

Strategy Communication | September 2022

As we continue together on the journey to create our strategy, we find ourselves in the collaborate phase for a little longer than anticipated. This is the phase where we are looking to you for advice and innovation in formulating solutions and incorporating your advice and recommendations into the decision making. It is a vital point in the strategy development where the connections we have created form the foundation for these conversations.

An example from this phase was the recently hosted discussion on the strategic measures. We had representation from ACC, Aktive, Auckland Council, Belgravia, Coastguard, Surf Lifesaving Northern Region, Plunket and Yachting New Zealand. Apologies were received from several groups and organisations with further follow up discussions planned. The 'Strategic Measures' for the strategy will be finalised by the steering group in October 2022. Please do not hesitate to contact me at any point and keep an eye on the webpage as we continue to develop this strategy together.

Key themes from the 'Strategic Measures' engagement to date can be grouped into four themes as per the below.

Collective Impact

- "Collective impact needs to be prioritised – we need to support each other"
- Research shows that successful collective impact initiatives typically have five conditions that together produce true alignment and lead to powerful results: a common agenda, shared measurement systems, mutually reinforcing activities, continuous communication, and backbone support organisations.
- Collective impact and behaviour change can go hand in hand

Wellbeing

- Are we capturing the mental health benefits?
- Power of storytelling and a focus on the positive stories around water safety for example engagement, well-being, increased participation in sport and recreation

Funding

- Entrenched funding models are detrimental to collective impact and behaviour change
- Need to widen the scope from traditional funding streams
- Time for grown up conversations around funding and accountability to drive collective impact and behaviour change
- Importance of working as a collective e.g., joining funds to make greater impact
- Funders need the "why" and the "how"

Communication

- Importance of consistency around messaging
- Marketing and delivery of messaging needs to be consistent – whether you are at a river/motel pool/ beach you need the same message
- Strong support for a collaborative effort particularly around messaging
- Media campaigns need to be launched together with the same narrative – risk of messaging being lost when it is being saturated with various organisations
- Importance of making areas as safe as possible – signage and online content for example

Other

- Need to align strategic measures to the outcomes
- “An increase in participation will result in an increase in drowning and water related injuries but we can try and prevent deaths and as such it is better to focus on rates rather than numbers.”

