment of whether messages were fit for purpose 2023 and beyond (see attached Presentation PDF – pages 8 - 13). On reflection, further contributions of messages were posted under each heading and the full collection was read out.

Discussion included:

- The need to change attitudes at Governance levels – such as Boards of Trustees. This leads into the ‘Advocacy’ Priority work - Advocacy.
- Identifying the 64+ aged as a target and the need to dovetail/partner with ‘Active Aging’ campaigns and those working with the more mature groups in communities.
- Amplify and enhance the current work which highlight aquatic locations and activities eg ACC’s [‘Have a Hmmm’](#) moment & campaign.

- Importance of changing 'attitudes' through messages, not just instructional behaviours eg 'do this...'
- Recognised the need for criteria when considering messages such as
  - 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.
  - Selecting and crafting message to best suit the audience (eg save v's cheap).
  - 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.

### Call to Action – coordinated by Bron

- It was agreed the group would benefit from adding diversity to narrative. Offers to reach out to people came from: Naadira; Yuin; Heather; and Simon.
- It was suggested our work could gain from international learnings such as UK, Michael Tipton (Float First); and Australia's '[Float to Survive](#)' campaign. Ants, James and Simon offered to follow up and supply link/content to Bron.
- It was highlighted that representatives from established groups/organisations could join the reference group. Initial approaches -
  - Accident Compensation Corp was suggested and Bron will follow up with Tux (on WOTM database)
  - Auckland Council Advisory Panels announced today. Pippa will follow up on seeking Ethnic and Youth panels.

### Note:

After the meeting, casual discussions indicated an interest to meet next month to keep the momentum moving around this work. An invite is being circulated to gauge interest and lock in a date if this is supported. **Proposed Working Group Meeting – Messages. Tues 23<sup>rd</sup> May 3.45 – 5 pm @ DPA.** (This follows the IAP working group meeting).

It is heartening when attendees leave a meeting and want more. This is a true indication of the passion and commitment of the people in our sector and their will to make a real difference.

### Next Meeting Dates:

- **Proposed Working Group Meeting – Messages. Tues 23<sup>rd</sup> May 3.45 – 5 pm @ DPA.**
- Next Working Group Meeting – Integrated Aquatic Pathway (IAP). Tues 23<sup>rd</sup> May 2- 3.30pm @ DPA
- Next Reference Group Meeting – Thursday 27 July 8 – 10am @ DPA.

**Appendix 1. WOTM Our Wall of Words.**

Know your limits	Be aware of the dangers	Watch out for yourselves and others	Be prepared.
<p>If you don't know, don't go.                      Understand your competence and limits around water.                      Swim between the flags.                      Return home                      Know before you go.                      Being confident does not make you safe in the water.                      Know your limits – environment;                      competencies; task.                      Realise assessment of own competence for activity and environment.</p>	<p>Water is fun but needs respect.                      Understand your environment.                      Fun, safe, and be aware.                      Learn about local hazards.                      And respect.                      Take the time to read safety signs.                      Supervise actively your children around water.                      Tamariki can drown quickly in only a few centimetres of water. Always empty and store paddle pools, buckets and baby bath tubs.                      Hmm – can I really do this.</p>	<p>Eyes on.                      Ensure tamariki are wearing correctly fitted lifejacket when on the water.                      Never go alone.                      Think of others.                      Always watch your children – see me, hear me, reach me. (x2)                      Wear a lifejacket when in, on and around the water.                      Wear a lifejacket.                      Actively supervise tamariki when in, on or around water. (x2)                      Keep children tamariki, under five at arms reach.                      Always keep tamariki within arms reach when in, on or around water.                      Learn how to respond in an emergency – 4Rs.</p>	<p>Play to your strengths                      Swim at a patrolled beach – SafeSwim website.                      Be prepared-                      Check weather, tides and swell.                      Be prepared – learn/develop water competence.</p>
<b>Messages that were homeless</b>			
<p>Water safety 0-15yrs = Adult supervision and child water competency.                      Water safety 15yrs – 65+ = Attitudes and behaviours.                      Being a role model for younger ones.                      Whānau-centred.                      What's the worst that can happen? – Shock factor.                      Float to survive.                      Have fun.                      Do you know your wai?                      Know your depth – Physical (depth of water/ weather / environment) emotional; capability; Support (options / gear / people).                      Safe for all in, on &amp; around water.</p>			