

# Wai Ora Tāmaki Makaurau

Welcome

Reference Group Meeting – 28 Sept 2023

# Agenda

Introductions

(15mins)

Your piece in the puzzle.

Project updates

(45 mins)

Voices from 6 work streams

Telling our story

(30 mins)

What has changed. Summer collaboration

Why WOTM?

(30mins)

What's in it for you? How can we make it better?

## COMMON GOAL

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

## The 4 strands

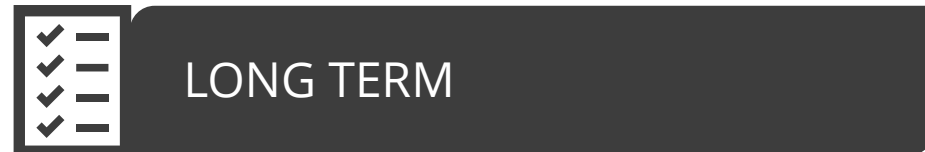
1. Collective impact

2. Behaviour change

3. Improved service delivery

4. Increased funding and capacity

## Outcomes



# Project Updates

Integrated Aquatic Pathway

Business Strategy

Employment journey

Rule 91 - Lifejackets

Event calendar

Aviation partnerships

Workstreams	Results Impact	Strategic Pillars
<ol style="list-style-type: none"> <li>1. Navigation Bylaw</li> <li>2. Event Calendar</li> </ol>	<ol style="list-style-type: none"> <li>1. PFD law change to regulate use.</li> <li>2. Partnering campaigns; streamline messages; and resources.</li> </ol>	Collective Impact
<ol style="list-style-type: none"> <li>1. Data /research</li> </ol>	<ol style="list-style-type: none"> <li>1. Evidence sourced to inform and guide.</li> <li>2. Behaviour change required is identified and associated target groups.</li> <li>3. Short, medium, and long term measures are created to track change.</li> </ol>	Behaviour change
<ol style="list-style-type: none"> <li>1. Business Engagement</li> <li>2. Employment Journey</li> <li>3. Aviation project</li> <li>4. Integrated Aquatic Prog</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase customer education at point of sale.</li> <li>2. Increase awareness of aquatic opportunities and retention.</li> <li>3. Increased education for those pre-flight, on-board, and post-flight.</li> <li>4. Improving effectiveness and efficiencies of current programmes offered in TM across lifespan by reducing duplications and addressing gaps.</li> </ol>	Improved service delivery
<ol style="list-style-type: none"> <li>1. Collaborative applications</li> <li>2. Stakeholder expansion.</li> <li>3. Seek alternative funding sources</li> </ol>	<ol style="list-style-type: none"> <li>1. Efficient use of available funds.</li> <li>2. Expand non-monetary resources through community reach.</li> <li>3. Create philanthropic avenues.</li> </ol>	Funding and capacity

# Telling our Story

What has changed

Statistics

Groups

Environment

Summer Collaboration

# Telling our Story

Why WOTM?

Have we got it right?

Summary One pager

What's in it for you?

How can we make it better?



# Thank you

Proposed Reference Group Meetings

26<sup>th</sup> Oct - DPA