

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

Progress Report December 2023

This report is a brief representation of the collaborative work conducted by the sector and acts as a framework to the associated 23rd November Steering group presentation of graphics and content.

Working Group 1 - Integrated Aquatic Pathway (IAP).

Engagement	DPA, WSNZ, MERC, Swimsation, SLSN, Aktive, Safekids, ACC, CNZ, YMCA, Fyfod.
Achievements	<ul style="list-style-type: none"> • Creating an environmental scan identifying current programmes and services, duplications and gaps. • Inclusion of water safety competencies in criteria. • Extension to form a road map depicting a life journey and more current recreational activities.
Challenges	<ul style="list-style-type: none"> • Stakeholders wrestling with duplications and how to best deploy resources. • Time required to align WS competencies • Clarification of current and supported foundation programme.
Future Direction	<ul style="list-style-type: none"> • 3 month - Engage discussions with CEOs to strengthen line of sight to strategies. • 6 month - Refreshed environmental scan.
Question	<ul style="list-style-type: none"> • Is an environmental scan rather than a road map, a more realistic and informative outcome in such a fluid aquatic environment?

Working Group 2 - Business Engagement Strategy

Engagement	DPA, MERC, SLSN, Safekids, CNZ, MNZ, NZSAR, Fergs, PaddleBoard NZ, NZ Marine, Maritime Police.
Achievements	<ul style="list-style-type: none"> • Quantitative and qualitative data was conducted by multiple agencies, capturing customer experiences at the point of sale, and informing how to best approach retailers to improve their duty of care from the levels of governance through to customers at the point of sale.
Challenges	<ul style="list-style-type: none"> • The identification of 'influencers' who can open the door for the initial discussions at the governance levels. • The collation of relevant and user-friendly educational content to support the development of retail staff and an easy transfer to customer.

Future Direction	<ul style="list-style-type: none"> • 3 months – Collate and report on data. Test our approach using 'friendly' marine industry retailers. Collate suitable educational content from sector in readiness for trial. Refine based on feedback. • 6 months - Engagement with governance of target retailers to offer partnership opportunity to enhance their profile of socially responsible, improve upselling of product, and encourage repeat business.
Question	<ul style="list-style-type: none"> • Are you the 'influencer' we are looking for? A database will be shared of retail governance teams.

Working Group 3 - Employment Journey

Engagement	DPA, MERC, Safekids, Fyfod, WorkSafe, Swimsation, Te Mahi Ako, ACC, Aktive.
Achievements	<ul style="list-style-type: none"> • Conducting a 'gap analysis' and prioritising target audience. • Identifying potential employee audience (youth and older adult). • Identifying the collateral needed for promotion and events for 2024. • Initiating opportunities to partner organisations such as MSD.
Challenges	<ul style="list-style-type: none"> • Simplifying a very diverse and inter-connecting employment journey into a meaningful graphic. • Funding for educational content; event registration etc.
Future Direction	<ul style="list-style-type: none"> • 3 months – Continue gap analysis. Finalise employee journey graphic. Create collateral for youth event & promotions. Establish two more partnerships. • 6 months – As above and include a focus for 'mature adult'.
Question	<ul style="list-style-type: none"> • Are there opportunities to strengthen gap analysis reach?

Working Group 4 - Tāmaki Makaurau Event Calendar

Engagement	DPA, MNZ, SLSN, MarComms.
Achievements	<ul style="list-style-type: none"> • A platform for an online calendar is being collaboratively explored. • Dates for regional promotion have been identified to align with each risk group.
Challenges	<ul style="list-style-type: none"> • Multiple target groups • The cost of registration • Cost to repurpose or refresh collateral
Future Direction	<ul style="list-style-type: none"> • 3 month – Create a 'package' of promotional events. Invite stakeholders to support events that resonate with their strategic outcomes.

	<ul style="list-style-type: none"> 6 month - Create a second 'package' for the later of year.
Question	Which events are the best selection for first half of the year? (<i>Auckland/Massey University's 'O week'; Hutchwilko Boat Show; ASB PolyFest; World Drowning Prevention Day.</i>)

Working Group 5 - Life Jacket Bylaw.

Engagement	DPA, CNZ, WSNZ, Safety Collective, Fergs, SafeKids, MERC.
Achievements	<ul style="list-style-type: none"> Formulating a plan collectively to change the navigational Bylaw. Hosting a successful scoping meeting between WOTM (DPA, WSNZ & CNZ) and Councillors Alf Filipaina and Josephine Bartley; James Hassall (GM Licensing and Regulatory Compliance) and Paul Wilson (Senior Policy Manager). Understanding the next steps in preparation for a full submission.
Challenges	<ul style="list-style-type: none"> Funding the management and retaining the momentum during the 12-18 month process. Garnering support from the wider community during the submission and community education phases.
Future Direction	<ul style="list-style-type: none"> 3 months - Finalise content for submission. Reach out to communities for support. 6 months - Plan a 'community readiness' programme to transition into the new state of regulation.
Question	<ul style="list-style-type: none"> Do you know an Auckland councillor who could become an influencer on our behalf?

Working Group 6 - Profile and Identity.

Engagement	DPA, WSNZ, SLSN, MERC.
Achievements	<ul style="list-style-type: none"> Developing the WOTM story through clear workstreams. Stakeholders beginning to take a lead role in workstreams. The creation of a promotional one-pager, a logic model, a line of sight from the strategic measures to the workstreams, and a draft budget for each work stream. The development of a graphic, using the image of a maunga, to tell the WOTM journey.
Challenges	<ul style="list-style-type: none"> Consideration of the criteria around the use, ownership and integrity of WOTM identity and profile.

Future Direction	<ul style="list-style-type: none"> • 3 months – Imagery is developed for presentation purposes such as templates. • 6 months - Prioritise workstreams for future efforts.
Question	<ul style="list-style-type: none"> • What is the identity of WOTM and how will future shared leadership look as more implementation workstreams are activated?

Working Group 7 – Funding and Capacity.

Engagement	DPA, CNZ, Safety Collective, Fergs, SafeKids, MERC.
Achievements	<ul style="list-style-type: none"> • Increased diversity of those offering capacity within work streams. • Clearer recognition of the funding need for each repetitive workstreams. • The development of a 2023/2024 funding plan.
Challenges	<ul style="list-style-type: none"> • Lack of seeding fund for each workstream. • Time required to secure funding and capacity. • The need for funds is always more than is available.
Future Direction	<ul style="list-style-type: none"> • 3 months – Fine tuning the 2024 funding plan and extending to include 2025. • Applying to funders to support management role, and workstream costs. • Discuss with lead stakeholders, how they can share the responsibility of seeking funds. • Create a donor-centric document. • 6 months - As above, plus begin seeking donor support.
Question	<ul style="list-style-type: none"> • What would a more longterm and sustainable model look like?

Sector Engagement. 1 - 27 November

WOTM meetings	4 WOTM Working Group workshops.
Sector meetings	11 one-on-one meetings.
Community	1 Vector Wero Community Event