

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

**Progress Report January 2024**

Since my presentation to the DPA Board on the 13<sup>th</sup> December a number of notable developments have been made through to the end of January. Acknowledgement must be given to the significant contribution made to each workstream by DPA staff.

**Working Group 1 - Integrated Aquatic Pathway (IAP).**

A revised graphic depicting the IAP has been created and circulated for final comment and the addition of hyperlinks. Viewed as an environmental scan, this resource will be updated half yearly by the sector. Engaging CEOs in discussion will be a foci in the future, to strengthen their line of sight between their and WOTM's strategy.

**Working Group 2 - Business Engagement Strategy**

Results from the 'on-the-water' and 'blind-customer' surveys supported our hypothesis that either none, very little or inaccurate water safety information was being delivered at major retailers' the point of sale. Initial meetings with retailers have shown interest in being involved and many have recommended educational formats and content. Future foci include exploring the addition of an 'ethical component' to the CPC scheme; promoting the research results in industry magazines such as NZ Marine magazine; and following up on the invitation to engage with The Warehouse and Briscoes. An executive summary of the two surveys can be supplied.

**Working Group 3 - Employment Journey**

We have continued to conduct a gap analysis with WOTM stakeholders and results show high staff turn over, a lack of quality applicants, and little ethnic diversity. A graphic depicting the employee journey has been finalised for promotional purposes and work with the Tongan Free Church of Māngere and Failoa Famili Trust, has helped co-design collateral for the ASB PolyFest event in March.

**Working Group 4 - Tāmaki Makaurau Event Calendar**

A 'TeamUp' platform for a regional calendar continues to be investigated with the help of Brooke, DPA and MNZ staff. Three events through to April were identified as WOTM promotional opportunities. ASB PolyFest; University of Auckland International Student's orientation week; And the Hutchwilco Boat Show. This 'package' of promotional events was offered to stakeholders in November and two have since been co-designed however, the Hutchwilco Boat Show has not had traction.

### **Working Group 5 – Navigation Bylaw Amendment**

The positive response from the Auckland Council's Regulatory Committee meeting held in December, has allowed the sector to have confidence in securing an amendment process prior to the due date in 2026. While we wait for the consultation process, letters of support are being sort from stakeholders and preparations to prepare the community for change are being planned.

### **Working Group 6 – Profile and Identity.**

The WOTM strategy has been gifted the 'Te Hononga' collection of artwork by Rihari Wilson and Teaukutia Cook to reflect the journey of WOTM and the collaborative nature of our work. This imagery is being added to the DPA website, presentation templates and all work generated by the collective.

### **Working Group 7 – Funding and Capacity.**

Recent work has included refining the 2024 funding plan and approaching NZSAR and Weave. Initial reposnses from the former look promising (\$10,000) but less successful on the later. Iyanthi is assisting with additional avenues. Lead stakeholders have been approached to share fiscal responsibility with limited success at this point, but more work in this area will hopefully secure provision in respective stakeholder budgets for 2024 onwards.