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Media Release
For immediate release



WATER SAFETY AWARDS 2010

CATEGORY: MEDIA

WINNER: WHITEBAIT TV

PROGRAMME: WHAT NOW

White Bait TV, the producers of the entertainment show What Now for primary school children, today won the first ever Media Partner Award at the annual Water Safety Awards ceremony in Wellington.

“WSNZ have had some fantastic support from media partners in recent years that have recognised the importance of water safety as a real issue for all New Zealand communities and we thought it appropriate to acknowledge this support through the introduction of the Media Partner Award. The Award is recognition for the long standing partnership between the What Now programme and Water Safety New Zealand. What Now is a New Zealand television institution and is the best channel available to our organisation in terms of communicating with young New Zealanders,” explains Matt Claridge, General Manager, Water Safety New Zealand.

For well over a decade What Now have delivered an outstanding service in the area of water safety awareness and education.

What Now is a long-running entertainment show for primary school-aged children filmed before a live studio audience on weekend mornings. They are unequalled in their ability to communicate with young audiences due to the somewhat ‘whacky’ approach they take to creating communications that not only appeal to young people but have real effect in terms of positive behavioural change.

Accepting the Media Partner Award on behalf of White Bait TV was What Now Producer Reuben Davidson, “What Now has always been about having fun with a



little bit of learning thrown in. It's great that the work we have undertaken with WSNZ is so highly valued and effective. We look forward to more of the same in years to come."

Image: What Now representatives receive the Water Safety Award for Media Partner 2010.

left to right

Josh Wolfe, Associate Producer, What Now

Reuben Davidson, Producer, What Now,

Alan Warner QSO, Chair Water Safety New Zealand Board.

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WATER SAFETY NEW ZEALAND

Formed in 1949, WSNZ is the national organisation responsible for water safety education in New Zealand.

WSNZ targets drowning prevention and water safety in communities through education. WSNZ oversees proven, proactive and preventative education interventions. In addition, WSNZ prioritizes leadership, collaboration and enabling the water safety sector with resourcing, research, planning and communication.

WSNZ is the lead agency for the Swim and Survive sector in New Zealand. The Swim For Life initiative is the major project for WSNZ. WSNZ seeks to address a dramatic decline in swimming ability of our youth. The Swim For Life initiative is an overarching, national project established to:

- Provide all children with access to the water;
- Facilitate the delivery of quality swim and survive programmes in primary schools;
- Provide the foundations for the development of a culture that produces generations of New Zealand families that are water safe.



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