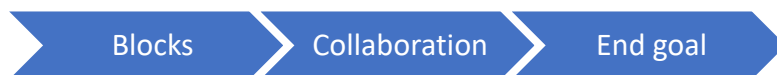


**Reference Group Meeting
Meeting Notes – 28 September**

This is a brief overview of the progress made by WOTM representatives and associated discussions, to address current priority foci and those projected for the future. It is supported by associated papers. *Please take the time to become familiar with all the team's mahi. They've been working hard.*

Attendees			
Bronwyn Coers	WOTM	Marilyn Brady	CBE
Rihari Wilson	Te Waoiohua	Charles Hayward	CBE
David Comery	Vector Wero	Anthony Hyde	Harbour Sport
Megan Garforth	Aktive (online)	Tom Kearney	SLSN
Yuin Khai Foong	MERC (online)	Jason Lunjevich	MNZ
Pippa Sommerville	Council	Jonny Bannister	CNZ
Heather Robertson	Council	Hans Key	WorkSafe (online)
Teresa Stanley	DPA (online)		
Ants Lowe	DPA (online)		

Introductions



- Attendees were asked to introduce themselves and explain, using a coloured block, what they thought they/their organisation contributed to WOTM. Comments were listed on the white board and displayed a wide range of lens. (See photo attached)
- It was agreed, using blocks collaboratively would successfully support the strategy and conversely, support member's delivery of own strategy.

Project updates



Thanks is extended to Tom, Megan, Jonny & Bron for sharing an update on each work streams. Of note:

IAP –Discussions will be now held one-to-one with members for the final discussions regarding set criteria and programme / service delivery.
 Business – research is underway to understand what water safety education is being offered at the point of sale, and the past experiences of customers. The data collection will predominantly be from November onwards.

Employment –It was decided step one during October & November required research - what are the current engagement opportunities and what are the sector needs. Hans shared info re ‘Future Fest’ event on the 19th Oct which we can learn from and possibly join next year onwards. (See attached poster) Yui noted International Youth week which could also offer expo/promo leverage.

Rule 91 - The working group is co-led by Callum, CNZ and Nicola, DPA with the initial steps to gather evidence of past learnings and formulate a case to inform Councillor Alf et al, in the first instance for guidance before submitting formally to the Auckland Council. Jonny and Teresas have been instrumental in data collection and formulating the argument. We are yet to understand the full process and timeline.

Event Calendar - This regional version has had ongoing updates and now require graphics before sharing as an interactive document. Early discussions regarding collaborative and collective efforts have been initiated and will be a focus from October onwards. Members from the meeting offered updates (eg 17 Oct Safe Boating week; 19th Oct Future Fest; 6 Nov – Play Week; 8th Dec+ O4N; March 2024 Sea Week) Bron will follow up member details.

Aviation - This project has been paused as those available to offer support are committed to the above projects. Capacity of the reference group members has been reached and it was agreed to revisit this project when more resource was secured.

WOTM summary and alignment to WOTM Strategic Pillars.

Workstreams	Results Impact	Strategic Pillars
<ol style="list-style-type: none"> Navigation Bylaw Event Calendar 	<ol style="list-style-type: none"> PFD law change to regulate use. Partnering campaigns; streamline messages; and resources. 	Collective Impact
<ol style="list-style-type: none"> Data /research 	<ol style="list-style-type: none"> Evidence sourced to inform and guide. Behaviour change required is identified and associated target groups. Short, medium and long term measures are created to track change. 	Behaviour change
<ol style="list-style-type: none"> Business Engagement Employment Journey Aviation project Integrate Aquatic Prog 	<ol style="list-style-type: none"> Increase customer education at point of sale. Increase awareness of aquatic opportunities and retention. Increased education for those pre-flight, on-board, and post-flight. Improving effectiveness and efficiencies of current programmes offered in TM across lifespan by reducing duplications and addressing gaps. 	Improved service delivery
<ol style="list-style-type: none"> Collaborative applications Stakeholder expansion. Seek alternative funding sources 	<ol style="list-style-type: none"> Efficient use of available funds. Expand non-monetary resources through community reach. Create philanthropic avenues. 	Funding and capacity

Telling our story – in context



Statistics –

- Teresa offered an update of Auckland’s drowning trends. The non-fatal data is yet to be released from WSNZ. Of note:
- Age: over 25 yrs = more; 15 – 24 yr = less; 65+ yr growing @ 25%.
- Ethnicity: Pasifika = 30% but falling; Māori was falling but growing; Asian 27% and growing.
- Location: Beaches 40%.
- Overall: Drowning rate 1.0 in Ackland c/o 1.8 in NZ.
- Discussions extended to:
 - concern re kai gathering. (Jonny & Pasifika Advanced Sec School; Hans/Harry & WorkSafe prog; Jason & northern LJ Hubs etc). Heather will share ‘Kai community’ contact from council.
 - Asian insights - Charles highlighted their new VHS courses being presented in Mandarin.
 - Grants Expertise management (GEMS) community funding available via Council for small organisations. (Bernard)

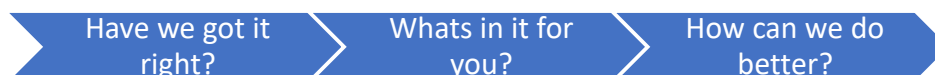
Groups –

- ACC have Māori and Pasifika strategies. Are extending their Hmm campaign to include an aquatic environment.
- Makaurau Marae and DPA are hosting kai gathering open dives course for youth 20th Oct.
- Waikato strategy focus on capacity building for community group leaders/influencers to then take knowledge in own way, to own people.

Environment – Heather shared Safety Collective’s advocacy work.

- Noted were the challenges of gathering data of injury, near miss, and fatal information across a range of work streams (eg Alcohol Harm).
- She reinforced the value of collaboration, a collective voice, and building networks.

Telling our story – as a strategy.



Why WOTM?

The ‘Have we got it right’ workshop facilitated by Dr Peter Crow on 18th Sept created great discussion and a few actions:

- to create a one pager to tell WOTM’s journey in a simple and logical format for those new to the strategy (See attached: Wai ora Tamaki Makaurau One Pager).
- to celebrate the small milestones / successes along the way.
- to help the sector join the dots to their strategies.

What's in it for you?

Feedback from the group highlighted:

- the value of the work streams. System changes – less likely to be achieved by single organisations on their own.
- the common mission and therefore a moral responsibility to be involved.
- the logic in creating efficient and effective use of resources.
- the opportunities to share ideas, templates, partnerships and support one another.

How can we do better?

Several areas of need were identified and noted during the meeting. Each suggestion aims to improve the success of WOTM and will be followed up by Bron in the first instance.

Call to Action for WOTM

Area of Need	Solution	Strengthen success	
To assist organisation to see where WOTM sits within their organisation's strategy.	Align Strategic Plans Members email Bron their strategy. Collectively sight joining of dots.	Clearly see alignment of 2 strategies and improve collaboration and sustain commitment.	All /Bron
To improve commitment / agency at CEO level.	CEO Engagement Promote the value of WOTM; alignment to their strategy; and secure a signed declaration of commitment.	Support from levels with mandate and decision-making powers.	Bron/CEO
To reduce inefficient and singular use of resources for event promotion and displays.	Collaborative Promotion Create an approach and collateral to use at multiple events/locations/purposes.	Promote collectively at community events.	Bron/All
To reduce confusion over who, how and where the WOTM sits within sector.	Identity Create and lift profile using new graphics.	New profile reflects WOTM, collaboration and a regional approach.	Bron/Rihari
Many of the work streams are at a pinch point requiring funding.	Funding and resources Create a working stream solely focused on funding all work streams.	Reduce pinch points to maintain momentum and outcome of work streams.	Bron/All

Call to Action for Representatives.

1. email Strategic Plans to Bron.
2. email main events/dates for calendar to Bron.
3. place meeting dates for your mahi, in the diary 😊

Next Working Group Meetings

Integrated Aquatic Pathway (IAP)	-	One-to-one meetings
Business Strategy - Retailers	31 Oct, 2-4pm	Online
Employment Journey	10 Oct, 2-4pm	Vector Wero
Bylaw Rule 91 - Lifejackets	2 Nov, 2-3 pm	MRC
Event Calendar	-	One-to-one meetings
Collaborative Promotion	24 Oct, 2-3 pm	Online
Funding and resources	24 Oct, 3-4 pm	Online

Next Full Reference Group Meeting, Thursday 26th Oct, 8 – 10 am @ DPA.