

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

Progress Report November 2023

This month predominantly focused on three workstreams (no. 2, 3 & 5) requiring detail, engagement, and presentations while the other four were purely maintained. It gives me pleasure to personally present an overview of WOTM at the 13th December DPA Board meeting.

Working Group 1 - Integrated Aquatic Pathway (IAP).

It has become apparent all stakeholders require more time to discuss the alignment of respective programmes, the application of water competencies and to secure confidence in WSFL being the foundation baseline. The IAP is currently more accurately viewed as an environmental scan, and due to this I am meeting members of the working group individually to advance the project as a road map.

Working Group 2 - Business Engagement Strategy

All resources were finalised and distributed for the 'on-the-water' qualitative survey, including the 'on land' options, and the qualitative blind customer survey. This has been a collaboration between DPA, SLSN; Coastguard NZ, Maritime Police, and Paddleboard NZ. Paralleling these research efforts, has been the preparation of the roll out phase – including piloting our approach using the marine industry; the development of the educational package; and identifying 'influencers' suitable to connect with members of the retailer's governance and executive teams.

Working Group 3 - Employment Journey

This working group conducted a 'gap analysis' giving a small snapshot to recognize and prioritise our target audience. Aligned is the preparation of a visual depiction of an 'employee journey and associated opportunities; promotional collateral such as storytelling clips & song; and the securing of 2024 promotional opportunities.

Working Group 4 - Tāmaki Makaurau Event Calendar

Spearheaded by Brooke DPA, an online platform is being explored with the assistance of MNZ and SLSN. Stakeholders will be able to input their events and identify collaborative opportunities for 2024. Early examples include: Auckland University's 'O week'; Hutchwilko Boat Show; ASB PolyFest; World Drowning Prevention Day; and Diwali.

Working Group 5 – Life Jacket Bylaw.

A scoping meeting for the 9th November is arranged for Callum, Dan and Nicola to discuss with attendees Councillors Alf Filipaina and Josephine Bartley; James Hassall (GM Licensing and Regulatory Compliance) and Paul Wilson (Senior Policy Manager). Feedback from this meeting will guide the next steps in preparing for a full submission. There is genuine will in the sector to support this bylaw change and planning to elicit this support is in process concurrently.

Working Group 6 – Profile and Identity.

An outcome of the Peter Crow workshop recommended increasing the profile and promotion of WOTM; creating an identity showcasing the collaborative nature of the group and workstreams; and to reduce the presence of the ‘funder-focused’ image. Based on this, a promotional one-pager was written and circulated to stakeholders for distribution; a graphic using the image of a maunga is now available to tell the story of WOTM, and work is underway for future imagery to include a logo, presentation templates, and the criteria around its use, ownership and integrity.

Working Group 7 – Funding and Capacity.

This workstream was established to increase funding and capability required for WOTM’s 2024 management and workstream outcomes. Discussed were the options of grants, sponsorship, philanthropic, events and partnerships. Prioritised in the first instance, was to draft a budget for each workstream, prepare a timeline, revisit discussions with Foundation North; prepare a donor-centric document for future approaches using Iyanthi’s skills; and consider how stakeholders could and should contribute.

Sector Engagement. 1 - 31 October.

WOTM meetings	X 6 WOTM Working Group workshops.
Sector meetings	X 13 one-on-one meetings. X 1 Safety Collective X 1 Safe Boating Launch and Forum X 1 WSNZ AGM
Professional Development	X1 DPA Team Day – CliftonStrengths X1 Te Kaa Webinar