

Memorandum



Date: 23 March 2009
To: WSNZ Education Forum Delegates
From: General Manager
Subject: Education Forum Notes – 18 February 2009

The Water Safety New Zealand (WSNZ) Education Forum was convened on the 18th of February 2009 at the Quality Hotel in Wellington.

Present:

Matt Cant (NZOIA), James Livingston (NZRA), Brett Sullivan (SLSNZ), Veronica Garrett (SNZ), Siobhan Harrod (WAI), Alex Brunt (WSNZ), Moses Alatini (SafeKids), Jim Lott (MNZ), Richard Greenwood (ACC), Liz Thevanard (EONZ), Tony Hickmore (Scouting NZ), Yvonne Pender (RLSSNZ), Neil Murray (CBES), Sonya Sutherland (Girl Guides), Ashley Cheeseman (SKOANZ), Nicola Smith (WSNZ) and Andrew Clouston (YNZ).

In attendance and/or observing:

Denise Atkins (MOE) and Cynthia Thomas (Consultant).

Apologies:

Sue Campbell (Plunket) Matt Barker (NZRCA).

1. **Actions from previous Forum**

a. Key Messages

The key messages concept was left incomplete after the November Forum. WSNZ and SLSNZ have met and discussed the use of key messages in a communications context. This will require further discussions between SLSNZ and WSNZ with a view to a presentation being made at the next Forum.

b. Water Safety Conference Organising Group.

A meeting was held comprising Plunket, MNZ, SLSNZ, NZ Search and Rescue, NZRA, ACC, WSNZ and WAI.

The conference is scheduled for 26-27 November 2009.

It was determined that the conference should build on the Water Safety Education Framework and all presentations be aligned to it.

The theme of the conference is *Charting the Future*.

The purpose is to provide a forum for the water safety sector to showcase initiatives, enhance existing practice and face future challenges.

The format will include:

- 4 x keynote
- 18 x breakout
- 3 x workshops
- 1 x debate

General information and conference info will be released in late March ahead of Presenter Expression of Interest's.

2. WSNZ update

- a. 2008 Drowning Report and Media Release tabled and discussion
- b. WSNZ meeting with Royal Life Saving Society Australia was reported back on.
- c. DrownBase – Upgrade due for completion end of March in order to improve the import tool for Hospitalisation Data and the graphic imagery options.
- d. Maori Water Safety Strategy – The strategy has not been released yet. WSNZ will be mapping out a project plan to be completed by a new Project Manager. The nature of this position is yet to be determined. For further input or questions please contact Matt Claridge.
- e. Member Relationship Meetings – Alex Brunt and Matt Claridge met with 20 Members throughout November 2008. This process will be repeated prior to end of financial year.
- f. WSNZ have committed to working with Maritime NZ on a joint media campaign. As part of the Pleasure Boat Safety Forum and the Implementation Group for the Communications Strategy, the campaign will extend over the next four years.

3. WSNZ Communications Strategy

St John Craner, Distinct Communications presented to Members the WSNZ Communications Strategy. This document is attached. For further queries please contact Matt Claridge.

4. Learn to Swim Advocacy

Alex Brunt, Advisor – Policy and Planning discussed the work completed to date on the advocacy campaign and the focus on developing a business case to put to government, regarding learn to swim and survive in schools.

5. Drowning Prevention Strategy

Richard Greenwood informed the Education Forum of the Drowning Prevention Council (DPC) and Advisory Committees work to date.

6. The State of the Economy

Gareth Kiernan of Infometrics presented on the state of the economy and likely future implications to not for profit organisations.

See attached for Gareth's presentation.

7. Funding Application Workshop

Alex Brunt and Cynthia Thomas workshopped through this years funding application process and the outcomes focus that WSNZ will likely move towards for next year (2010/2011)

See attached presentation for details.

Next Forum

Date: 28 May 2009

Time: 9:30 am – 4:00 pm

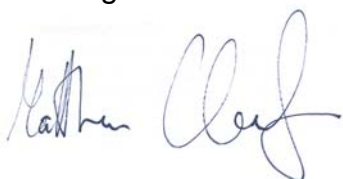
Location: Wellington

Indicative Agenda:

1. WSNZ Research Advisory Group Workshop and Presentation
2. Communications Plan Workshop and Key Messages

Should you have agenda items suggestions and/or comments on the above notes please contact me via email matt@watersafety.org.nz

Kind regards



Matt Claridge
General Manager