

**WOTM Meeting Notes – 23 March 2023**

| ATTENDEES         |                       | APOLOGIES        |                 |
|-------------------|-----------------------|------------------|-----------------|
| Bronwyn Coers     | Yuin Khai Foong       | Kirsty Knowles   | Mike Bishop     |
| David Comery      | Marilyn Brady         | Stuart Airs      | Dave Lockwood   |
| John Verstegen    | Esther Hone           | Callum Gillespie | Danielle Turner |
| Matt Williams     | Nicola Keen-Biggelaar | Jonny Bannister  | Gavin Walker    |
| Andrea Macfarlane | Megan Garford         | Siobhan Harrop   | Rick Pickard    |
| Hazel Latoa       | Tom Kearney           | James Lea        |                 |

**Meeting Notes**

A welcome was extended and a recap of WOTM progress to date was offered by Bronwyn. The attendees agreed this was a true reflection of their understanding. The 'Terms of Reference' (*circulated earlier by email*) was tabled and collectively agreed.

The purpose of the meeting was to discuss and collate thoughts on the 'how to' aspects of the strategy and initiate steps for implementation (*see attached Presentation PDF*).

**Group Discussions**

Sub- groups discussed the four stands and offered implementation ideas. These are collated on the table below.

Drawing from this feedback, specific priority areas were identified and the top six are ranked below for the short term – loosely, this is for 2023.

- Advocate through collective submissions / one voice / co-branding. (eg the ACC Budget submission)
- Refresh the IAP road map (Integrated Aquatic Prog)
- Create 'messages' team to craft generic messages (designed to overarch but unpack to sector specific messages).
- Create 'communication' team to seek existing coms networks; provide coordinated coms from the sector.
- Create an independent WOTM fund holder / secretariate.
- Expand Reference Group.

**Call to Action – coordinated by Bron**

- Create smaller 'working groups' to focus on priority areas. An invite will be circulated to all.
- Exploration of independent WOTM fund holder / secretariate options.
- Investigate groups/organisations to add to the reference group to support capacity.

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

| Strands                                       | Implementation Ideas - Brainstorming  | Outcome   |
|---|---|---|
| <b>Collective Impact</b>                      | <p>Advocate through collective submissions / one voice / co-branding.</p> <p>Host a forum to determine voice from customer / stakeholder/ data/ comparisons with other OECD/ long and deep behavioural change – timeframes?</p> <p>Create ‘communication’ team to seek existing coms networks; provide coordinated coms from the sector.</p> <p>Include ‘up stream’ capability. Those with mandate at governance levels.</p> <p>Use agreed generic messages and collective voice.</p>   | <p>Sign into 5 Principles of collective impact (Common agenda; Continuous communication; mutually reinforcing activities; Backbone support; shared measurement)</p> <p>Evidence of Collaboration; Consistency of Communication</p> <p>Advocacy – collective voice from sector</p> |
| <b>Behaviour change</b>                       | <p>Create ‘messages’ team to craft generic messages (designed to overarch but unpack to sector specific messages).</p> <p>Share research/statistics and meaning drawn from data.</p> <p>Build our economic argument (social &amp; economic impact)</p> <p>Explore knowledge of ‘inner connection’ and relationship to enjoyment / participation levels.</p>   | <p>ID Behaviours to change</p> <p>Agree Generic Messages</p> <p>Secure tools for measurement</p>  |
| <b>Increased Funding &amp; Capacity</b>       | <p>Expand Ref Gp (eg. ACC / Council / Tourism / Central Govt / WorkSafe/ Business/Education)</p> <p>Use advocates/groups/events that currently exist.</p> <p>Improve support for and appreciation of volunteers.</p> <p>Create an independent WOTM fund holder / secretariate.</p> <p>Seek opportunities to apply for funding/sponsorship collaboratively.</p> <p>Engage Ambassadors from sport/music etc.</p>  | <p>Secure new sources</p> <p>Collective approach</p> <p>Improved sector autonomy and sustainability</p>   |
| <b>Improved Service, Delivery, Engagement</b> | <p>Create master calendar of events (sector and non-sector events)</p> <p>Refresh the IAP road map (Integrated Aquatic Prog); add online linkages to programmes; expand continuum to adulthood; add new providers.</p> <p>Improve staff journey - education, recruitment, training &amp; employment (eg. reactivate unit standards; collective/cross sector staff training)</p> <p>Better understanding of respective mandates, responsibilities, and expertise within sector.</p> <p>Produce own newsletter. Each organisation aspire.</p> | <p>Increase collective approach &amp; reach</p> <p>Reduce duplication</p> <p>Address current needs.</p> <p>Identify new initiatives</p>   |