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Media Release
For immediate release



NEW ZEALAND WATER SAFETY AWARDS 2010

Water Safety New Zealand today announced that nominations were open for the New Zealand Water Safety Awards 2010.

Awards will be given across three categories: Education, Awareness and Prevention, with an additional Outstanding Contribution Award available for an individual who has made a positive difference in the water safety sector.

“We want to establish a culture of excellence in our sector and the community. The awards support the leadership role WSNZ plays but also helps by identifying and highlighting initiatives working well” says Matt Claridge, General Manager, WSNZ.

Entry forms and the Awards Terms of Reference document can be found on www.watersafety.org.nz.

Entries close on **5 November 2010** and winners will be announced on **1 December 2010** at a function in Wellington.

The awards, launched in 2009, were developed to support the establishment of a culture of excellence within the water safety industry and recognise those who are making an outstanding contribution to water safety. The Awards offer an opportunity for organisations and individuals involved in water safety to showcase their success.

“Last year the Awards drew a lot of very strong nominations in all categories but the winners stood out and were deserving of the acknowledgment and \$5000 for professional development. Two of the programmes recognised last year work in the high priority area of swim and survive and are directly responsible for increasing

opportunities for school aged children to learn to swim within their region. No project is too big or too small to be considered. We are fortunate to have people passionate about the issue of water safety and who work tirelessly to keep their communities safe, we want to hear about them and celebrate their success”.

...Ends...

Appendix: Awards Terms of Reference
Nomination forms
1) Education
2) Awareness
3) Prevention
4) Individual

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 WSNZ's major project. 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.