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Media Release
For immediate release



WATER SAFETY AWARDS 2010

CATEGORY: OUTSTANDING CONTRIBUTION

WINNER: SURF LIFE SAVING NEW ZEALAND 100 YEAR ANNIVERSARY

Surf Life Saving New Zealand were today presented with the Outstanding Contribution Award at the annual Water Safety Awards today in Wellington.

The outstanding contribution award is presented to recognise those who have made a significant contribution or positive impact in the water safety sector in terms of service, leadership, achievement, and/or involvement.

“When you talk about an outstanding contribution to water safety you would be hard pressed to find another group or organisation that has contributed so much by so many as Surf Life Saving New Zealand. More than 50,000 lives have been saved by surf lifeguards on the country’s beaches over the past 100 years and it is right that we celebrate the legacy of dedication and leadership from the men and women who have served New Zealand beach-goers since 1910,” comments Matt Claridge, General Manager, Water Safety New Zealand.

From small beginnings the surf life saving movement spread throughout New Zealand developing into a distinctive, home-grown and innovative symbol of this country’s youth and potential. More than a quarter of a million people have belonged to surf life saving club’s over the past 100 years with the first clubs being formed in New Brighton (Christchurch), Lyall Bay (Wellington), Worser Bay (Wellington), St Clair (Dunedin) and Wanganui/Castlecliff (Whanganui) in 1910.

Today surf Life Saving NZ is made up of over 15,800 members and 73 clubs. Each year trained volunteer surf lifeguards provide more than 190,000 hours of patrol time

on weekends and public holidays to make our favourite playground safer for all New Zealanders. We are grateful for the ongoing support and acknowledgement of Water Safety New Zealand through the presentation of this Outstanding Contribution Award.

Accepting the Water Safety Outstanding Contribution Award for 2010, Nicki Nicol, Board Member, commented, "It is a privilege to be here today representing Surf Life Saving NZ. Our organisation has worked in partnership with Water Safety NZ for many years and will continue to do so to prevent injury and drowning in New Zealand."

Image: Nicki Nicol, Board Member of Surf Life Saving receives the Water Safety Outstanding Contribution Awards for 2010 from Alan Warner QSO, Chair Water Safety New Zealand Board.

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For more information or interview contact:

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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.