

Strategic Framework | Te Anga Rautaki

2023 - 2028



Preventing drowning; saving lives | Te ārai toromi – Rauoratanga

Education • Research • Advocacy | Mātauranga • Rangahau • Whakataunaki

Smart operations and people

Impactful education programmes

Evidence-based research

Effective advocacy

Strategic alliances

Appropriate funding

Strategic measures | Ngā inenga rautaki

Objective | Te Whāinga

The DPA board and team have a long-term outlook, which is to minimise preventable drowning occurrences across both the Auckland region and New Zealand. Through the period of this strategy, DPA expects to expand its reach, from Tāmaki Makaurau/Auckland to Aotearoa/New Zealand, developing Drowning Prevention Aotearoa to support the nationwide need.



Strategic Priorities

The successful achievement of our stated purpose (to prevent drowning) is dependent on the development and delivery of impactful education programmes, evidence-based research, and effective advocacy; underpinned by strategic alliances; effective systems, processes, and people; and prudent financial management. The focussed attention of resources (people and funds) in six priority areas (identified in the following table) should enable us to achieve the level of impact we aspire to.

IMPACTFUL EDUCATION PROGRAMMES

Development and delivery of drowning prevention education and water competence programmes, tailored to identified needs

EVIDENCE-BASED RESEARCH

World-class research, to understand social and demographic trends, societal expectations and technological developments

EFFECTIVE ADVOCACY

A respected voice, to inform and lobby regulators, and exert influence across the 'water' sector and harm prevention sectors

STRATEGIC ALLIANCES

Symbiotic relationships with select funders and service providers

SMART OPERATIONS AND PEOPLE

Effective operational systems and processes, and a motivated and productive team

APPROPRIATE FUNDING

Secure multi-sourced funding; prudent financial management