

Wai Ora Tāmaki Makaurau

Welcome

Reference Group Meeting - 27 April 2023

The Agenda

8:00am	Karakia and Breakfast served
	<p>Welcome</p> <ul style="list-style-type: none"> • Introductions
	<p>Previous meeting notes (5 minutes)</p> <ul style="list-style-type: none"> • Confirmation of 23 March meeting notes. • Further discussion.
	<p>Actions update. First 3 of 6 Priorities. (10 minutes each)</p> <ul style="list-style-type: none"> • Advocacy - Auckland Council Submission • Independent Fund holder - Options. • IAP working group - Progress to date.
8.45am	<p>Messages. Focus for meeting.</p> <ul style="list-style-type: none"> • Generic - specific messages • Target - statistics • Existing communication teams / networks.
9.45	<p>Call to Action</p> <ul style="list-style-type: none"> • Individually? • Collectively? <i>Create 'messages' team to craft generic messages (designed to overarch but unpack to sector specific messages).</i>
10am	Karakia whakamutunga

Introductions

The Team

- Introductions
- Apologies

BICULTURAL STEERING GROUP

- Strategic Alignment
- Investment
- Accountability
- Advocacy



REFERENCE GROUP

- Work closely with Advisory Groups / Community Connectors
- Advise on solutions
- Advise on required investment
- Advise on priorities

ADVISORY GROUPS / COMMUNITY CONNECTORS

Provide local insights, highlight problems and create solutions. For example:

- Māori Advisory Panel
- Multi-ethnic Advisory Panels
- Youth Advisory Panel
- Targeted Workstream Panels
- Local boards



Tāmaki Makaurau, Auckland works collectively to instill respect for the water and encourage safe tikanga and behaviours by all people to prevent water related injuries and preventable drowning.

Recap

Past meeting

- Meeting Notes
- Outcomes

The Strands

- Collective Impact
- Behaviour Change
- Increased Funding Capacity
- Improved Service Delivery

Priorities (short term)

- Advocate through collective voice
- Refresh the IAP road map
- Create consistent messages
- Coordinated coms from the sector.
- Create an independent WOTM fund/secretariat.
- Expand Reference Group.

Recap - WOTM Strategic Plan

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

STRATEGIC MEASURES

Strategic Outcomes				
	Collective Impact Ngā Pānga Tūhonotanga Better coordination and direction of the water safety effort in Tāmaki Makaurau, Auckland.	Behaviour Change Ngā hurihuringa whanonga Risky behaviours reduced – lower rates of drownings and water-related incidents.	Increased funding into Tāmaki Makaurau, Auckland Te whakapiki i te tahua pūtea ki Tāmaki Makaurau	Improved Service Delivery Te whakapaipaitanga o ngā tutukitanga ratonga Guide stakeholders and ensure delivery is aligned to priority areas.
Strategic Measure				
YEAR 1 2023	<p>Clear understanding and buy in to the 5 principles* of collective impact by 5 sector organisations demonstrated by key agreed principles.</p> <p>Evidence of collective impact shared – for example the Public Rescue Equipment Project and Hūnua Falls Water Safety Initiative.</p> <p>Evidence of agreed consistency in communication – for example ‘Safer Boating Week’</p> <p>Story telling of collective achievements enabled by the strategy development.</p>	<p>Identify existing data and compile a regional snapshot of water safety behaviours as a baseline.</p> <p>Determine the behaviour change we are seeking? Or – agreement as a sector on the behaviour change we are seeking.</p> <p>Determination of baseline data to be used.</p> <p>Creation of further strategic measures that track the behaviour change the sector is seeking.</p>	<p>Identify key water safety and drowning prevention funders for Tāmaki Makaurau, Auckland (national, regional and local)</p> <p>Establish a Water Safety and Drowning Prevention Funders Group for Tāmaki Makaurau, Auckland.</p> <p>Annual snapshot collated of total investment into Tāmaki Makaurau, Auckland water safety and drowning prevention.</p> <p>Evidence of Tāmaki Makaurau, Auckland receiving a total investment in line with its population.</p>	<p>Determine service delivery to be measured.</p> <p>Determine baseline of service delivery.</p> <p>Increased reach of service delivery into areas that are informed and driven based on data.</p> <p>1 initiative delivered across each focus area (people, place, activity) with evaluation showing its impact.</p>
YEAR 2 2024	Clear understanding and buy in to the 5 principles* of collective impact by 5 new organisations (10 total)	Determine and set improved measure for 23/24 and agree what and how this will be measured.	X% Increase in pro rata funding into Drowning Prevention and Water Safety in Tāmaki Makaurau, Auckland.	















Priority Action update

- Advocacy – Auckland Council Submission.
- Independent Fund holder – Options.
- IAP working group – Progress to date.

Integrated Aquatic Programme for Year 0–8

“Water is fun - make it a safe playground for everyone”

Yr 0		Sequential Development Needs				Yr 8	Websites
OPTIONAL					→ SailSafe T P		
					→ Waterwise T P		
					→ Safe Boating T		
		→ Surf Aware T → BeachEd T P	→ Surf Smart T	→ Surf Sense T	→ Surf Safety T		
CORE	Thinking Skills Swimming & Survival		→ SwimStart (SwimSafe) P				
			→ WaterSense T → Bubbles to Buoyancy T P			→ H2O Here We Go T P → In at the Deep End P	

Theory **T** Practical **P**

Priority Focus for meeting - Messages

- Sector specific messages – Starting point.

Priority Focus for meeting – Messages

- Generic messages – Starting point?

[AdventureSmart](#) offers 4 generic messages:

Water Safety Code-

- Be prepared
- Watch out for yourself and others
- Be aware of the dangers
- Know your limits



1 Be prepared

Learn to swim and survive and set rules for safe play in the water. Always use safe and correct equipment. Know the weather and water conditions before you get in.

Always check your surroundings and the conditions before entering the water. Check for potential dangers, and make sure you are confident in your ability to swim in the area around you, especially if the conditions or weather was to change. Floatation devices and lifejackets should be used for activities on the water, especially on children and for anyone who is not strong or confident in the water.

Find out more about taking swimming lessons from [Water Safety New Zealand](#).



2 Watch out for yourself and others

Always pay close attention to children you are supervising in or near water. Swim with others and in areas where lifeguards are present.

Be aware of those around you in the water. If anyone is showing signs of distress, if they seem to be under for too long or if you lose sight of friends or family while recreating in or around water, it is important to check on them to make sure they are ok. Likewise, remain aware of your own swimming capability and the area or conditions that you're swimming in. Have fun, but always remain alert and don't push yourself beyond your own level of comfort.



3 Be aware of the dangers

Enter shallow and unknown water feet first and obey all safety signs and warning flags. Do not enter the water after drinking alcohol.

Recreating in and around lakes, rivers the ocean and even in swimming pools can have it's dangers. Additional to your swimming capability and your physical state, you must be mindful of the dangers at each area of water you are recreating in or on, as these can change unexpectedly.

Select the + on the right for more information about dangers in and around the water.



4 Know your limits

Challenge yourself within your physical limits and experience. Learn safe ways of rescuing others without putting yourself in danger.

Even strong swimmers can be caught out by the dangers in water environments such as rips, waves and unexpected changes in the depth or shallowness of water. Enjoy water recreation within your limits, and don't feel pressured to swim or recreate in or around water if you are uncomfortable, or are concerned about potential dangers. Have fun, but always behave responsibly by respecting the water, your limits and the limits of others.

Select the + on the right for more information.

Priority Focus for meeting - Messages

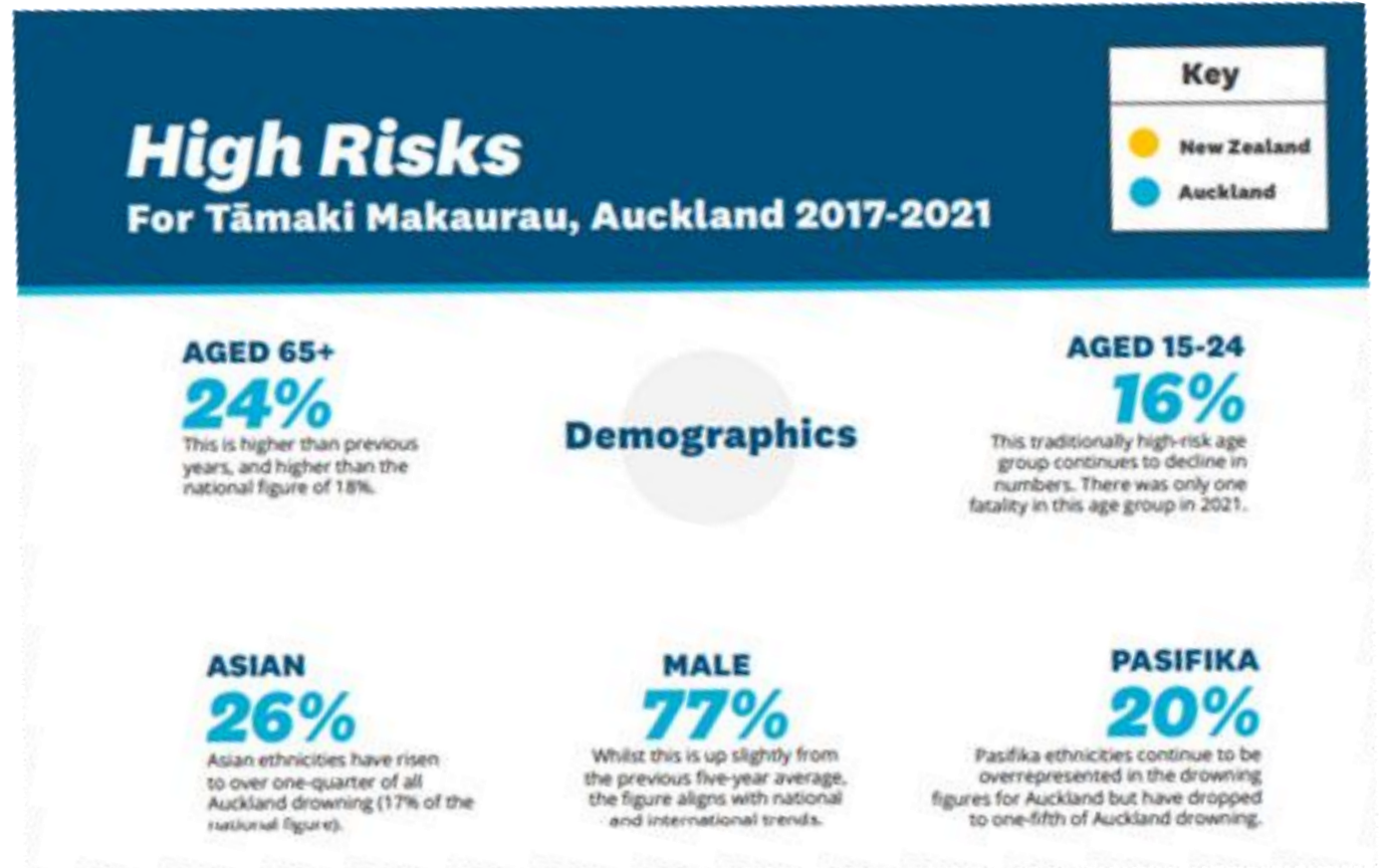
Statistics – Targets. Starting point? - Demographics – Activity - Environment

- [WSNZ](#) Drownbase data
- Annual reports 2022 (2017 – 2021)
- NZSAR, MNZ, MoH (Hospitalisations), SLSNZ, Coastguard
- Numbers vs. Percentages vs. Rates

Demographics

- age
- ethnicity
- gender

Starting point



Statistics Indicated

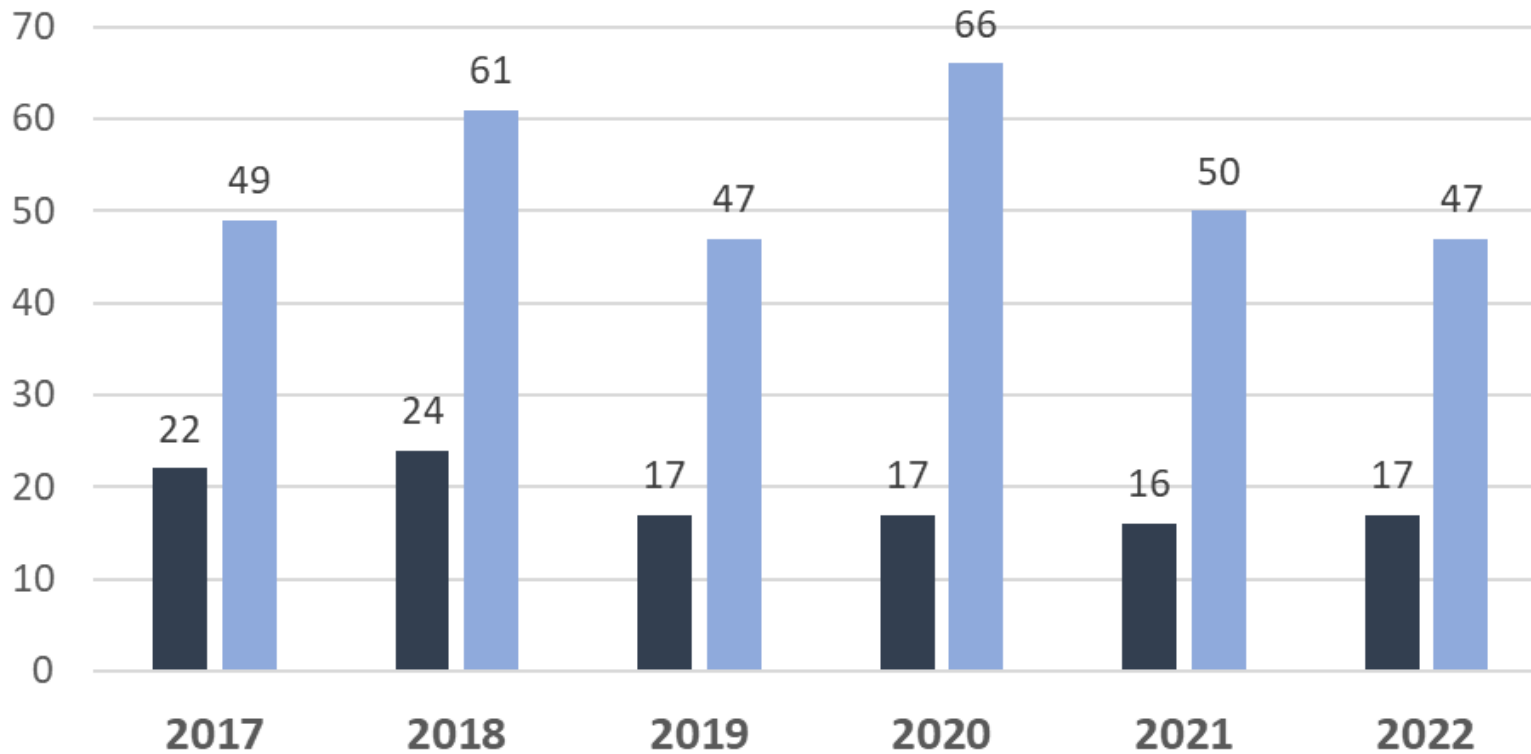
- location
- activity

Starting point



Fatalities and Hospitalisations for Auckland

- Auckland Fatalities (Total 86)
- Auckland Hospitalisations (Total 273)



2023 YTD 11 fatalities

Priority Focus for meeting - Messages

- Sector specific messages
 - ✓ Co-deigned.
 - ✓ Aligned to generic messages.
 - ✓ Derived by statistics and trends.
- Further criteria.
 - ✓ Marketing influenced (savings v's cheap)

Existing Communication / Networks

- Structure

Tree v's bush v's weeds.

Common Goal

Everyone in Tāmaki Makaurau, Auckland has the opportunity to safely connect to and enjoy the water.

Call to Action

Collectively

Working Group

Individually



Thank you

Proposed Reference Group Meetings

27th July - DPA

28th Sept - DPA

26th Oct - DPA

Proposed Working Group Meeting

IAP – Tuesday 23rd May. 2 – 3.30pm @ DPA