

Wai Ora Tāmaki Makaurau Auckland's Water Safety and Drowning Prevention Strategy

Progress Report May 2024.

1. Supporting current workstreams.

Working Group 1 - Integrated Aquatic Pathway (IAP).

Stakeholders provided final comments and hyperlinks for this environmental scan, however this revised resource appears more as a directory than a progressive and informative resource for external users. Further discussion is required to delineate between those that supply and those that deliver programmes to ensure a more user-friendly version for public use. This is being addressed by re-formatting using 'tiles' and sdop down bars with programmes and links to stakeholders. A quote to produce the interactive IT components is being sought and lack of funding will potentially be a barrier going forward.

Working Group 2 - Business Engagement Strategy

Promised engagement with The Warehouse and Torpedo7 has not eventuated due to staff changes and the selling of the Torpedo7 subsidiary. A meeting with John McCarthy (Tindall Foundation), Nicola and Iyanthi (DPA) has given some advice on our next steps and potential contacts to explore. Concurrently, I have meet with Briscoes representative and progressing talks regarding their point-of-sale conditions. However, they admit they now sell little aquatic recreational equipment and are phasing out even more in the future. A positive meeting was held between NZ Marine Industry Association (NZMIA), Coastguard and WOTM to engage the marine retailers in discussions regarding responsible advertising and criteria within the CPC scheme. Feedback from Peter Busfield, NZMIA is supportive and engaging MNZ for national alignment. MNZ has requested this workstream be presented at the Safer Boating Forum on the 15th May, Wellington.

Working Group 3 - Employment Journey

The promotion of aquatic sector as an employment sector at the ASB PolyFest held 20 – 23rd March was very successful using the re-phrased and youth-designed message: *"Unleash your potential.... ride the waves of employment with us!* The booth activation was a basketball shooting challenge with the message displayed on the backboard; a daily prize draw; and information highlighting the career pathways.

It was estimated over 900 youth were engaged per day (based on the average of 1 successful shooter to 5 non-successful shooters) totalling approximately 3,600 youth and family members (see photos). Seven co-exhibitors showed interest in discussing future partnerships to support youth and employment opportunities and WOTM Stakeholder engagement was strong. Financial contributions were

received from DPA, SLSN and Fyford; Prize pack contributions from Swimsation, SLSN, CLM, AC, CNZ, Vector Wero and MNZ; Video clips of employees telling their story; and manpower contributions for booth roster included: DPA, AC, CBE, SLSN, SafeKids, and MassSport. A social media blog was posted by DPA and shared further by stakeholders and the MarComs group. It can be viewed [here](#). Feedback from the stakeholders manning the booth, have offered valuable suggestions to enhance the success of conveying our message and connecting interested youth to current job opportunities. These insights will be used to inform future promotions such as the Selwyn College Careers expo on the 16th May.

Working Group 4 - Tāmaki Makaurau Event Calendar

The 'TeamUp' platform for a regional calendar has had little progress this month due to staff changes within MNZ. However, being invited to join the Safe Boating Forum education pillar will re-ignite discussions. Another 'package' of promotional events will be co-designed by and offered to WOTM stakeholders in May for the later half of the year.

Working Group 5 – Navigation Bylaw Amendment

Auckland Council staff have made a recommendation to delay the review of the navigation bylaw amendment seeing it as non-urgent and therefore will start their due process in 2025. A memorandum has been published for Auckland Council's Regulatory and Community Safety Committee. This paper gives a very informative update on our request to amend the Navigational Bylaw 2021 and makes recommendations for the next steps. While disappointing, there are some valuable preparation steps we can take this year, along with reaching out to other regions going through bylaw amendments. The working group will reconvene late May to discuss these steps.

Working Group 6 – Profile and Identity.

A document has been drafted highlighting the protocols for using WOTM strategy's 'Te Hononga' collection of artworks. In addition, the icon is having text added before presentation templates are being completed. The refreshed website can be viewed [here](#).

Working Group 7 – Funding and Capacity.

NZSAR has provided the 'Letter of Investment' for the \$10,000 committed to the Business engagement workstream.

Iyanthi, Nicola and myself meet with John McCarthy from the Tindall Foundation, who offered potential avenues into business contacts. Three lead stakeholders shared fiscal responsibility to enable the delivery of the ASB PolyFest and International Students engagement. It is expected the WOTM independent

evaluation will give guidance to future funding and capacity needs and potential stakeholder buy in.

Working Group 8. International Students.

A workshop for University of Auckland's International Students was held on 21 March with 38 students attending. Co-presented by SLSNR, CNZ and DPA, this evening expanded the water safety information given during the orientation day and prepared the students for their field trip to Piha and WestWave Henderson held on the 11th April. Pre and post information received from the students supports the need for this education and will be repeated in semester 2. Massey University and AUT have shown interest in a bespoke version for their students and this is being explored.

2. Quick updates from February's Ref Group meeting.

- The independent evaluation of WOTM Strategy and Implementation conducted by Cogo is underway with stakeholders involved in online survey and interviews. A preliminary report is due at the end of May and will be presented in the first instance to the WOTM Steering group.
- DPA and SafeKids have shared evidence and research pertaining to competencies of safe entry, supervision, and child spinal injuries. It was agreed to develop community education and promote messages of safe entry leading into the 2024/25 summer.
- Feedback from WOTM stakeholders on the WSNZ Drowning Report 2023 was collated and sent to WSNZ to inform and strengthen future reports.