



2024 Annual Report

**Drowning
Prevention
Auckland** 



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Legal Name of Entity

WaterSafe Auckland Incorporated

Entity Type and Legal Basis

WaterSafe Auckland is a Charitable Trust incorporated under the Charities Trust Act 1957

Registration Number

CC11454

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About DPA

Why do we exist?

Formed in 1994, Drowning Prevention Auckland (DPA) is a charitable organisation with a mission whakatakanga to prevent drowning through education, research, and advocacy.

DPA undertakes practical and relevant research for the sector that enables organisations to implement evidence-based practices in their pursuit to reduce drowning. DPA is also an established voice in policy and bylaw amendments, regionally and nationally. Building on the development of the national strategy, Wai Ora Aotearoa, DPA joined with sector partners to lead on the development and implementation of Wai Ora Tāmaki Makaurau - Auckland's Water Safety and Drowning Prevention Strategy.

DPA's suite of educational programmes continue to meet the needs of at-risk and hard to reach water-users, encouraging safer behaviours in, on and around the water. Recognised as a leading agency for drowning prevention education, our accessible curriculum is underpinned by the 15 evidence-based water competencies recommended for drowning prevention. The addition of an eLearning platform provides flexibility and accessibility for all.

Impact at a glance

121,353 Individuals reached through DPA's educational programmes

1,832 Downloads of our water safety research

343 Programmes delivered

48,040* Lifejackets loaned to the public
*Daily uses per lifejacket

32,954 Annual website views

2,933 Online platform subscribers at year end

19 Conference presentations of our research – domestic and international

14 Community events attended sharing key water safety messages

Vision / Whāinga

To create an Auckland free from drowning
- achieved through the development of water competence and changing knowledge, attitudes and behaviours

Drowning
Prevention
Auckland



Te Uara Tokotoru Tapu o DPA

DPA’s values



The Drowning Prevention Auckland team workshopped the values we stand by. Working alongside our Pou Ārahi, Rihari Wilson, the key themes were identified and he gifted us Te Uara Tokotoru Tapu o DPA, our three DPA values. His generosity extended further with the beautiful whakaaro behind the symbols representing each value and the kōrero around them.

Derived from the DPA logomark, this symbol is a representation of the DPA uara (values). The negative space represents the uara whakawhanaunga and is held in protection by the uara aroha and uara mana.

Each uara has its profile, mana, mauri, kōrero.

- Uara – Value
- Tohu – Design, sign, mark
- Ingoa – Name
- Whakamārama – Clarification, understanding
- Kōrero mihi – Words of acknowledgement



Mana

We uphold the mana of others and ourselves

Tohu – Te Matau a Māui **Ingoa** – Murirangawhenua
Whakamārama – Strength, protection for travel especially on water
Kōrero mihi – Māui’s grandmother Murirangawhenua gifted him her jawbone that he crafted into a hook which he used to haul up the North Island of Aotearoa. The fishhook represents strength, determination and abundance and brings good luck and safe passage to the wearer, particularly when travelling over water.



Whakawhanaunga

We strengthen relationships through engagement

Tohu – Te Wairere **Ingoa** – Tāua, tāua
Whakamārama – Connection, relationship, kinship, links, bonds, people
Kōrero mihi – 60% of the human body is made up of water.



Aroha

We honour and appreciate all people

Tohu – Ngākau **Ingoa** – Te Manawa Whati (broken heart)
Whakamārama – Half the heart symbolising its vulnerability and fragility
Kōrero mihi – A reminder of the reason why the whānau at DPA do what they do to prevent unnecessary broken hearts by keeping our communities safer in, on and around water.



Chairperson Report

Kia ora,

I want to start by acknowledging how privileged I feel to be DPA's Chair. I appreciate the opportunity I get to support and strengthen our amazing organisation for the challenges and opportunities ahead.

The year started with a standout moment for me and the board: World Drowning Prevention Day in July. A simply stunning service with a backdrop of the Manukau Harbour, I can't think of a more fitting way to commemorate the lives lost to drowning. Hosted by the local iwi, our growing collaboration with mana whenua highlights how we can effectively and authentically engage our indigenous peoples in water safety initiatives.

Like the rest of the non-profit sector, this year has not been without significant funding challenges as the country is in an era of "austerity". This has required the board to be as strategic, focused and collaborative as ever.

To this end, we held our strategic planning day in June, facilitated by Dr Peter Crow, and involving external expertise with brand and customer journey. It reinforced to the board and to staff the need to concentrate on what we do best: education in the community, and continued research that is an enabler of our education.

Despite tough financial times, the sector has really come together. We're all here for the same vision – to keep people of Tāmaki Makaurau Auckland safer in, on and around the water.

This unity was on display in the development of our regional strategy which, in an independent review, received praise for its comprehensive approach. You can only develop and rollout a decent regional strategy with high collaboration across the sector and we thank all of those organisations that have partnered with us.

Internationally, DPA's work continues to earn recognition. At the

World Conference on Drowning Prevention in Perth, our staff were held in high regard, with research and education initiatives being respected globally. We are recognised for the world class work we do.

We welcomed new members to the board – Hannah Ross, Jo Fagan and Kate Holtmeier as we farewelled Richard Pamatatau. We also created an emeritus board member role, to recognise Dr Kevin Moran's long-standing contribution to our organisation.

This year marks our 30-year anniversary. The board continues to feel passionately about our mission: Preventing drowning through education, research and advocacy. We are extremely thankful for the vision and strength of our Chief Executive, Nicola Keen-Biggelaar.

In closing, while acknowledging the challenges ahead, particularly in terms of budget constraints, the board remains proud of DPA's achievements and impact. The ongoing support from Auckland Council and ARAFB is crucial and greatly appreciated as we continue our lifesaving mahi.

**He iti te mokoroa nāna te
kahikatea i kakati**

Even the small can make a big impact on the big

John Holley
CHAIRPERSON



Chief Executive Report

Kia ora,

It is with great pleasure that I offer my overview for the year ended 30 June 2024 – our 30th year as an organisation.

Let me begin by asking: What does it take for us to reach the richly diverse community of Tāmaki Makaurau with water safety information they can hear, retain, and act on? I believe it comes down to a few key fundamentals: a great team, cultural sensitivity, and collaboration; meaningful campaigns and extending our capacity for world-class education; along with reliable financial support.

Firstly, I want to thank our dedicated team of educators, researchers, and support staff. Our team members pride themselves in being accessible and approachable to the community. I'm so grateful for their hard work, passion and commitment.

Being culturally sensitive remains central to our kaupapa. This year we've come a long way in our commitment to te ao Māori, achieving all goals set out in last year's annual report (the three Matariki wishes). This includes:

- Expanding our understanding of Te Tiriti o Waitangi and Aotearoa New Zealand's history – our board, team and whānau experienced a hīkoi to Waitangi and a noho at Ōtiria marae.
- RUKU, a kai gathering pilot programme, co-created with Te Ahiwaru Trust. Weaving together our technical drowning prevention expertise with a tikanga Māori approach meant rangatahi experienced a profound lift in their confidence and self-esteem, their water competencies, and their cultural connectedness to wai and kōhi kaimoana.
- Co-hosting World Drowning Prevention Day with Te Ahiwaru Trust.

This year Kairo Jacobs left DPA to pursue another dream of becoming a professional footballer. I love how his employment story – starting with him attending SPLASH, becoming an ambassador and teaching SPLASH, then working with us part-time – highlights how engaged learners can become engaging teachers.

For 13 years, Harry Aonga taught many people to stay safer in, on and around the water. He's now joined WorkSafe to further his injury prevention career. We wish both Harry and Kairo the very best and thank them for their outstanding contribution to DPA.

Each year I become more certain: the causes of drowning are complex – we can't solve it alone. Saving lives requires us to come together and have courageous conversations. Our consistent commitment to collaborating with like-minded organisations has gone from strength to strength this year. To our partners in Wai Ora Tāmaki Makaurau – thank you.

Our 'Float first' and DPA Lifejacket Hub campaigns are shining examples of what's possible when the water sector works together. I'm delighted with both these campaigns and the power of their fundamental messages. Joseph's story (on page 27) demonstrates the lifesaving nature of clear and concise water safety messages taught well. If everyone in Aotearoa New Zealand learnt to float – and wore lifejackets – we'd see a dramatic decline in drowning.

DPA continues to deliver world-class education, research and advocacy. We conducted on-water surveys and talked to shoppers to assess the adequacy of water safety information supplied by aquatic equipment retailers. Our findings led us to advocate for more educational materials at the point of sale. Our retirement villages work explored ways to keep residents safe and upskill staff. More parents can keep their tamariki safe thanks to our new eLearning module, too.

I acknowledge the many funders supporting our work. I'm thrilled that, for the first time, we've attracted several private donors. The Auckland Regional Amenities Funding Board through Auckland Council continues to significantly support our mahi and I thank you for all that this support makes possible. As a charity, we rely on funders and donors to see the value in what we do. Thank you for choosing us.

For a Tāmaki Makaurau Auckland free of drowning, water safety must be a 24/7 concern, education a lifelong process and, as a sector, we must continue to collaborate and be mindful of the human toll of drowning.

I will close with acknowledging the tragic loss of life to drowning. Last year, 27 people died in Tāmaki Makaurau Auckland. We remember those 27 families whose lives are irrevocably changed. We mustn't forget survivors of non-fatal drownings either, and the long-lasting impact for them and their whānau.

Ultimately, DPA wants everyone to access the skills and knowledge to allow them to enjoy the many aquatic pursuits Tāmaki Makaurau Auckland has on offer. And – crucially – to return home safely.

**Whakapuputia mai o manuka,
kia kore ai e whati.**

**Cluster the branches of the manuka so they will not break.
(There is strength in the collective)**

Nicola Keen-Biggelaar
CHIEF EXECUTIVE

**Drowning
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Tāmaki Makaurau Auckland experienced a dramatic increase to 27 drowning fatalities in the 2023 calendar year, from an average of under 17 for the previous 5-year period. Climate-related fatalities partially explain this increase; it highlights the importance of our mahi to ensure this increase doesn't become a trend.

High Risks

For Tāmaki Makaurau Auckland 2019-2023

Key



Demographics

AGED 65+

23%

This age bracket is the largest group and higher than the national figure of 20%.

MALE

85%

Males continue to comprise the majority of fatal drowning. This aligns with national and international trends.

AGED 25-65

59%

Adults of 'active' ages comprise more than one-half of our drowning numbers.

ASIAN

27%

Asian ethnicities remain over one-quarter of all Auckland drowning compared with 15% of national figure.

MĀORI

14%

Māori in Auckland have the highest drowning rate of all ethnicities.

PACIFIC PEOPLES

15%

While remaining high per capita, Pacific Peoples percentage of Auckland drowning is dropping.

Activities



SWIMMING

22%

33%



IMMERSION

33%

30%

Unintentional or unknown entry into the water.



BOATING

20%

21%

Environment



BEACHES

27%

40%

The beach environment risk continues to grow in Tāmaki Makaurau, Auckland.



TIDAL WATERS

12%

17%



RIVERS

26%

13%

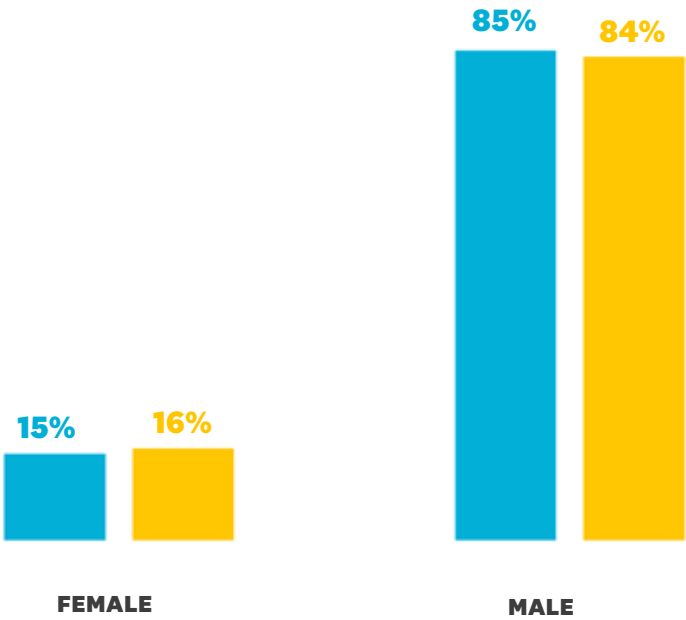
Source: WSNZ. (2024). Fatality data, open data sources. WSNZ DrownBase™

Key

New Zealand

Auckland

Preventable Drowning Percentage
by Gender

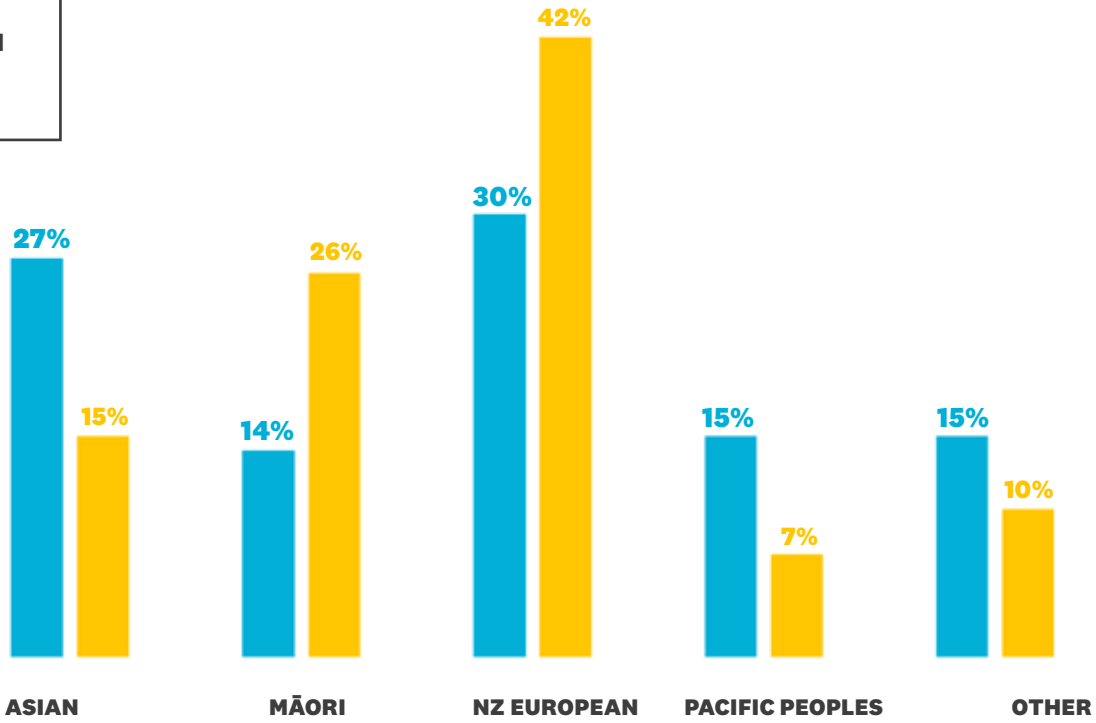


Key

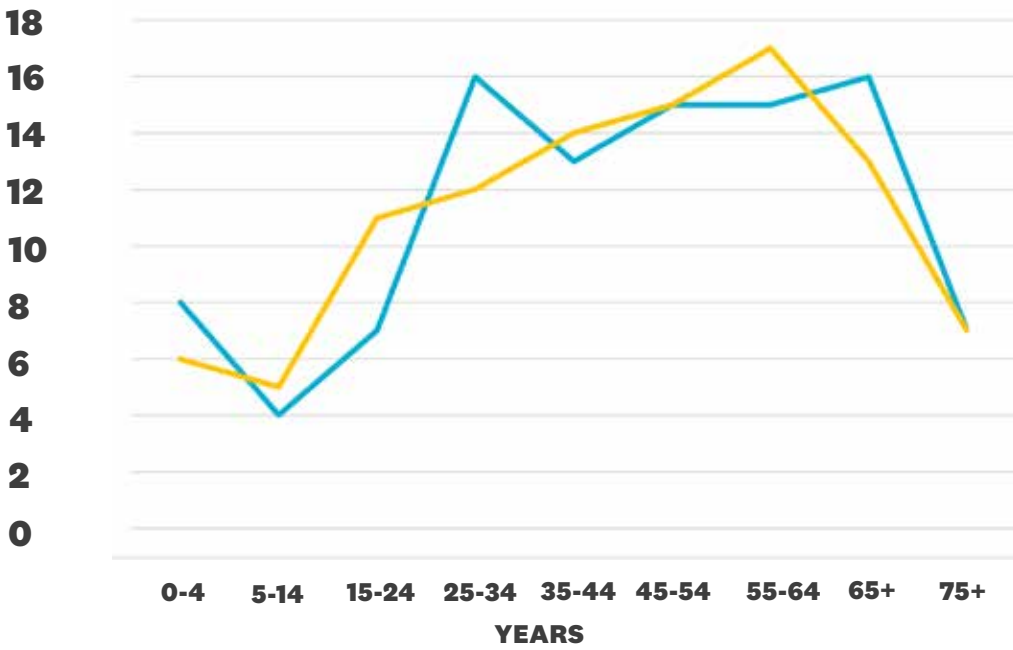
New Zealand

Auckland

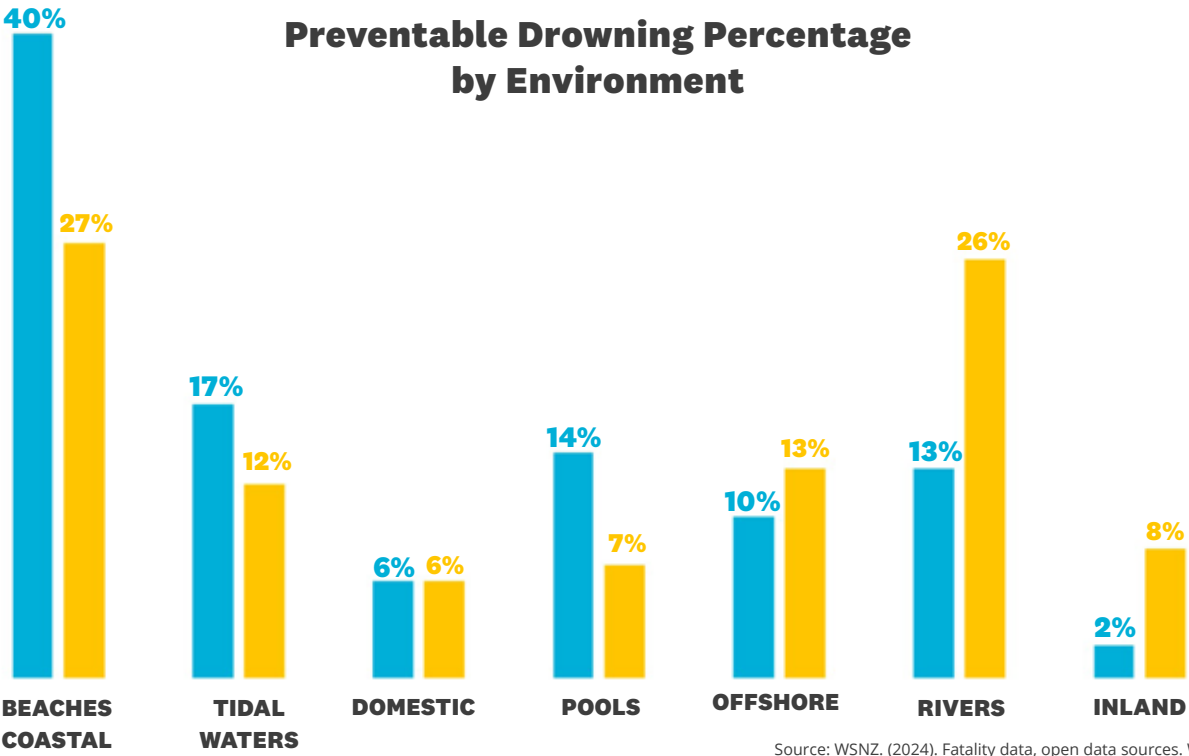
Preventable Drowning Percentage
by Ethnicity



Preventable Drowning Percentage
by Age Group



Preventable Drowning Percentage
by Environment



Source: WSNZ. (2024). Fatality data, open data sources. WSNZ DrownBase™

Source: WSNZ. (2024). Fatality data, open data sources. WSNZ DrownBase™



Te ara tika, te ara haepapa, tō DPA ara whai mātauranga

The correct path, the path of responsibility, DPA's pathway of pursuing knowledge

Last year, we shared our dreams for the year around te ao Māori. We're proud to say we have achieved them all. We've come a long way in a twelve-month period – with our commitment to incorporate tikanga into everything we do, not just programmes which engage tangata whenua.

Kai gathering pilot programme

Thanks to Auckland Airport for funding which allowed us to run the RUKU: Tau Ihu programme with rangatahi from Manukau Urban Māori Authority.

RUKU is co-created with iwi and includes a noho marae. This programme is a great example of how we can combine our technical expertise around drowning prevention with local iwi's support with tikanga and ways to decolonise our teaching approach.

We've seen how these two worlds can dovetail together and connect rangatahi with their culture, kaimoana, and kaitiakitanga.

Hīkoi to Waitangi with our board, team and their whānau.

Our second noho marae was held at Ōtiria marae. We travelled each day, including to Waitangi, and were blessed to learn more about Aotearoa New Zealand's history, and our organisation's responsibilities as a treaty partner.

It was also an honour to give back to the community of Moerewa. Behind houses and down a drive is a large waterfall where tamariki congregate and play, and which, sadly, has been the site of several drownings. DPA ran a community event to show the risks of the waterfall and how to play there safely.

Our board, team, and their whānau had a really special time. Not only did we learn more about how we can honour te Tiriti in everything we do and say, but we also had the opportunity to support the community. Wai holds significant meaning for Māori. It is a privilege to be invited to these spaces as guests – to demonstrate how to connect to wai safely – and to give back to Māori communities in this way.

To embed seamlessly and apply our new learning of tikanga Māori into all our programmes and sector engagements – kaupapa Māori or not.

We updated our constitution at the last AGM to acknowledge te Tiriti o Waitangi, and to have Māori representation on our board elected by the 19 iwi authorities across Tāmaki Makaurau.

World Drowning Prevention Day in July 2023 was hosted by Te Ahiwaru Trust and was another opportunity to co-create with local iwi.





Celebrating 30 years of DPA's education, research and advocacy

This year we're celebrating 30 years of being world leaders in water safety education, research, and advocacy. To mark this occasion, we are interviewing board members and chief executives past and present to hear their standout memories and advice for the future of drowning prevention and the aquatic sector. These will be collated and presented in a beautiful book.

Many themes echoed throughout the interviews. These included the lifesaving impact of clear, memorable and repeatable messages; the incredible things we can achieve when the sector works together; how our evidence-based approach is a standout feature of DPA, and how everyone – from teachers to parents, and media to community leaders – is responsible for drowning prevention and raising awareness. The importance of securing reliable funding to continue our mahi for the future was consistently mentioned as well.

“Leadership’s about planting trees you’ll probably never sit under yourself. I take a lot of responsibility for playing a longer game, looking further ahead than today’s success. How do we need to evolve? Who do we need to be? How do we need to serve to create a legacy worth leaving? We are deeply committed to keeping people safe, and willing to do what it takes to achieve that. And I think – 30 years down the track – we haven’t achieved our vision of no drowning across Auckland... but we’ve done a lot to make a difference.”

Nicola Keen-Biggelaar on leadership

“I’ve been very lucky to have had a very supportive group around me. I had a lot of very good colleagues like Sandy and Evelyn, and then Teresa. They were really all pushing me in the right direction. And I was using my inquiring and challenging mind to ask the hard questions, which I’m not afraid to do... Simply being able to swim is not enough. We’ve been shouting that message for two decades nearly. I did my PhD research in this: What is the knowledge, safety, and attitudes of young New Zealanders?”

Dr Kevin Moran on supportive colleagues and water competencies

“The responsibility doesn’t just lie in the schools, and it doesn’t just lie with parents. It’s school, parent, community – that holistic perspective we need to take.”

“What we don’t want is to only hear the negatives. We need to really promote the positive experiences of getting in and around the water.”

Dr Denise Atkins on responsibility and reflecting the positives





Education Highlight

Connecting with Asian communities

Libraries – the perfect place to reach new settlers, migrants, and international students who often rely heavily on these community spaces. Drowning Prevention Advisor, Madison Chang, connected with 36 Auckland libraries which have responded enthusiastically to water safety education initiatives. Lessons include what to do if you or someone else is in trouble in the water, where you can borrow lifejackets, and information on how to access our eLearning modules.

Some of the positive feedback we've received on these sessions:

"Madison shone brightly at Mt Albert Library, donning a yellow lifejacket and sharing simple safety messages. Around 28 tamariki and their parents and family thoroughly enjoyed a free, fun, and interactive session learning about easy ways to remain safe this summer, whilst out by the water."

A programme spanning five weekends, Wai Wise continues to attract 20-25 participants per group. A standout feature is rafting in a controlled open water environment at Vector Wero Whitewater Park.

Rock-based fishing continues to be high-risk, particularly for migrants – from countries like the Philippines, India, and China – who are often unfamiliar with Aotearoa New Zealand's waters. We work hard to overcome language barriers and address the overestimation of competence and underestimation of risk by some fishers by partnering with elders or trusted community figures, such as Buddhist ministers for Vietnamese communities.



Education Highlight

Working with schools: Tāmaki Herenga Waka Pilot Programme with Aorere College

Thanks to funding from the Hugh Green Foundation, DPA rolled out the Tāmaki Herenga Waka pilot with a cohort of year 10 students from Aorere College. The programme blends mātauranga Māori with water safety, to help rangatahi develop water competence, make safer decisions, and change risky behaviour around water.

Following the open water experience at Ōkahu Bay, we received this glowing feedback from teachers at Aorere College:

“For many of our students, they had never learnt practical strategies to keep them safe in open water. This was incredibly important seeing as all our students are Pasifika or Māori descent. The students loved connecting with the moana, while learning how to stay afloat, swim, and kayak. Our students don’t often get the opportunity to participate in water activities, let alone learn effective strategies to stay safe in the water. Prior to the programme some students were afraid to go into the ocean, however after participating in the ocean activities they felt confident to be in the water while understanding their limits and capabilities. The students had so much fun and returned to school with their wairua fulfilled.”



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Education Highlight

Supporting primary and intermediate schools to keep neurodivergent and disabled students safe

A highlight of Aquatic Educator Helen Meyrick's year was partnering with special schools to educate children with high health needs on the importance of water safety.

The special schools which DPA works with have students on their roll with a diverse range of health needs, including tamariki who are nonverbal, autistic, live with cerebral palsy, or are in wheelchairs. Helen reports the schools have been accommodating and enthusiastic, commenting on how beneficial our drowning prevention education is for their students' safety and wellbeing.

Some tamariki for example, experienced wearing lifejackets – and floating on their own – for the first time. When some can't walk unaided, being in the water gives them a sense of freedom and independence.

Helen appreciates being able to work in-depth with these schools. One such school is Mt Richmond Special School, where PE Teacher Andrew Shiers takes students from the school's satellite classes – across Tāmaki Makaurau Auckland – to a Rescare Homes' private pool to spend time learning about being safe in the water. DPA supported Andrew and his teacher aides at some of their pool sessions.

“We focus on recognising and experiencing the dangers of water. In the pool environment it is about entering, exiting and using the pool safely.”

Andrew Shiers

Andrew says “It can be calming for our students” and it offers “freedom of movement” for students with physical disabilities.

Don't have a lifejacket? You can borrow one from us.

Anyone can drown. No one should.



Lifejacket Hubs

Wearing a correctly fitted lifejacket greatly increases your chance of survival if you end up in the water. Borrow a lifejacket from a DPA Lifejacket Hub to help keep yourself and your loved ones safe while enjoying the waters.

dponz.org.nz/lifejacket-hub



Programme Highlights

DPA Lifejacket Hubs' success in saving lives

Lifejackets greatly increase your survival rate should you get into difficulty in water. That's why DPA and our partners believe we should remove as many barriers as possible for land-based fishers, river users, and recreational boaties to access and wear them.

With the support of our partner hubs, we lend lifejackets from 13 locations across Tāmaki Makaurau Auckland and Waikato – including our Westhaven office, schools, leisure centres, and surf clubs.

Anyone who hasn't got their own can borrow good-condition lifejackets for themselves, their whānau, friends, school, organisation, or community group.

Thanks to the support of Maritime NZ, we ran a DPA Lifejacket Hub campaign between March and June to raise awareness of the need for lifejackets, and to inform the public they can borrow lifejackets from us free of charge. We ultimately wanted to see an increase in the number of lifejackets borrowed through our hubs.

Tapping into a variety of marketing tactics – including: a campaign landing page on our website, a social media campaign with targeted ads (with hashtags #DPAlifejackethub and #BorrowLifejackets), digital assets for third parties to spread the word, including: videos, posters, signage and our e-newsletter – we highlighted the key messages of lifejacket use.

We commissioned professional videographers, 360 New Zealand, to create a short, high-quality, and powerful video. At just over a minute long, the video includes key messages, statistics and people from different age groups and ethnicities wearing lifejackets and safely enjoying Auckland's many recreational water activities – from fishing, to boating and kayaking. With no need for a voiceover, we could easily translate the text into various languages including te reo Māori, Mandarin, and Samoan.

It's no exaggeration to say the campaign went viral. The content was viewed an impressive 1,358,440 times during the length of the campaign.

But more than eyes on the collateral, we saw an increase of 187% in the number of lifejackets borrowed, compared with the same period in 2023.

In more lifejacket news, Rotary Club Auckland South kindly donated 40 jackets to our lifejacket hubs in February. These have been put to good use in our water safety education programmes, especially with Asian communities.



Case Study

‘Float first’ skills – learnt and practised at SPLASH – saved Joseph’s life

“Having the water safety knowledge and skills to understand what to do in situations like this is not optional... you need to do it. We’ll enrol our kids in another SPLASH holiday programme to keep the knowledge up.” Jon Ward (Joseph’s dad).

Nine-year-old Joseph Ward has been on our SPLASH holiday programme twice. Here he practised water safety skills, including ‘Float first’, snorkelling, wearing a lifejacket, and more.

His dad, Jon Ward, credits the ‘Float first’ skills as life saving when a family visit to popular surf beach Te Ārai Point – during the April school holidays – went dangerously wrong. Joseph did not panic when he was caught in a rip, unable to exit the water, and dragged away from his dad’s reach.

Instead of trying to swim against the rip, Joseph recalled the key drowning prevention messages:

1. float first
2. breathe normally – stay calm and slow your breathing
3. signal for help
4. survive by continuing to float if caught in a rip.

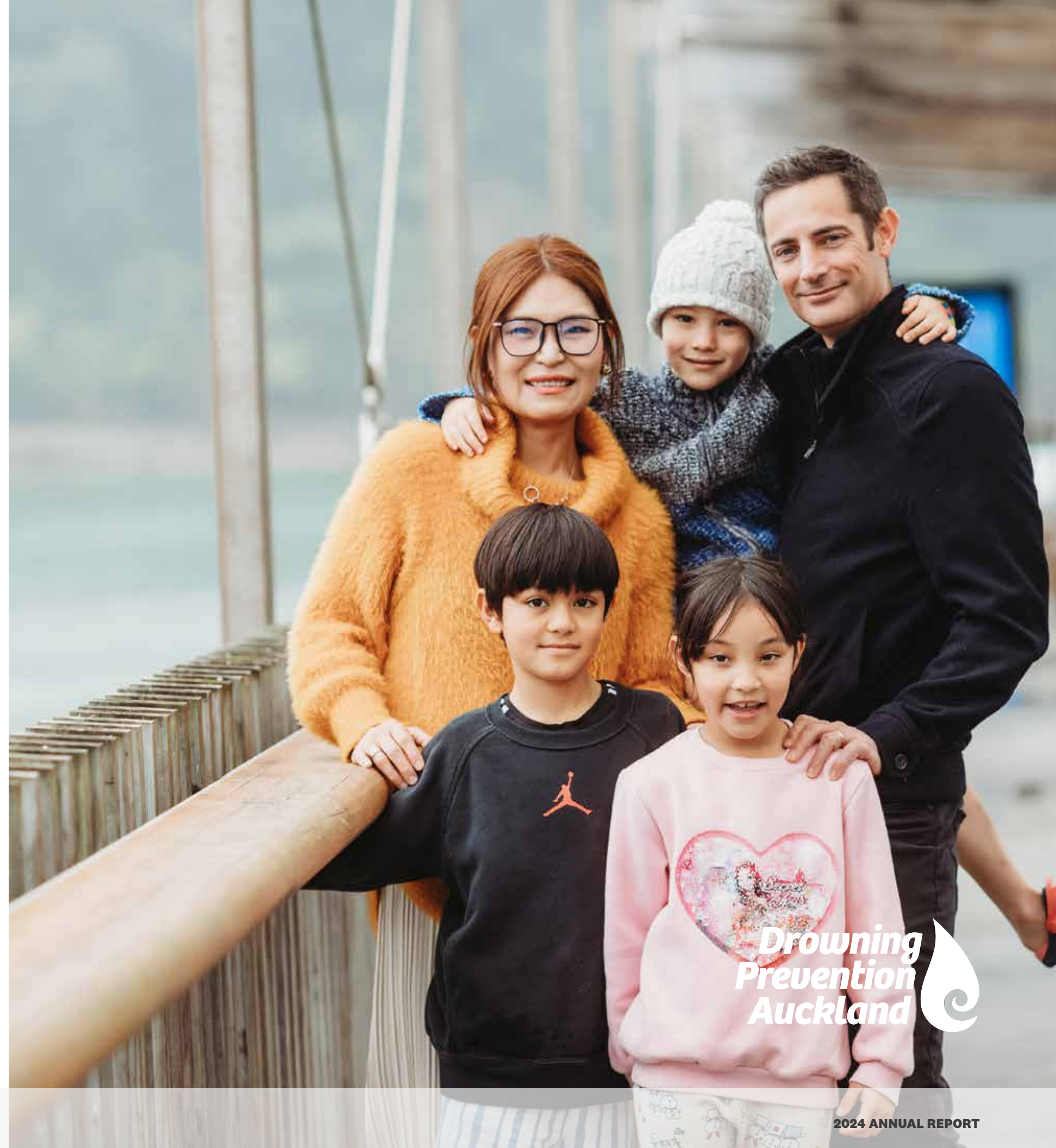
His actions saved his life, allowing a surfer to bring him safely to shore – shocked but unharmed. Joseph warns other children who may find themselves in a similar situation to “not panic – and save as much energy as you can”.

Joseph’s family is hugely grateful and relieved that everyone returned home safely that day. This is thanks in large part to Joseph’s quick thinking and ability to recall the key lessons he learned at SPLASH.

What’s more, the Ward family are committed to research any beach or swimming spot before they visit, to monitor the conditions and hazards once they arrive – adjusting their plans where necessary, and to talk to locals where appropriate. They also recommend all parents complete DPA’s eLearning modules to supplement SPLASH lessons.

Jon says DPA’s SPLASH holiday programmes are “absolutely necessary” for all children in Tāmaki Makaurau Auckland.

Thank you so much Ward whānau for generously sharing your story to raise awareness of ‘Float first’ and to encourage others to sign-up to lifesaving SPLASH.



**Drowning
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Celebrating the success of ‘Float first’

A multi-year flagship programme with floating at its heart

A key survival skill and one of the 15 water competencies, floating is something we should all know how to do, in case we find ourselves in difficulty in water.

‘Float first’ launched in July 2023 as part of our World Drowning Prevention Day campaign, in response to WHO’s message to: “Do one thing, improve one thing, add one thing” to prevent drowning. Following other international floating campaigns, such as the RNLI’s ‘Float to Live’ in the UK and Australia’s ‘Float to Survive’, the concept is backed by years of research to prove its lifesaving impact.

The beauty of this campaign is that floating is a versatile survival skill and can be used to save lives in a range of scenarios – for example falling into a pool, getting caught in a rip, falling off a boat, or being knocked into the water, caught in flood waters, or when bystander rescue goes wrong. Importantly, floating is something we can all do with education and practise – and is a proven way to overcome our natural panic response.

Since its launch, we have worked hard to develop a four-step message that is clear and memorable: float, breathe, signal, survive. We sought advice from an agency to ensure that it passed the ‘plain English’ test and that it was easy enough for people to understand regardless of their level of English. This in turn makes it easily translatable into multiple other languages.

This year we also partnered with 360 New Zealand to film and produce a high-quality educational video to instruct people on why floating is important and how to ‘Float first’. Real-life success stories bring massive kudos to the impact of this campaign and is a great way to raise awareness. Jon Ward is beyond grateful for the ‘Float first’ lessons his son Joseph learnt in Splash – and credits this skill for saving Joseph’s life when he got swept away in a rip at a Matakana beach earlier this year.

Our main goals for the campaign were to raise awareness of drowning as a public health issue and provide water safety advice in line with DPA’s water competencies. Our connections in education, workplaces, community groups, and partners jumped on board to share ‘Float first’ messages.

‘Float first’ messaging speaks to audiences of different ages and backgrounds. DPA has provided educational content for online learning, as well as group and classroom settings. The messages were also popular on social media during July 2023 with several public figures including campaign materials and hashtags in their posts, such as Olympic Swimmer Andrew Jeffcoat.

Finally, another milestone is the ‘Float first’ Advisory Group, established in March 2024. This group is full of expertise thanks to representatives from our sector partners – Surf Life Saving New Zealand, Maritime NZ, Coastguard Tautiaki Moana, NZSAR, and Water Safety NZ.

Float, Breathe, Signal, Survive.

Give yourself the best chance of survival if you're in trouble in the water – *Float first.*

- 1 Float first**
 - Lie back with your ears underwater, chin up
 - Move your hands to help you float
 - It's okay if your feet sink
 - Ignore your instinct to swim
- 2 Breathe normally**
 - Relax
 - Slow your breathing to help calm down
 - Breathing will get easier
- 3 Signal for help**
 - Raise your arm
 - Shout for help
- 4 Survive by swimming or floating**
 - Swim to safety if you can
 - Float when it's not safe to swim
 - Hold onto anything that helps you float
 - Keep clothes on to stay warmer

Drowning Prevention Auckland | Drowning Prevention Aotearoa | Float first

Learn more about Float first. [QR Code]





Collaboration Highlight

Our thanks to the many stakeholders that have collaborated with us on the development and now the implementation phase of Wai Ora Tāmaki Makaurau – Auckland’s Water Safety & Drowning Prevention strategy (WOTM). We believe wholeheartedly that we can achieve more together. The work of WOTM has been varied and broad with two key highlights:

Navigation bylaw: Standardising lifejacket rules on boats.

Our current bylaw gives skippers the discretion to say to passengers on boats under 6m while underway: ‘It’s not unsafe, you don’t have to wear your lifejacket.’ We know some skippers are saying this even when crossing bars, where the bylaw states it is compulsory to wear them.

If we can change Auckland’s bylaw to align with Waikato, this would create consistency for boaties travelling around the country and set a strong precedent for other regions to do the same.

We want to remove skipper discretion for lifejacket use in Auckland and make it compulsory when the vessel is underway – especially when crossing bars. The push for changing this bylaw is grounded in research, including various case studies, which point to the urgent need for change.

At the end of 2023 DPA, Coastguard Tautiaki Moana and Water Safety New Zealand presented WOTM’s case to council with the hope we could have the amendment fast-tracked. Unfortunately, it was declined and the timeframe remains 2025.

We aim to garner support for this amendment by widely publicising the issue and gathering support by engaging with influencers and activators such as iwi, local boards, sector representatives, community groups, and those who can share their stories.

We will continue to advocate for change in this area. A law change will create regional consistency, remove confusion and skipper discretion, and ultimately save lives.

Retail strategy: Working with retailers and manufacturers to improve water safety material.

Following research, WOTM recognised there was none or very little information on water safety given at the point of sale of aquatic equipment at major retailers.

To test this hypothesis, two research studies were undertaken. The first involved DPA staff mystery shopping at various retailers. For the second study on-water research was undertaken with data collected by observing water practices and through interviews by Maritime Police between October-December 2023. Data was collated and analysed, with a report prepared for the sector by DPA.

This research showed minimal safety information provided at point-of-sale for aquatic recreation equipment, sometimes information provided was incorrect. It highlighted an opportunity to engage at governance level, management level, and at point of sale, encouraging aquatic equipment retailers to demonstrate duty of care by sharing relevant and correct water safety information. We have had good engagement from one key retailer and we are rolling out the strategy in a pilot scheme with them.

- The strategy involves:
- Clustering equipment into five activities: Fishing, snorkelling, surfing, kayaking and stand-up paddleboarding – so the water safety information consumers receive relates to their purchase.
 - Engaging at governance, management, and point-of-sale levels.



Wai Ora

Tāmaki Makaurau

Auckland’s Water Safety and Drowning Prevention Strategy

A clear mandate for DPA to continue to lead Wai Ora Tāmaki Makaurau

DPA invested in understanding the value of Wai Ora Tāmaki Makaurau (WOTM) Auckland’s Water Safety and Drowning Prevention Strategy through an independent evaluation by Tania Domett at Cogo. The evaluative findings of what has been achieved were:

- 1 The water safety and drowning prevention sector has shown strong commitment to the WOTM Strategy, with a remarkable amount of resource being contributed by a large range of stakeholder organisations.
- 2 The overall performance of the WOTM Steering, Reference and Working Groups was rated positively by most stakeholders. The leadership, management and facilitation skills of the WOTM Manager were in particular rated extremely positively.
- 3 The level of collaboration among WOTM stakeholders is extremely high and a clear successful outcome of the Strategy has been to bring sector organisations together and build strong relationships. Stakeholders report high levels of honesty, open communication, trust and mutual respect.
- 4 Most stakeholders consider that the range of stakeholder organisations represented is excellent or good and that there is a high degree of consensus on how to achieve the Strategy’s vision.
- 5 DPA has been given a clear mandate to continue to lead WOTM with the vast majority of stakeholders considering the team’s leadership and coordination to be excellent and agreeing that they should continue in their current role.





Research

Research and evaluation underpin all DPA programmes and initiatives and is an enabler of our education. The evidence is used to make recommendations, develop tools, and initiatives for specific at-risk-of-drowning groups, activities, and environments.

1,857 reads of published research

243 participants in various research studies

Eastcliffe Retirement Village pool gap analysis and water safety training.

On Boxing Day, 2019, an 86-year-old female resident tragically drowned in Eastcliffe Retirement Village’s pool. Following the advice of a coroner, Eastcliffe commissioned DPA to conduct a gap analysis – and recommend ways to improve the water safety of residents, family visitors, and staff – to prevent future tragedies.

A village for independent living, Eastcliffe has an indoor pool and spa which most residents and their visiting family can access (28 care residents can’t access the pool). The staff at the retirement village have no professional background in aquatics.

During our research, we observed several risks and hazards including unclear signage with repetitive messages, which could lead to important safety information being misunderstood or overlooked. We also identified several areas of non-compliance including their existing public rescue equipment (PRE) and their gate latching height and fencing.

We took a cohort of around 30 staff and nine residents through water safety training and provided several recommendations. As a non-patrolled pool, we recommended residents adopt a buddy system, meaning they never swim or go into the spa alone. We recommended the village address their areas of non-compliance including improved signage, and installing first aid kits and defibrillators, updated PRE and an AI lifeguard security camera monitoring system. To keep their water competencies fresh and front of mind, we also recommended ongoing training. What’s more, we reinforced the age-related factors that could hinder water stability including a resident’s medications and increased risk of falls. With grandchildren able to access the pool, we also recommended appropriate supervision of young visitors.

Feedback from staff and residents at Eastcliffe was positive, many remarking that it helped them feel more confident in using the facilities and staying safe in and around the water.

Our research profile increases – from Whangārei to Glenorchy.

Up and down the country, councils commissioned DPA to conduct hazard assessments. The 17 sites our researchers assessed range from Whangārei in the north to Glenorchy in the south. The locations include three waterfalls in Tāmaki Makaurau Auckland (Karamatura Falls, Fairy Falls and Hūnua Falls) and various inland waterways in Kirikiroa Hamilton, Ōtautahi Christchurch, Manawatū, and Tāhuna Queenstown.

From water hazard assessments, and signage and PRE reports, through to gap analyses, our research expertise continues to be in high demand. We’ve seen a marked increase in the number – and geographical spread – of research projects this year, with many assessments outside of Tāmaki Makaurau Auckland.

We can be proud of the growing profile of our water safety assessments across Aotearoa New Zealand, which enables us to grow our income, that can then be reinvested back into the drowning prevention initiatives for Tāmaki Makaurau Auckland.

Safety information provided at point-of-sale research.

WOTM sought DPA’s expertise to provide evidence around retailer safety information given at point of sale. DPA developed research precis, methodologies, and survey tools for two research studies below. In addition, the research was collated, analysed, and two reports prepared for WOTM. The aim of the research was to evaluate what water safety information was provided at the point of sale.

Wai Ora Tāmaki Makaurau Auckland ‘blind’ shopper research.

Between November and December 2023, DPA and WOTM members completed 25 “blind” customer surveys across various Tāmaki Makaurau Auckland and national retailers of aquatic recreational products – mainly Torpedo7 and Burnsco – selling equipment such as stand-up paddleboards, snorkelling gear, swimming and fishing gear, portable pools, paddling pools, or lifejackets. A key result from this study showed that more than one-half of interviewees reported not receiving any safety information during their enquiries, and only one in five provided with safety information unprompted from retailers.

Wai Ora Tāmaki Makaurau Auckland On-water research

Data was collected through 84 on-water observations and interviews conducted by Maritime Police personnel from October to December 2023. Although more than one-half of respondents had purchased aquatic equipment in the prior 12-months, 80% either couldn’t recall or received no safety information at point-of-sale.

The study highlighted the lost opportunity to provide safety advice. If information was provided, the research also uncovered sales staff were often unwittingly providing inconsistent or incorrect safety information to their customers.

Our recommendations include establishing guidelines for retailers with correct safety information, ensuring staff are well-versed in safety messaging and bylaws, and promoting a proactive safety culture. Training and standardised protocols for retailers and sales staff will bridge gaps and lead to a safer customer experience.



**Drowning
Prevention
Auckland**



Team Spotlight

Ants Lowe

Ants Lowe, DPA's General Manager Operations, brings a unique blend of scuba diving and social services to his role.

Last year, he played a pivotal role in developing and teaching RUKU, an influential programme that integrates water safety skills with traditional Māori kōhi kaimoana practices. Co-developed with Te Ahiwaru Trust and in close partnership with Pou Ārahi Rihari Wilson, RUKU incorporates the 15 water competencies recommended for drowning prevention, empowering rangatahi with water confidence, kaitaki of the ocean, and a deeper connection to their culture through mātauranga Māori.

Combining classroom, pool training, and open water dives at Te Kohuroa Mathesons Bay in Leigh, participants learn essential skills like snorkelling, water competencies, hazard awareness, and safe kōhi kaimoana techniques. Beyond water safety, RUKU fosters a powerful sense of community, collaboration, and cultural connection among participants. The programme's proven to be highly effective in overcoming initial fears and building confidence, even for those who initially struggled with their water competence.

Reflecting on the programme's success, Ants Lowe says, "The deep joy and excitement the rangatahi felt in gathering kai and the sense of accomplishment they experienced was truly inspiring. For many it was a transformative experience that deepened their connection to both the water and their culture."

Personally, Ants finds his involvement with RUKU deeply rewarding, recognising the opportunity it provides to honour Māori heritage and tikanga and uphold the values of te Tiriti.



Community Engagement

Our appeal to Auckland’s diverse population ensures that we reach the many different ethnic groups who live, work and play in Tāmaki Makaurau Auckland

Community events

This year, DPA attended 14 events of social and cultural significance. March was a busy month including the Splash Landing Festival at Okahu Bay’s waterfront, ASB Polyfest, and the Howick Lions Club Water Safety Picnic at Cockle Bay Beach. Across the year we were also at the Chinese New Year Festival, the Hutchwilco NZ Boat Show, Operation Speedo and the Howick Santa Parade. DPA directly engaged with over 10,000 people at these events.

DPA were guests at the first Splashy Bikers Nature Day in March. According to their website, the kaupapa of the event was to “get 140 lucky kids out and about near the Whau River and keep them engaged all day with fun and educational activities” and “foster connections between the kids and their local river”.

It was a successful and fun day! On their website the Te Whau Pathway Environment Trust gave us this thoughtful mention:

“Thank you to our special guests Drowning Prevention for showing kids how to wear lifejackets safely and for sharing tricks about staying afloat in water. We know the kids appreciated it although their families probably would like to say thank you too! Kids then launched in double kayaks to go on a Whau River adventure.”

Online

Our online audience continues to grow. This financial year our website visits increased by 71% from the previous year to an impressive 56,435 views. The DPA website is a live space for up-to-date information, research, and educational resources. We drive traffic to it from several social media sites (follow us via the links below), targeted campaigns, and staff – and our partners – being active on LinkedIn and other professional networking sites. We strive to produce digital content in multiple languages so that our key messages are as accessible and memorable as possible.

We achieved over a million social media views on the DPA Lifejacket Hub campaign.

Over a two-month period, our Lifejacket Hub campaign was viewed over 1,358,400 times across our social media channels. This translated to an increase of 187% in the number of lifejackets borrowed – compared with the same period in 2023.

DPA WeChat

Launched in September 2021, with the support of the Ministry of Ethnic Communities, the DPA WeChat channel is now in its third year. As the southern hemisphere’s only Mandarin speaking platform for water safety education – this continues to be an incredible way of sharing lifesaving and culturally appropriate information. Our current audience is around 40,000 (an increase of 14,000 from last year).

 DrowningPreventionAKL

 dpauckland

 DPAuckland

 Drowning Prevention Auckland

World Drowning Prevention Day

The third World Drowning Prevention Day took place on 25 July to highlight the tragic and profound impact of drowning on families and communities, while looking forward at what can be done to prevent future tragedies. The key messages of the day were ‘going blue for drowning prevention’ and ‘Float first’.

In partnership with Te Ahiwaru Trust, we held a dawn event, He Taonga Te Wai at Oruarangi Reserve in Ihumātao. On the beautiful shores of Te Maanukanuka o Hoturoa, we acknowledged our close connection with wai, as we came together to remember and mourn the tragic loss of life and bring hope to the future.

Thanks goes to Safekids Aotearoa for telling the story of our special morning together and for helping us spread the message of ‘Float first’.

The DPA team also appeared on the Breakfast Show and the AM show, helping raise awareness of the issue and educating viewers about ‘Float first’.

During the day, our team visited several early childhood centres and schools to share the ‘Float first’ message with tamariki across Tāmaki Makaurau Auckland.

In the lead-up to the day, we created a Going Blue pack for communities and organisations. The packs included posters, stickers and balloons, as well as a range of free educational resources to support “going blue” activities.

Digital activity gained momentum after our first campaign in July 2022, with positive results across all channels. Most notably significant, there was a consistent and record breaking increase in website traffic throughout the campaign period driven by increased social media activity and well received enewsletters. The campaign was well supported from numerous other organisations via hashtags. It also achieved national media coverage in radio, TV, and articles during July.



Thanking our Funders, Donors, Sponsors and Supporters

Drowning Prevention Auckland is grateful for the ongoing support we receive from our funders, donors, sponsors and supporters that enables us to be the lead agency for regional drowning prevention education, research, and advocacy across Tāmaki Makaurau Auckland.

Specified amenity status

We simply could not do what we do without substantial support from the Auckland Regional Amenities Funding Board which provides over 69% of our funding.

A new funding direction

As funding for the not-for-profit sector becomes increasingly competitive and government budgets change, our goal is to diversify our income streams, including attracting private donors and regular givers.

This year we sent our first EDM (Electronic Direct Mail) campaign, featuring Joseph’s survival story as a result of attending two SPLASH holiday programmes. Broadening our funding base will support us in creating a more sustainable financial model and give private donors the fulfilling feeling of supporting our lifesaving mahi.

Key funding partners

With thanks to Water Safety New Zealand, Foundation North, Maritime New Zealand, and Auckland Council Parks & Recreation who are key partners in our work to keep Aucklanders safer in, on, and around water.



Grants & donations

Our work is able to extend due to the generous support through grants from Active Charitable Trust, Auckland Airport – 12 Days of Christmas, Bay Trust, CLM Community Trust, COGS Auckland City, Four Winds Foundation, Grassroots Trust, Hugh Green Foundation, Lion Foundation, Rotary Club of Auckland South, Rotary Club of Papakura Charitable Trust and Trillian Trust.

Our thanks for the generous donations from Float: Young Enterprise, Safer North Charitable Trust, and Safer West.

Sponsorship

DPA continues to be grateful to our sponsor, Aakron Express, who provide our Club 420 boat, which enables our programmes to have high levels of on-water safety.

Key collaborative partners

The success of our organisation is also related to the strong, collaborative, and supportive partnerships we have within the wider sector. Our thanks go out to those organisations for their ongoing support and collaboration to keep our communities safe in, on, and around water. We would particularly like to acknowledge:



Watersafe Auckland Inc

General Purpose
Financial Report

For the year ended 30 June 2024



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NATURE OF BUSINESS:	Promote and advance water safety education in the interests and development of, and to the benefit of the Auckland region.
BOARD MEMBERS:	John Holley (Chair) Nicola Keen-Biggelaar (CEO) Dr Kevin Moran Melino Maka Ireen Manuel-Rahiman Dr Sapna Samant Joanne Fagan-Oslawskyj Kathryn Holtmeier Hannah Ross Richard Pamatatau – Resigned November 2023 Behishta Najibi Yahyazada – Resigned February 2024
ADDRESS:	85 Westhaven Drive St Marys Bay
SOLICITOR:	Rennie Cox
BANKER:	BNZ Bank
AUDITOR:	BDO Auckland

The Board of WaterSafe Auckland Incorporated accept responsibility for the preparation of the Financial Statements and the judgements used in them.

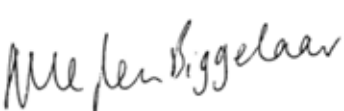
The Board of WaterSafe Auckland Incorporated accept responsibility for establishing and maintaining a system of internal control which has been designed to provide reasonable assurance as to the integrity and reliability of financial reporting.

In the opinion of the Board of WaterSafe Auckland Incorporated, the Financial Statements for the year ended 30 June 2024 fairly reflect the financial position, operations, and cash flows of WaterSafe Auckland Incorporated.

The Society’s financial statements are authorised for issue by the Chairperson and the CEO:


Board Member

12 September 2024
Date


CEO

12 September 2024
Date

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WATERSAFE AUCKLAND INCORPORATED

Report on the Audit of the General Purpose Financial Report

Opinion

We have audited the general purpose financial report of Watersafe Auckland Incorporated ("The Society"), which comprise the financial statements on pages 10 to 23, and the service performance information on pages 6 to 9. The complete set of financial statements comprise the statement of financial position as at 30 June 2024, the statement of comprehensive revenue and expense, statement of changes in net assets/equity, statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion the accompanying general purpose financial report presents fairly, in all material respects:

- the financial position of the "The Society" as at 30 June 2024, and its financial performance, and its cash flows for the year then ended; and
- the service performance for the year ended 30 June 2024, in accordance with the entity's service performance criteria,

in accordance with Public Benefit Entity Standards Reduced Disclosure Regime ("PBE Standards RDR") issued by the New Zealand Accounting Standards Board.

Basis for Opinion

We conducted our audit of the financial statements in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)) and the audit of the service performance information in accordance with the ISAs and New Zealand Auditing Standard (NZ AS) 1 *The Audit of Service Performance Information (NZ)*. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the General Purpose Financial Report section of our report. We are independent of the "The Society" in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor our firm also provided other services to "The Society" in relation to assist management with financial statement compilation. Other than this, we have no relationship with, or interests in, "The Society".

Boards' responsibilities for the General Purpose Financial Report

Those charged with governance are responsible on behalf of the "The Society" for:

(a) the preparation and fair presentation of the financial statements and service performance information in accordance with Public Benefit Entity Standards RDR issued by the New Zealand Accounting Standards Board;

(b) service performance criteria that are suitable in order to prepare service performance information in accordance with Public Benefit Entity Standards RDR; and

(c) such internal control as those charged with governance determine is necessary to enable the preparation of the financial statements and service performance information that are free from material misstatement, whether due to fraud or error.

In preparing the general purpose financial report those charged with governance are responsible for assessing the "The Society's" ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless those charged with governance either intend to liquidate the "The Society" or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the General Purpose Financial Report

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole, and the service performance information are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) and NZ AS 1 will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate or collectively, they could reasonably be expected to influence the decisions of users taken on the basis of this general purpose financial report.

A further description of the auditor's responsibilities for the audit of the general purpose financial report is located at the XRB's website at <https://www.xrb.govt.nz/standards/assurance-standards/auditors-responsibilities/audit-report-14/>

Who we Report to

This report is made solely to the "Society's" board members, as a body. Our audit work has been undertaken so that we might state those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and the Society's board members as a body, for our audit work, for this report or for the opinions we have formed.

BDO Auckland

BDO Auckland
Auckland
New Zealand
12 September 2024

PURPOSE

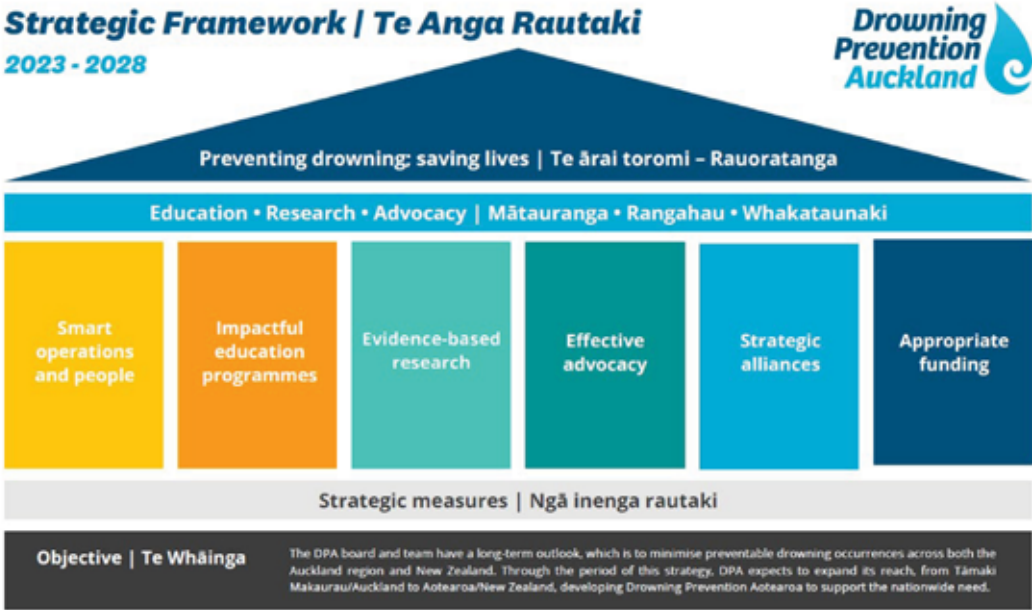
Drowning Prevention Auckland (DPA) helps prevent drowning across the Auckland region, through education, research, and advocacy.

OUR WORK

DPA’s work can be segmented into six priority areas:

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

RELEVANCE TO STRATEGIC PLAN



This information (the purpose, pillars, and strategic overview) was defined in DPA’s 2023 – 2028 strategy).

STRATEGIC PRIORITY: IMPACTFUL EDUCATION PROGRAMMES

OBJECTIVE: Development and delivery of aquatic education and water competence programmes, tailored to identified needs.

Measure	Indicator	FY2024	FY2023
Delivery of aquatic education and water competence programmes	Number of programmes	343	321
	Number of learners	33,297	39,011
	Number of subscribed eLearning learners at year end	2,933	2,425
	Growth of eLearning learners	508	358
Regular use of Lifejacket loan scheme and lifejacket hubs	Number of lifejacket usages	48,040	73,926
We are present at key and relevant events in line with our target audience	Number of community events	14	18

METHOD OF MEASUREMENT

1. The delivery of aquatic education and water competence programmes are captured in our delivery sheets. Programme’s name and number of learners is entered in our delivery sheets. Number of e-learners are measured by total number of registered users on e-learning platform. Data is entered in our delivery reporting database and the results are reported to the Board through our Chief Executive’s monthly report and presented at the Board meeting and quarterly Auckland Regional Amenities Funding Board (ARAFB) report. These data are broken down into four areas: Community, Education, Workplace and Events.
2. The number of lifejacket loan scheme and lifejacket hubs usages is collected through Alchemer and delivery sheets which is captured in our delivery reporting database.
3. The number of community events is captured through our delivery sheets and entered in our delivery reporting database.

STRATEGIC PRIORITY: EVIDENCE-BASED RESEARCH

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

Measure	Indicator	FY2024	FY2023
Active in research	Published research reports	13	3
	Presentations nationally on our research	8	5
	Presentations internationally on our research	11	4
Use of the research we have done	Downloads of research	1,832	1,365
	Citations of research	7	15

METHOD OF MEASUREMENT

1. Research data are captured through Alchemer surveys, delivery sheets and practical sessions and reports are published by our Research & Impact Manager. This research is presented nationally and internationally.
2. The international use of research we have completed is measured by download from our website and downloads and citations from ResearchGate and Scholarworks. Requests for use of our water competency research and imagery, nationally and internationally are requested by email and through our website.

STRATEGIC PRIORITY: EFFECTIVE ADVOCACY

OBJECTIVE: A respected voice, to inform and lobby regulators, and exert influence across the ‘water’ sector and harm prevention sectors.

Measure	Indicator	FY2024	FY2023
Number of submissions to Central and Local Government.	DPA completes several written and oral submissions to both Central and Local Government.	4	3
A respected voice	Media interviews to inform the public about drowning prevention education.	18	18
Meetings with local Councillors and central government Ministers	Advocate for drowning prevention with local and central government	7	2
Recognised as the lead advocacy agency for drowning prevention education	Participant in sector leadership forums and working groups.	37	17

METHOD OF MEASUREMENT

- DPA completes several written and oral submissions to both Central and Local Government and this is captured in our internal reports.
- Media interviews to inform the public about drowning prevention education are shared on our social media platforms, newsletter, quarterly ARAFB reports and captured through Mediamine platform.
- Meetings with local Councillors and central government Ministers to advocate for drowning prevention are attended by Chief Executive, senior leadership management and this is captured in the Chief Executive monthly report, our newsletter and quarterly ARAFB reports.
- DPA participation in sector leadership forums and working groups are attended by Chief Executive, senior leadership management and Team leaders, as appropriate. DPA’s Strategy and Implementation Manager leads Wai Ora Tāmaki Makaurau - Auckland’s water safety and drowning prevention strategy and has working groups meeting fortnightly and monthly.

STRATEGIC PRIORITY: STRATEGIC ALLIANCES

OBJECTIVE: Symbiotic relationships with select funders and service providers.

The outcomes for this priority include positive, collaborative alliances that enable us to deliver impactful education programmes, secure funding and increase our influence.
We currently do not have measures for these outcomes.

STRATEGIC PRIORITY: SMART OPERATIONS AND PEOPLE

OBJECTIVE: Effective operational systems and processes, and a motivated and productive team.

Measure	Indicator	FY2024	FY2023
People development is a priority	Our team engage in professional learning and development courses, webinars, and events.	34	23
Committed to Health and Safety practices	Our Safe365 assessment is increasing year on year.	59%	52%

METHOD OF MEASUREMENT

- Our team engage in professional learning and development courses, webinars, and events and this is reported through General Manager Operations and Chief Executive’s monthly report and captured in our training register.
- Our Safe365 assessment is increasing year on year, and this is captured on our live Safe365 platform. The Index has increased from 52% to 59% . Increase is through module completion with evidence to support index rating and external audit verification. The Health and Safety report is generated by General Manager Operations and shared monthly to the team and Board. We also have Standard Operating Procedures for all our programmes which is signed off by General Manager Operations before a programme commences.

STRATEGIC PRIORITY: APPROPRIATE FUNDING

OBJECTIVE: Secure multi-sourced funding; prudent financial management.

Measure	Indicator	FY2024	FY2023
Building our funding base	Our non ARAFB income grows year on year.	31%	34%

METHOD OF MEASUREMENT

- Our non ARAFB income grows year on year, and this is achieved through increasing our funding applications, Delivery income, donation, and sponsorship.

WATERSAFE AUCKLAND INC
STATEMENT OF COMPREHENSIVE REVENUE & EXPENSE
 FOR THE YEAR ENDED 30 JUNE 2024

	Note	2024	2023
Revenue from Non Exchange Transactions			
Auckland Regional Amenities Funding		1,178,750	1,128,750
Donations		2,305	1,466
Grants	5	378,659	363,283
Other Income - Wage Subsidy COVID-19		-	4,200
Total Non Exchange Revenue		1,559,714	1,497,699
Revenue from Exchange Transactions			
Partnerships		17,056	56,393
Workplace, Training and Courses		45,853	25,145
Other Income		27,600	109,640
Total Exchange Revenue		90,509	191,178
Interest Revenue		64,086	29,454
Total Revenue		1,714,309	1,718,331
Delivery and Development Expenses			
Project Costs		(119,518)	(154,791)
Salaries		(1,099,754)	(1,007,659)
Salaries - Kiwisaver		(28,024)	(24,607)
Vehicle and Travel		(82,990)	(89,914)
		(1,330,286)	(1,276,971)
Expenses			
Depreciation		(29,554)	(37,642)
Financial Expenses		(140)	(193)
Governance		(20,632)	(27,200)
Marketing		(71,024)	(59,000)
Office and Administration		(103,408)	(78,266)
Other Expenses		(172,405)	(112,376)
Rent and Facility Expenses		(91,547)	(85,512)
Research and Development		(15,905)	(7,573)
Staffing Expenses		(44,045)	(31,970)
		(548,660)	(439,732)
Total Expenses		(1,878,946)	(1,716,703)
Total Comprehensive Revenue and Expense for the Year		(164,637)	1,628

The above statements should be read in conjunction with the notes to and forming part of the financial statements.

WATERSAFE AUCKLAND INC
STATEMENT OF CHANGES IN NET ASSETS / EQUITY
 FOR THE YEAR ENDED 30 JUNE 2024

	Accumulated Revenue and Expenses	Total Net Assets/Equity
Balance as at 1 July 2022	873,852	873,852
Total Comprehensive Revenue and Expenses for the Year	1,628	1,628
Balance at 30 June 2023	875,480	875,480
Balance as at 1 July 2023	875,480	875,480
Total Comprehensive Revenue and Expenses for the Year	(164,637)	(164,637)
Balance at 30 June 2024	710,843	710,843

The above statements should be read in conjunction with the notes to and forming part of the financial statements.

WATERSAFE AUCKLAND INC
STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDED 30 JUNE 2024

	Note	2024	2023
Assets			
Current Assets			
Cash and Cash Equivalents	10	664,605	351,297
Term Deposits	7, 10	226,000	720,063
Trade Receivables	10	18,084	8,044
Goods and Services Tax		960	5,357
Total Current Assets		909,649	1,084,761
Non-Current Assets			
Property, Plant and Equipment	8	39,781	56,164
Total Non-Current Assets		39,781	56,164
Total Assets		949,430	1,140,925
Liabilities			
Current Liabilities			
Trade and Other Payables	10	60,777	77,677
Accruals		43,983	35,335
Revenue in Advance	6	77,281	91,450
Employee Entitlements		56,546	60,983
Total Current Liabilities		238,587	265,445
Total Liabilities		238,587	265,445
Net Assets		710,843	875,480
Equity			
Accumulated Revenue and Expense		710,843	875,480
Total Equity		710,843	875,480

The above statements should be read in conjunction with the notes to and forming part of the financial statements.

WATERSAFE AUCKLAND INC
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2024

	2024	2023
Cash Flows from Operating Activities		
Cash was provided from :		
Auckland Regional Amenities Funding	1,178,750	1,128,750
Other Funding, Contracts and Donations	447,264	671,206
Interest	64,086	29,454
Net GST	4,396	(532)
Cash was disbursed to :		
Payments to Suppliers and Employees	(1,862,080)	(1,687,251)
Net Cash Inflow from Operating Activities	(167,584)	141,627
Cash Flows from Investing and Financing Activities		
Cash was disbursed to :		
Payments to Acquire Property, Plant and Equipment	(13,171)	(24,721)
Term Deposits	494,063	(404,480)
Net Cash Outflow from Investing and Financing Activities	480,892	(429,201)
Net Increase/(Decrease) in Cash Held	313,308	(287,574)
Cash and Cash Equivalents at beginning of the Year	351,297	638,871
Cash and Cash Equivalents at the end of the Year	664,605	351,297

The above statements should be read in conjunction with the notes to and forming part of the financial statements.

NOTE 1 - REPORTING ENTITY

WaterSafe Auckland Incorporated ("The Society") is incorporated in New Zealand, under the Incorporated Societies Act 2022. On 31 October 2007, the Society was registered as a charitable entity under the Charities Act 2005.

The principal aims and objects of the Society are to prevent drowning through leadership, advocacy, and delivery of water safety education.

NOTE 2 - BASIS OF PREPARATION

(a) *Statement of compliance*

The financial statements have been prepared in accordance with generally accepted accounting practice in New Zealand ("NZ GAAP"). They comply with Public Benefit Entity Standards Reduced Disclosure Regime ("PBE Standards RDR"), as appropriate for Tier 2 not-for-profit public benefit entities.

The Society qualifies as a Tier 2 reporting entity as the Society is not publicly accountable and is not considered large as it falls below the expenditure threshold of \$33m. The Society has elected to report as a Tier 2 entity.

(b) *Measurement Basis*

The financial statements have been prepared on the historical cost basis.

(c) *Functional and presentation currency*

The financial statements are presented in New Zealand dollars (\$) which is the entity's functional and presentation currency, rounded to the nearest dollar.

NOTE 3 - USE OF JUDGEMENTS AND ESTIMATES

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from those estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

Assumptions and estimation uncertainties that have a significant impact on the financial statements include following:

- Recognition of non-exchange revenue
- Estimated useful life of property, plant and equipment

NOTE 4 - SPECIFIC ACCOUNTING POLICIES

The following specific accounting policies, which materially affect the measurement of financial performance and of financial position, have been applied as follows:

(a) *Revenue*

Revenue is recognized when the amount of revenue can be measure reliably and it is probable that economic benefits will flow to the Society, and is measured at the fair value of consideration received or receivable.

The following specific recognition criteria in relation to the Society's revenue streams must also be met before revenue is recognized.

i. *Revenue from exchange transactions*

Rendering of services

Revenue is recognised when the service is performed. Amounts received in advance for events scheduled in future periods are recognised as a liability until such time as the service takes place.

ii. *Revenue from non-exchange transactions*

Non-exchange transactions are those where the Society receives an inflow of resources ((i.e. cash and other tangible or intangible items) but provides no (or nominal) direct consideration in return.

With the exception of *services-in-kind*, inflows of resources from non-exchange transactions are only recognised as assets where both:

- It is probable that the associated future economic benefit or service potential will flow to the Society, and
- Fair value is reliably measurable.

Inflows of resources from non-exchange transactions that are recognised as assets are recognised as non-exchange revenue, to the extent that a liability is not recognised in respect to the same inflow.

Liabilities are recognised in relation to inflows of resources from non-exchange transactions when there is a resulting present obligation as a result of the non-exchange transactions, where both:

- It is probable that an outflow of resources embodying future economic benefit or service potential will be required to settle the obligation, and
- The amount of the obligation can be reliably estimated.

The following specific recognition criteria in relation to the Society's non-exchange transaction revenue streams must also be met before revenue is recognised.

SPECIFIC ACCOUNTING POLICIES (CONTINUED)

(a) Revenue (continued)

ii. Revenue from non-exchange transactions (continued)

Grants and donations

The recognition of non-exchange revenue from *Grants and Donations* depends on the nature of any stipulations attached to the inflow of resources received, and whether this creates a liability (i.e. present obligation) rather than the recognition of revenue.

Stipulations that are 'conditions' specifically require the Society to return the inflow of resources received if they are not utilised in the way stipulated, resulting in the recognition of a *non-exchange liability* that is subsequently recognised as *non-exchange revenue* as and when the 'conditions' are satisfied.

Stipulations that are 'restrictions' do not specifically require the Society to return the inflow of resources received if they are not utilised in the way stipulated, and therefore do not result in the recognition of a *non-exchange liability*, which results in the immediate recognition of *non-exchange revenue*.

For assets received for no or nominal consideration, the asset is recognised at its fair value when the Society obtains control of the asset. The fair value of the asset is recognised as revenue, unless there is a use or return condition attached to the asset.

iii. Interest Revenue

Interest revenue is recognized on a time proportion basis using the effective interest method.

(b) Employee Benefits

Liabilities for wages and salaries, including annual leave, are recognised in respect of employees' services up to the reporting date and are measured at the amounts expected to be paid when the liabilities are settled.

(c) Property Plant and Equipment

Property, Plant and Equipment is stated at cost less depreciation where applicable.
Depreciation is provided on a straight-line basis at rates that will write-off the costs of the Property, Plant and Equipment to their estimated residual values over their useful lives. The depreciation rates applied to the Property, Plant and Equipment are:

Computer Equipment	33-40% S.L.
Delivery Equipment	13.5-100% S.L.
Furniture & Fittings	7-30.5% S.L.
Life Saving Equipment	30% S.L.
Trailer	8.5% S.L.
Website and CRM	40% S.L.

SPECIFIC ACCOUNTING POLICIES (CONTINUED)

(d) Operating Leases

Operating lease payments, where the lessors effectively retain the risks and benefits incidental to ownership of the leased item, are recognised in the determination of the operating surplus in equal instalments over the lease term.

(e) Goods and Services Tax

All amounts are recorded exclusive of GST, except for Debtors and Creditors, which are stated inclusive of GST.

(f) Income Tax

On 31 October 2007, the Society was registered as a charitable entity under the Charities Act 2005. Therefore, in terms of Sections CW41 and CW42 of the Income Tax Act 2007, the Society is exempt from income tax on income derived by the Society for charitable purposes.

(g) Financial Instruments

i. Recognition and initial measurement

Receivables are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the Society becomes a party to the contractual provisions of the instrument.

A financial asset or financial liability is initially measured at fair value plus transaction costs that are directly attributable to its acquisition or issue. At initial recognition, an entity may measure short-term receivables and payables at the original invoice amount if the effect of discounting is immaterial.

ii. Classification and subsequent measurement

Financial Assets

On initial recognition, a financial asset is classified as measured at: amortised cost, fair value through other comprehensive revenue and expense (FVOCRE) – debt investment and equity investment, or fair value through surplus or deficit (FVTSD).

Financial assets are not reclassified subsequent to their initial recognition unless the Society changes its management model for managing financial assets, in which case all affected financial assets are reclassified on the first day of the first reporting period following the change in the management model.

A financial asset is measured at amortised cost if it meets both of the following conditions and is not designated as at FVTSD:

- It is held within a management model whose objective is to hold assets to collect contractual cash flows; and
- Its contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

All of the Society’s financial assets are financial assets at amortised cost and consist of cash and cash equivalents, term deposits, and trade receivables. These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest income and impairment are recognised in surplus or deficit. Any gain or loss on derecognition is recognised in surplus or deficit.

Cash and cash equivalents include cash on hand, cash at bank on call, and short-term deposits with an original maturity of three months or less. Term deposits within other financial assets consist of term deposits with an original maturity of more than three months.

Financial Liabilities

Financial liabilities are classified as measured at amortised cost or FVTSD. A financial liability is classified as at FVTSD if it is classified as held-for-trading, it is a derivative or it is designated as such on initial recognition.

Financial liabilities at FVTSD are measured at fair value and net gains and losses, including any interest expense, are recognised in surplus or deficit. Other financial liabilities are subsequently measured at amortised cost using the effective interest method. Any interest expense is recognised in surplus or deficit. Any gain or loss on derecognition is also recognised in surplus of deficit.

The Society’s financial liabilities consist of trade and other payables and they are measured at amortised cost.

iii. Impairment of non-derivative financial assets

The Society recognises loss allowances for expected credit losses (ECLs) on financial assets measured at amortised cost using the simplified approach. Loss allowances for trade receivables are measured at an amount equal to lifetime ECLs.

CHANGES IN ACCOUNTING POLICIES

There are no material changes in the accounting policies applied by the Society during the financial year ended 30 June 2024. All policies have been applied on bases consistent with those used in the previous year.

NOTE 5 - REVENUE

	2024	2023
Grants		
Aktive	16,590	-
Auckland Airport - 12 Days of Christmas	12,000	-
Auckland Council – Rock Fishing	19,450	23,000
Bay Trust	5,000	-
CLM Community Sport	2,100	5,630
COGS Auckland City	2,000	-
Float: Young Enterprise	899	-
Foundation North	43,870	-
Four Winds Foundation	16,000	21,000
Grassroots Trust	15,000	-
Hugh Green Foundation	2,500	-
Lion Foundation	35,000	20,000
Maritime New Zealand	75,000	50,822
New Zealand Community Trust	-	8,250
New Zealand Search and Rescue	5,000	-
Oranga Tamariki - Ministry for Children	-	47,262
Rotary of Auckland South	9,000	-
Safer North Charitable Trust	2,000	-
Safer West	1,850	-
Sport Auckland	-	8,660
Sport Waitakere	-	14,364
Tauranga City Council	-	37,950
Trillian Trust	7,000	10,000
Water Safety New Zealand	108,400	116,345
	378,659	363,283

NOTE 6 - REVENUE IN ADVANCE

	2024	2023
Aktive Charitable Trust	44,226	14,931
CLM Community Sport	-	2,100
Education Income	5,650	6,549
Foundation North	-	43,870
Grassroots Trust	-	15,000
Hugh Green Foundation	2,500	-
New Zealand Search and Rescue	19,905	-
Rotary Club of Papakura Charitable Trust	5,000	-
Rotary of Auckland South	-	9,000
	77,281	91,450

NOTE 7 – TERM DEPOSITS

	2024	2023
Current (Maturity < 1 year)	226,000	720,063
	226,000	720,063

Term deposits are held with the BNZ bank. They have maturity terms greater than 30 days and accrue interest at 6.10%.

NOTE 8 - PROPERTY, PLANT AND EQUIPMENT

	Opening Carrying Amount	Purchases	Disposals	Depreciation	Closing Carrying Amount
2024					
Asset Class					
Computers	17,197	9,895	-	(12,503)	14,590
Delivery Equipment	2,539	-	-	(1,113)	1,426
Furniture and Fixtures	1,890	-	-	(597)	1,293
Life Saving Equipment	30,625	3,276	-	(14,404)	19,497
Trailer	3,913	-	-	(938)	2,975
	56,164	13,171	-	(29,555)	39,781

	Opening Carrying Amount	Purchases	Disposals	Depreciation	Closing Carrying Amount
2023					
Asset Class					
Computers	17,705	10,209	-	(10,717)	17,197
Delivery Equipment	8,048	2,600	-	(8,109)	2,539
Furniture and Fixtures	2,540	-	-	(650)	1,890
Life Saving Equipment	35,941	11,912	-	(17,228)	30,625
Trailer	4,851	-	-	(938)	3,913
	69,085	24,721	-	(37,642)	56,164

NOTE 9 - LEASE COMMITMENTS

	2024	2023
Operating Lease Commitments		
The leases relate to the motor vehicles.		
Less than one year	51,062	53,987
Between one and five years	17,732	68,794
Total Operating Lease Commitments	68,794	122,781

NOTE 10 - CATEGORIES OF FINANCIAL INSTRUMENTS

	2024	2023
Financial Assets		
Financial Assets - at amortised cost		
Cash and Cash Equivalents	664,605	351,297
Term Deposits	226,000	720,063
Trade Receivables	18,084	8,044
	908,689	1,079,404
Financial Liabilities		
Financial Liabilities - at amortised cost		
Trade and Other Payables	60,777	77,677
	60,777	77,677

NOTE 11 - RELATED PARTY TRANSACTIONS

i) Board Member Transactions

The following related party transactions were noted during the year:

Board Member professional development & membership expenses \$3,669 (Last year - \$5,431).

ii) Key Management Personnel Remuneration

The Society classifies its key management personnel into one of two classes:

- Members of the Board.
- Chief Executive Officer and direct reports, who are responsible for the operations of the Society.

Members of the Board are not remunerated.
The Chief Executive Officer and direct reports are employed as employees of the Society, on normal employment terms.

The aggregate level of remuneration paid and the number of persons (measured in 'people' for Members of the board, and 'full-time-equivalents' (FTE's) for Senior Executive Officers and Chief Operating Officers in each class of key management personnel is presented below:

	2024 Remuneration	Number of FTEs	2023 Remuneration	Number of FTEs
Member of the Board	-	-	-	-
CEO and Direct Reports	645,387	6	523,123	6
	645,387		523,123	

NOTE 12 - CAPITAL COMMITMENTS

There are no commitments as at balance date in respect of capital expenditure contracted for at balance date but not provided for (Last year: Nil).

NOTE 13 - CONTINGENT LIABILITIES AND GUARANTEES

There are no contingent liabilities or guarantees as at balance date (Last year: Nil).

NOTE 14 - SUBSEQUENT EVENTS

There were no events subsequent after balance date requiring adjustment or disclosure.



