



Annual Report 2011



 **Water
Safety**
NEW ZEALAND

Annual Report 2011

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Strategic Direction 2007 – 2012

Our Vision

Everyone in New Zealand will have the water safe skills and behaviours necessary to use and enjoy the water safely.

Our Mission

Through water safety education, prevent injury and drowning.

Key Strategic Priorities

Leadership • Education • Collaboration

Critical Enablers

Resourcing • Research • Planning & Communication



Chairperson's Review

Alan Warner, QSO

For the year ending December 2010, New Zealand recorded its lowest ever drowning toll of 87 fatalities. All those involved in the water safety sector should be proud of this achievement. It builds on the successes sustained over three decades. During the 1980s New Zealand averaged 180 fatalities with the highest on record being 214 in 1985. During the 1990s we averaged 145 and in the 2000s that dropped to 120. This 45% reduction against increased usage of the aquatic environment is one of the biggest success stories of the New Zealand Injury Prevention Strategy. It signals a high degree of cooperation and effective delivery.

It is unfortunate that a different picture is being painted by some participants within the sector. This causes those looking at the sector to have doubt as to the effectiveness of the high level of performance that is actually being achieved.

I commented last year that Water Safety New Zealand (WSNZ) required a sound funding base. It is pleasing to confirm that income for 2010-11 increased by approximately 16% from the previous year. The key is to ensure that such funding is maintained and sustainable.

The development of significant corporate partnerships in the past year is most welcome and we thank Sealord, New Zealand Post and Television New Zealand for their considerable support not just today, but over the coming years.

The ongoing assistance from the Outdoor Safety Committee of the New Zealand Lottery Grants Board (NZLGB) is critical to our organisation and should not be taken for granted. WSNZ works hard to ensure that appropriate accountability processes are in place to account for delivered outcomes and ensure that funds are used appropriately. NZLGB continues to comment that WSNZ has robust funding processes and value the contribution of the Project Review Team in making the difficult decisions over prioritising projects for funding.

The contribution from the Water Safety Education Foundation in recent years has been valuable in achieving water safety outcomes for the community particularly in learn to swim and through the Sealord Swim For Life™ initiative.

The past year has seen Sealord Swim For Life™ flourish in partnership with KiwiSport funding through Regional Sports Trusts and Territorial Local Authorities. The depth of information now available in respect of schools and children involved in Sealord Swim For Life™ is considerable and a real basis for objective benchmarking into the future.

A number of years ago the Board agreed to enhance the work it was undertaking in respect to research. The implementation of the Research Strategy is exciting, as outcomes will be applied directly for enhanced delivery. The current research includes major projects contracted with the University of Otago which are world first and a Doctoral Scholarship. Further work is being considered to reduce the incidence of drowning within the male population. This is something that has not been focussed on previously but with 80% of mortality coming from men, is badly needed.

The ability to have a major communications strategy, supported by New Zealand Post and Television New Zealand, is enormous. The coming year will see a range of events and activities

delivered through community networks. In addition, I thank New Zealand Post for their support towards the enhanced Maori Water Safety programme. This will enable Maori to extend the programme into marae, iwi and whanau to enhance water safety skills and knowledge for their communities.


WSNZ works within a community model. This model has been designed to achieve maximum collaboration with the membership and the wider community that has much to offer in extending water safety into the far flung corners of New Zealand. The following is a brief summary of key outputs from that model:

- 42 regional forums with 1,050 participants and 650 organisations collaborating together
- 17 water safety plans with community risk assessments
- 16 community drowning prevention initiatives commenced
- In the past 15 months, 70,000 bath mats distributed through Plunket to families of new born children
- Projects and programmes covering Boating Education, Fishing, River Safety, Beach Education, Pool Fencing, Maori Water Safety, Pacific Peoples' Water Safety, Under Fives, Community Pools, Dive Safety and other environmentally specific resources.

Coupled with specific programmes, projects and initiatives by member organisations, we in Water Safety provide a truly exceptional level of service for the community. It is one which I have no doubt is continuing to significantly and favourably impact on the long term downward trend in drowning mortality.

I also take this opportunity to recognise the many years of service that Alan Muir, our Executive Director, has given to WSNZ and the community. Alan will depart the organisation with the knowledge of the successes achieved over the last two decades, and the strength and health of the organisation going forward. A legacy to be proud of.

Lastly, thank you to all member organisations, the Board, management and staff of WSNZ for their passion and contribution to the water safety sector.



Alan Warner, Chairperson



Executive Director's Report

Alan Muir

In 2010 there were 87 drowning deaths in New Zealand, the lowest toll on record. It is a more than satisfying result when compared to previous years. A downward trending toll is the aim. But at 2.7 deaths per 100,000 population, we should be far from proud of where we stand internationally.

The USA has a national goal to reduce drowning deaths for all ages from a current rate of 1.3 per 100,000 people to no more than 0.9 per 100,000 people. In New Zealand this rate would save an additional 74 lives every year.

Although this would be a seemingly impossible task in New Zealand, we might like to consider that if our drowning toll (per capita) matched Australia's we would save an additional 40 lives every year.

Leadership is one of WSNZ's strategic priorities. As a vocal advocate for drowning prevention and water safety, WSNZ has sought to adopt a strong practice of innovation and a culture of success.

WSNZ utilises a community development model for project development. By engaging with the community and providing a solution for the community to own and put into practice, WSNZ is ensuring direct, relevant and cost effective initiatives are implemented across New Zealand.

Our success would not be possible without the support of our partners:



The investment the above partners make into water safety is directly benefiting the community. We should all be thankful of the support provided by these leading organisations to WSNZ.

With thanks to Sealord, WSNZ has ensured over 50,000 children from over 600 schools have learnt swim and survival skills this year. Partnerships with Regional Sports Trusts have assisted in directing KiwiSport funding to children learning swim and survival skills. The Sealord Swim For Life™ media campaign managed to achieve an unprompted recall of 74%, further evidence of the growing awareness of WSNZ's significant role in ensuring children learn swim and survival skills. Sealord Swim For Life™ is a success story, it will only grow in size, awareness and importance.

It is projected that the annual cost to provide every New Zealand child with 10 high quality swim and survive lessons every year is in excess of \$25 million. WSNZ has attracted a significant level of new money to the sector. It has been responsible for generating a leveraged contribution to match WSNZ for swim and survive activity.

WSNZ has been elected as a member of The Australian Council of Teaching Swimming and Water Safety (AUSTSWIM™). This appointment is significant as, while AUSTSWIM™ works in partnership with a number of international countries in the provision of AUSTSWIM™ teacher training, it is the first time an organisation outside of Australia has been elected to the Council.

This year WSNZ took the step towards increasing the standard of swimming and water safety instruction in New Zealand. The introduction of the AUSTSWIM™ training, qualification pathway and licensing system to New Zealand will ensure professional instructors receive the training they need to deliver high impact programmes to New Zealand children.

One third of all drowning deaths occur in rivers. The relaunched Be River Safe™ programme provides children an opportunity to develop essential skills in the river environment. Comprised of DVD, posters, booklet and online learning material, Be River Safe™ is being rolled out via an ongoing series of professional development workshops for teachers.

In partnership with Plunket, WSNZ distributed over 50,000 bathmats at the five month Plunket Well Child check. The bathmats carry the vital supervision message in English and Te Reo Maori. Evidently 67% of recipients recall the supervision message and 67% are more aware of the dangers water poses to small children.

Congratulations to winners of the New Zealand Water Safety Awards:

- Education:** *Sport Otago – Skills 2 Swim*
- Awareness:** *Coastguard Northern Region – Suddenly In Charge*
- Prevention:** *Sir Edmund Hilary Outdoor Pursuits Centre*
- Media:** *What Now*
- Outstanding Contribution:** *Surf Life Saving New Zealand*

WSNZ will continue to direct its focus on research, information management and communications as it builds a solid base for the delivery of water safety projects to the community.


Alan Muir, Executive Director



Water Safety New Zealand - A Snapshot

WSNZ is the collective organisation responsible for ensuring that all New Zealanders are educated to be safe in on and under the water – at home, in public pools, at the beach, in lakes, in rivers or out at sea. WSNZ serves as the collective voice for a range of organisations with an interest in water safety education and the prevention of drowning.

A Snapshot of WSNZ

Year Established: 1949 Organisational Type: Incorporated Society (Charitable)
 Geographical Coverage: New Zealand Number of Members: 35

WSNZ Representation

- Adventure Tourism Review – External Stakeholders Reference Group
- Drowning Prevention Council
- National Pleasure Boat Safety Forum
- Skills Active Swimming Qualifications Technical Advisory Group
- SPARC Outdoor Recreation Research Committee
- Standards New Zealand Committees
 - ISO:14489 Adventure Tourism
 - AS/NZS 2416.2 Water Safety Signage
- Waikato River Alive Project

WSNZ Board

Alan Warner: <i>Chairperson</i>	John Cowan	David Henderson
Paul Tredinnick	John Filsell	Sally Webb
Anne Pattillo: <i>(Co-opt)</i>	Alan Muir: <i>(Ex Officio)</i>	

Project Review Team

David Bull: <i>Chairperson</i>	Alan Keane	John Freer
Sue Piper	Alexander Brunt: <i>(Ex Officio)</i>	

Research Advisory Group

Sally Webb: <i>Chairperson</i>	Dr Patricia Anderson	Dr Grant Davidson
Daniel Gerrard	Dr Shayne Galloway	Alexander Brunt: <i>(Ex Officio)</i>

WSNZ Staff

Alan Muir: <i>Executive Director</i>	Dave Lockwood: <i>Area Manager, Auckland</i>
Matthew Claridge: <i>General Manager</i>	Cynthia Thomas: <i>Project Manager</i>
Alexander Brunt: <i>Manager, Planning & Research</i>	<i>Swim For Life</i>
Kirsten de Groen: <i>Accountant</i>	Andrew Tara: <i>Water Safety Advisor,</i>
Jill Seymour: <i>Programme Coordinator</i>	<i>Counties Manukau</i>
Katie Barber: <i>Information Analyst</i>	Darrin Alexander: <i>Water Safety Advisor,</i>
Felicity Fozard: <i>Project Support</i>	<i>Tararua/Horowhenua/Manawatu</i>
Lana Rockliff: <i>Team Administrator</i>	Pam Bain: <i>Water Safety Advisor, Gisborne</i>
Cory Sweeney: <i>Project Manager</i>	Sarah Mortimer: <i>Water Safety Advisor, Waikato</i>
Avan Polo: <i>Business Manager</i>	Pip McCarthy: <i>Water Safety Advisor,</i>
John Thomas: <i>Area Manager, Northern</i>	<i>Hawkes Bay</i>
Roger Scott: <i>Area Manager, Central</i>	Janine O'Connor: <i>Water Safety Advisor,</i>
Annette Godman: <i>Area Manager, Southern</i>	<i>Bay of Plenty</i>

WSNZ Operational Performance

WSNZ targets drowning prevention and water safety in communities through education. Education empowers communities. Education is an investment in the future, an investment aimed at ensuring community well being. Education promotes skill development through behavioural and attitudinal focus. Education provides for proactive preventative interventions rather than a reactive approach.

WSNZ has continued to deliver comprehensive water safety programmes, strategies and resources over 2010-11. WSNZ utilises the programme logic method of planning and reporting to track progress against the organisation's strategic direction and business plan. This format allows WSNZ to see how outputs are achieving various water safety related outcomes through performance measures.

The following section represents a snapshot of the key achievements delivered by projects throughout 2010-11 and their achievement against the corresponding outcomes being worked on.

Sealord Swim For Life™

In 2010, with the generous support of Sealord, Water Safety New Zealand's Swim For Life™ initiative was redeveloped. While Swim For Life™'s strategic direction remained the same, the branding of the initiative, reach and impact all experienced a rebirth.

Originally Swim For Life™ was a national communications strategy that advocated New Zealanders to participate in learn to swim education.

In November 2010 Sealord Swim For Life™ was launched to the New Zealand public, targeting primary schools, children and parents of school aged children.

Sealord Swim For Life™ has developed into a national learn to swim and survive initiative that gives every New Zealand child the opportunity to learn swim and survive. The initiative actively engages regional New Zealand to value and participate in learn to swim and survive education by reducing the barriers that inhibit children from participating in learning the skills to swim and survive in, on and around the water.

The Sealord Swim For Life™ initiative takes a proactive step in attempting to empower New Zealand communities to reduce drowning. It is both fully integrated and aligned to the Drowning Prevention Strategy and WSNZ's Evaluation Framework.



Every New Zealand child should be able to swim 200m. The Sealord Swim For Life™ initiative has two major components:

1. The regional management of swim and survive in schools via partnerships with Regional Sports Trusts, Territorial Local Authorities and sponsors that promote the delivery of learn to swim and survive programmes through schools.
2. A communications campaign that increases awareness of the importance of learning to swim and survive for primary school aged children.

Half way through the 2011 school year, Sealord Swim For Life™ has achieved some remarkable results including:

Achievements	Outcomes
12 regional initiatives delivering learn to swim and survive education to primary school children.	More children learning to swim and survive.
6 Water Safety Advisors dedicated to facilitating Sealord Swim For Life™ across regional New Zealand.	More children have learnt to swim and survive.
51,047 registered on the Sealord Swim For Life™ database.	More schools have facilitated swim and survive programmes.
7966 public registrations through the Sealord Swim For Life™ website.	More school teachers received professional development for swim and survive.
616 schools registered.	New Zealanders value swim and survive as a core life skill.
252,515 learn to swim and survive lessons delivered.	The community in turn will benefit in the long term as more New Zealanders will have the knowledge and skills to enjoy the water safely.

Research & Information Management

2010-11 saw a major piece of research commenced with the University of Otago using the flume to look at skill acquisition, cold water immersion and behavioural response. This exciting project – and world first – looks to take tentative steps toward evaluating ‘the acquisition of swimming skills makes a difference in a drowning’ scenario.

A doctoral scholarship has been established and the inaugural recipient appointed. John Trembley will commence work in October 2011 which will add vital expertise to increase the research base for the sector.

WSNZ has also continued to service the sector with mortality and morbidity statistics through DrownBase™, along with building capacity within the establishment of the Sealord Swim For Life™ Database that will capture the competency of New Zealand childrens’ swimming ability.

Achievements	Outcomes
A 50 person trial covering: if swimming proficiency influences the physiological or behavioural responses following sudden water immersion.	Gain an understanding about how skill acquisition and behavioural response may be useful in drowning scenarios.
Doctoral Scholarship established.	Research opportunities and pathways for the water safety sector.
368 research queries logged through the research web portal.	Research that is accessible for the sector and community.
52 weekly updates of DrownBase and 108 information requests processed.	Drowning incidents tracked, monitored, analysed and available for the New Zealand community.
GIS mapped the location of all public and school pools in New Zealand identifying regions with low and high need for more water space.	Comprehensive information covering the availability of pool space, for New Zealanders to enable strategic investment.
Completed research on the Canyoning sector identifying the level and areas of activity taking place, along with looking at safety systems, etc.	Evaluate the potential need for codes of practice, qualifications and safety material.

Regional Water Safety

The highlight of the Regional Water Safety Education Strategy has been the establishment of specific task force groups that have provided specific solutions in response to community issues. In particular:

- The Waikato River Alive Active Communities Project – a collaborative project targeting predominately Maori. Connecting Maori to the Waikato River through physical activity and sport opportunities. Partners include SPARC, Counties Manukau Sport, Surfing NZ, Surf Life Saving New Zealand, Waka Ama NZ, Waikato District Council, Auckland Council and Huakina Development Trust.
- Otago – the Taieri Sand Bar issue.
- Life Jackets in Southland.
- Canterbury Earthquake – Q & A Session regarding post earthquake. Some of the problems are obvious – like the pools have no water or are permanently damaged, no children swimming, etc. The workshop has led towards some great solutions – short and medium term, while CERA and Christchurch City Council focus on long term rebuild options.

The Regional Water Safety Education Strategy has been the prime mechanism utilised to develop 12 Regional Swim For Life Plans. These plans sit underneath the Regional Strategy and utilise the existing network in place to develop and deliver learn to swim and survive education to primary school children courtesy of the Sealord Swim For Life™ initiative.

Work under the Sealord Swim For Life™ initiative has strengthened collaboration between water safety partners and non government organisations with central and local government.

There is a need to support links with regional organisations and groups including those related to education, health, injury prevention, sport and recreation, tourism and civil defence emergency management. In doing this, WSNZ has encouraged and supported community action and projects that increase water safety awareness and minimized the risks at aquatic locations within the community.

Achievements	Outcomes
<p>Leadership Monthly media releases circulated to regional networks (12x year). 6 regional water safety editorial items circulated. Yearly drowning report promulgated to 30 relevant organisations per region. 2 regional visits to 4 forum members per region. 1 regional media release instigated per region.</p>	<p>Is the recognised leader of water safety to the community.</p>
<p>2 meetings with members to create a needs analysis assessment. 2 strong collaborative relationships established.</p>	<p>Strong relationships established within the community.</p>
<p>Education Regional gaps were identified through the annual water safety education stock take and prioritised at regional water safety forums. Task Force groups were formed to provide solutions to specific regional water safety issues i.e. Waikato River Alive Project.</p>	<p>The water safety needs of the community have been identified.</p>
<p>Collaboration 22 Regional Water Safety Forums completed. 11 Sealord Swim For Life™ Workshops completed 11 Swim and Survive Plans developed. 8 Project Advisory Group workshops completed.</p>	<p>Strong collaborative relationships have enhanced the development and delivery and experience of water safety education.</p>

River Education

The new Be River Safe™ resource, a joint project between Mountain Safety Council and WSNZ and endorsed by Education Outdoors New Zealand, was completed in June 2011. This educational resource has been developed for students aged 12 – 17. An online teacher tool kit has also been developed to enhance the value of the DVD; the resource contains a range of facts, activities and teacher notes for each section.

By June 2011, WSNZ delivered five professional development workshops in priority regions for 107 people, with another seven scheduled for the remainder of 2011. The professional development workshops have included primary and secondary teachers, outdoor educators, swim school instructors. The key concept behind the resource and the workshops is ‘Enjoying a positive experience in and around rivers’.

Achievements	Outcomes
<p>Completed the Be River Safe DVD resource and online teacher Tool Kit and distributed 130 DVDs to teachers and outdoor educators.</p>	<p>Provide teachers and outdoor providers with the ability to deliver River Safety education to students.</p>
<p>Run five Professional Development workshops in the identified priority regions for school teachers and outdoor providers with 107 attendees.</p>	<p>Reduce the number of New Zealanders drowning in rivers.</p>
<p>Developed regional River Safety networks in each priority region to assist with River Safety Education.</p>	<p>To eventually develop a river safety task group to address regional river safety issues.</p>



PoolSafe

Community pool signage has been updated and distributed to 86 pools while the ongoing website management of the Pool Safe website has allowed the community and facility management to access the required information around pool safety.

Achievements	Outcomes
Signage developed and 86 packs distributed throughout the country.	Pool safe and community facilities promoting the safety and supervision messages to facility users.
Pool Safe Website maintained.	Up to date information and access to the community and facility management.
6 new pools became part of the QMS. 138 reassessments were completed.	Provide Quality Pool and Facility Management standard across New Zealand ensuring safety.

Under Fives Water Wise

The Under Fives Water Wise project has been very successful in the past 12 months, with extensive coverage of the key supervision message for new parents via the bath mat campaign. In partnership with Plunket, WSNZ has distributed 50,000 bath mats to new parents at the child's five month Well Child check, via regional Plunket branches throughout New Zealand.

The campaign completed its one year evaluation in June with the results proving the programme's effectiveness. From the participants in the evaluation there was an 88% usage of the bath mat and 67% recall of message.

Other Under Fives resources have also proved valuable in communicating with parents of young children with distribution of our current resources.

Achievements	Outcomes
In the past 12 months, 50,000 bath mats distributed through Plunket, who service 92% of the population, to families of new born children.	Parents of new born children know the critical supervision message and supervise children at all times in and around water.
Bath Mat campaign year 1 evaluation completed, 88% usage of the bath mat, 67% of evaluation participants were able to recall the safety message and 43% said that this message had changed their attitude or behavior when their child(ren) are around water.	Quantifiable proof that the bath mat campaign has an effective impact on the community.
5,674 Under Fives resources distributed.	Under Fives supervision messages communicated to the community via various methods.

Maori Water Safety

Maori water safety has seen activity in five priority regions in 2011, with a number of coordinated events. WSNZ has delivered a range of programmes including swim and survive, river safety, traditional Maori water activities and providing instruction for tamariki and professional development for kaiako.

The ongoing support of contracted Regional Sports Trusts have contributed significantly to the distribution of Maori resources to both Kohanga Reo, and Kura Kaupapa as well as providing professional development to equip kaiako to deliver swim and survive programmes.

Achievements	Outcomes
250 Kohanga education kits delivered to various Kohanga in New Zealand.	Provide Kaiako the tools and resources to educate our youth on the key water safety messages.
230 Kura Kaupapa education kits, 490 Kura colour books and 300 Kura picture books distributed to various Kura Kaupapa in New Zealand.	Provide Kaiako the tools and resources to educate our youth on the key water safety messages.
Regional activity in Hawkes Bay, Counties Manukau, Bay of Plenty, Northland and Waikato for 500 students and 100 Kaiako, and whanau.	Create a culture of community engagement in water safety.
Iwi radio campaign completed through summer period 2010/2011.	Greater awareness of water safety messages through the radio network.

Boating and Fishing

A highlight of activity this year was the Hutchwilco Boat Show. In partnership with Youth Town and a number of other water safety orientated organisations a portable pool was erected, courtesy of PoolziNschoolZ, to deliver the Water Safety EOTC Schools Programme for Auckland school students.

WSNZ maintained its advertising involvement in the major fishing and boating publications. Regular placements of advertorial messages, using real case scenarios in many instances, were developed to highlight important safety considerations for boaties and fishers.

Fishing NZ, the popular recreational fishing TV show, screened on the Sky and Prime networks from October to February with a segment in each episode dedicated to exhibiting safe practises and discussing how to deal with common mishaps before they escalate to major incidents.

A Safe Fishing radio campaign was also delivered over the peak summer holiday period. The campaign was focused on geographical areas where participation rates are high over summer. Messages delivered concentrated on reminders on the need for life jackets, reliable means of communication and ensuring the weather forecast was suitable for the trip planned.

Popular print resources for this activity were produced and distributed through the membership network and direct to major fishing and boating retailers. This included a revised 2010 edition of Safe Boating: an essential guide and the 2 Minute Trip Report resource.

Achievements	Outcomes
50,000 Safe Boating booklets produced and distributed.	Increased awareness and adoption of safe boating behaviour.
15,000 2 Minute Forms produced and distributed. A tool to communicate trip report details.	Acceptance of the need to ensure responsible person is aware of where the vessel is going and when it is due to return.
Safe Fishing summer radio campaign delivered.	Positive behaviour in relation to boating and fishing safety exhibited.
24 Safe Fishing advertorials published.	Fishers recognise that safety must be a priority consideration when participating in boating and fishing activities.
13 episodes of Fishing NZ (replay total equals 39 screenings).	Viewers aware of relevant safety precautions, delivered by recognised and credible source, in terms of the fishing activity highlighted in each episode.

Pacific Water Safety

The Pacific Water Safety Project has focused on raising awareness of water safety issues to Pacific communities. Integrating our messages into the Pacific community has been key to the success of this project. Leadership from Ben Taufua has been invaluable in extending our reach to the Pacific people. In 2010-11 a series of community and church workshops have allowed our messages to reach the heart of the community and have significant impact.

Through community engagement, development of resources specific to a number of Pacific languages and a range of water safety messages communicated over radio stations using various languages has increased coverage and awareness of water safety issues to the Pacific people.

Achievements	Outcomes
Key Water Safety messages communicated through four radio stations in four different Pacific Island languages from Nov 2010 – Mar 2011. Radio Samoa, Planet FM, Radio 531PI, Niu FM.	Greater awareness of water safety messages through the Pacific community especially through the summer period.
Two agency presentations for 300 people in the Pacific community promoting water safety.	Messages communicated to influential members of the Pacific community to further extend programme reach.
Five church and community workshops promoting Pacific resources and water safety to Samoan, Tongan, Nuien communities for 250 members of the Auckland Pacific Island community.	Messages provided in appropriate language to ensure understanding and awareness while creating a culture of community engagement in water safety.

Major Sponsors

The partnerships outlined below cannot be undervalued in terms of the benefits to our aquatic sector and the communities in which we operate. To have reached a point where WSNZ has secured four iconic New Zealand corporate organisations as partners is testimony to the value they place on water safety which reflects very positively on all our efforts.

Sealord



Sealord is a global seafood enterprise with a worldwide fishing, processing and marketing network. Sealord believes in giving back to the community: they support a wide range of events and activities with a focus on healthy living. Sealord is the principal partner of the Sealord Swim for Life™ programme.

Sealord Swim for Life™ is the national management of swim and survive programmes via partnerships with Regional Sports Trusts, Territorial Local Authorities and partners that promote the delivery of learn to swim and survive programmes in primary and Intermediate schools.

Through this partnership with WSNZ, Sealord is committed to giving all children in New Zealand the chance to learn the skills to swim and survive.

Kimberly Clarke New Zealand



WSNZ is pleased to have established a mutually beneficial relationship with Kimberly Clarke New Zealand. By recommending Huggies Little Swimmers swimpants to all parents of babies and young children, we are helping to ensure that they all get the benefit from a clean, safe, fun environment while families are enjoying the water.

Well-supervised fun for children in toddler pools is the first step towards water confidence. We see enjoyment in the water and confidence as the key building blocks to learning to swim. WSNZ is delighted to have teamed up with Huggies Little Swimmers and Plunket to support the 'Clean Water' pool campaign.

Kimberly Clarke is driven by a desire to protect the environment, look after the communities it operates in and treat its people with the utmost respect to ensure a sustainable business for generations to come.



TVNZ and New Zealand Post have each selected WSNZ as a charitable organisation which they will support. This is an extremely exciting opportunity for our organisation. TVNZ and New Zealand Post are partnering with WSNZ to deliver a community communications programme. The aim of the programme is to raise awareness of water safety messages.

TVNZ and New Zealand Post sponsorship of WSNZ will deliver practical resources and televised water safety messages to the country in a package worth \$1.3 million dollars per annum.

TVNZ



TVNZ is providing free air time for WSNZ, using television personalities and the company's promotional expertise, under its Community Support Foundation scheme. As the country's national broadcaster, TVNZ is supporting WSNZ to improve the lives of New Zealanders. It is the largest grant that TVNZ has made to a single charity.

TVNZ has provided millions of dollars of airtime to help charitable organisations and community groups.

New Zealand Post



In addition to the support provided to the Community Communications Campaign, New Zealand Post has signed an additional sponsorship agreement which will see them partner with WSNZ to deliver Maori Water Safety strategy over the next two years. To recognise this support, New Zealand Post is the principal partner of the Maori Water Safety Programme.

New Zealand Post will be using its extensive community networks and outreach to spread water safety messages to encourage children to safely enjoy one of New Zealand's most valued lifestyle resources – the water. The partnership with New Zealand Post will take the campaign to a new level and make an impact within the community.

New Zealand Post has a strong tradition of sponsoring community initiatives, and has recently focused on a set of initiatives which encourage people to improve their health and wellbeing by including more physical activity in their lives. This new focus, dubbed 'Active Post', includes the current water safety partnership alongside other major programmes which will encourage healthy activity – including a new approach to teaching children basic sports skills. An active supporter of community initiatives, New Zealand Post is 100 percent public owned, and assists government, commercial and personal customers with postal services, banking, courier services, logistics and customer communications

Water Safety Awards 2010

On Wednesday, 1 December, 2010 the annual Water Safety Awards were presented at a ceremony at the museum of New Zealand, Te Papa Tongarewa in Wellington.

First introduced in 2009 to recognise excellence and innovation in water safety, the Awards were presented in three group categories: Education, Awareness and Prevention. A further Award is given for Outstanding Achievement and can be awarded to either individuals or organisations. In addition to the four annual Awards, WSNZ this year introduced a Media Partner Award.

The standard of entries received was high, and the Awards Committee wish to thank every organisation and person who submitted a nomination for making their task of choosing winners extremely challenging.

The New Zealand Water Safety Award Winners for 2010.

New Zealand Water Safety Award for Education 2010

Winner: SPORT OTAGO

Programme: SKILLS 2 SWIM

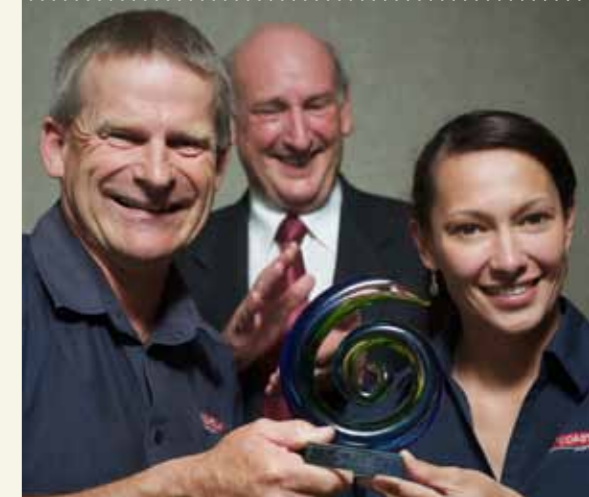
Sport Otago's Skills 2 Swim initiative has been developed to improve swimming skills of children across Dunedin. The Otago based programme is a great example to the rest of the country of what can be achieved when communities recognise an issue and work collaboratively to seek solutions. The initiative is broad in its approach and through supporting access to pools, the provision of quality teaching, the collation of city wide assessment data and continually updating schools on the level of achievement, it is making a real difference in the swimming ability of Dunedin youth.

New Zealand Water Safety Award for Awareness 2010

Winner: COASTGUARD NORTHERN REGION

Programme: SUDDENLY IN CHARGE

The 'Suddenly In Charge' programme is designed to teach people simple skills that would be useful should they find themselves suddenly in charge of a boat. It has been developed by women, for women and presented by women to help women become more active and confident when they go boating. It is an inventive, relevant initiative that is deserving of this recognition





New Zealand Water Safety Award for Prevention 2010
Winner: SIR EDMUND HILLARY OUTDOOR PURSUITS CENTRE

In April 2008, seven people lost their lives in the Mangatepopo canyoning tragedy at OPC. OPC has built a new safety, training and crisis management system which interact to produce a comprehensive approach to safety. The direct goal of these systems has been to target prevention of future incidents at OPC and to help prevent incidents in any other organisation.



New Zealand Water Safety Award for Outstanding Contribution to Water Safety 2010
Winner: SURF LIFE SAVING NEW ZEALAND

100 YEAR ANNIVERSARY

SLSNZ have been providing surf lifesaving services to New Zealand communities for 100 years. During this period more than 50,000 lives have been saved by surf lifeguards on the country's beaches. We celebrate and recognise the legacy of dedication and leadership from the men and women who have served New Zealand beach-goers since 1910.



New Zealand Water Safety Award for Media 2010
Winner: WHITEBAIT TV

Programme: What Now!

Whitebait TV were presented with the first ever Media Partner Award for their outstanding service in promoting water safety awareness and education to the youth of New Zealand. The award acknowledges the long standing partnership between the What Now! TV programme and WSNZ.

Member Organisation Reviews

Accident Compensation Corporation (ACC)



Sacha O'Dea

ACC has focused its water safety efforts in 2010-11 on working with the Drowning Prevention Council and its water safety partners to deliver the Drowning Prevention Strategy 2005-15. Achievements include:

- Development of an action plan and monitoring framework for the 'Five Key Tasks and Initiatives to Reduce Drownings'
- Worked with Surf Life Saving New Zealand and Coastguard New Zealand to test a 'Coastal Bar Risk Assessment Tool' in 30 sites and started work on a Boat Safety Signage Manual
- Supported the development of the 'Boat Safety' and 'Water Safety Codes'
- Worked with Maritime New Zealand, Coastguard and Water Safe Auckland on 'Folau Malu' promoting boat safety messages to the Pacific peoples in the Auckland region
- Started a study on 'Drowning Prevention Policy, Participation and Best Practice for Maori'
- Worked with Water Safety New Zealand to deliver ACC PoolSafe, river safety, ethnic water safety and regional water safety.

Coastguard Boating Education



Mark Bright

Growing a strong safety culture in the wider boating community is Coastguard Boating Education's (CBES) primary challenge. The number of participants we engage in learning is how we measure progress. CBES course numbers have remained remarkably resilient through the economic downturn with 15,712 students participating in a course of study during the past year.

Programme development continues to represent a high priority given the importance of staying relevant to a boating community demonstrating inevitable shifts in market behaviour. Demand for more flexibility around education access is a key facet as we prepare for the future. Major influences include emerging technology and its influence of how people decide to interact with learning.



Recent CBES initiatives include development of a 'next generation' online e-learn module targeting small trailer power boat users through their interest in fishing. The 'Powerboat Fishing Challenge' is designed to leverage participation through online social networking in a competitive and collaborative setting.

Activity	Outputs	Desired Outcomes
Day Skipper Boatmaster Marine VHF RYA practical	7,542 participants	CBES certificate courses fundamental to boating safety
Specialty courses	2,269 participants	Knowledge contributing to safety on the water
Youth education	3,473 students	Safe boating knowledge delivered to school aged children
E-learn online programme	2,428 participants	Introduce safety awareness targeting small craft users interacting with a vulnerable group early in their boating life-cycle
Distance learning Research	Action: research report	Applied research to study learner behavior using technology (podcasting) to improve learning outcomes

Education Outdoors New Zealand



Liz Thevenard

Education Outdoors New Zealand (EONZ) continues to promote safe enjoyable aquatic experiences in the many outdoor environments that teachers and outdoor educators provide for learning or recreation.

EONZ wishes to acknowledge the efforts of WSNZ in bringing a diverse sector together. Fiona McDonald has represented EONZ at the water safety forums and she has also attended the Christchurch aquatic forums developing post-earthquake strategies.

EONZ has assisted WSNZ with the development of the Be River Safe resource and DVD. Gemma Periam and Bridget Janse applied their expertise in the filming of the Be River Safe DVD and had input into the production of a very useable and valuable resource. EONZ members are looking forward to attending the Be River Safe Training being delivered around the country.

With SPARC support, EONZ – in collaboration with the MSC and NZAEE – has developed a professional development programme (PDP) to workshop the Ministry of Education (2009) EOTC Guidelines, Bringing the Curriculum Alive. A range of resources are being developed for Education Outside the Classroom, and these will be available on www.tki.org.nz.

GirlGuiding New Zealand



Nathan Watson

In 2010-11 GirlGuiding New Zealand undertook three main water based initiatives – although quite different from each other, they all focused on using the aquatic environment for the positive development of girls and leaders.

The Swim For Life™ Passport was promoted to the membership of 13,000 girls and leaders, and the response to this programme was overwhelmingly positive. It was a concept that fitted extremely well within Guiding's existing programme and gave girls and their leaders an opportunity to focus on developing this important skill.

The Royal Life Saving Society New Zealand Bronze Medallion courses and assessments were very popular and have now become a mainstay on the GirlGuiding New Zealand workshop calendar, with more courses on offer again in 2011.

Flat water kayaking was also a hugely popular activity in the upper North Island particularly and every week groups of girls headed out to participate and develop some great new skills on the water.

Activity	Outputs	Desired Outcomes
RLSSNZ Bronze Medallion training courses and assessments	47 adult volunteer leaders across three venues	Leaders are equipped with the skills and knowledge to supervise water activities and competently manage emergency situations
WSNZ Swim For Life™ Passport programme	Over 940 girls participated from across New Zealand	Giving girls the opportunity to develop swimming skills and water confidence so they can enjoy water sports safely

Jet Boating New Zealand



Jeff Donaldson

Jet Boating New Zealand (JBNZ) has involved itself in regional water safety forums and contributed in a productive way. JBNZ is encouraging all branches throughout New Zealand to be represented in these forums.

Lifejackets have always been compulsory for our membership and we encourage the behaviour change for all river users. We continue to support Maritime New Zealand (MNZ) in making life jackets compulsory for all vessels 6 metres and under.

The development of river users' rules, recognised by all users, including instruction in kayaker 'sign language', was an outcome from attending a WSNZ forum and was then presented to a national conference of JBNZ by the kayakers federation.

Boat driver qualifications are now our focus for furthering water safety on our rivers. This training programme is being developed with the assistance of other forum representatives, and supported by MNZ. This training programme will also be utilised to assess current members' competence and fully recognises the importance of water safety in jet boating New Zealand waterways.

Kiwi Association of Sea Kayakers



Sandy Winterton

The Kiwi Association of Sea Kayakers (KASK) has continued its work to promote safety and skills training in the sport. The website, members' magazines and annual forum remain the mainstays of communicating the safety message.

Activity	Outputs	Desired Outcomes
Attending National Pleasure Boat forum.	Key points relayed through bi-monthly magazine.	Strategic issues made available to all members.
Expert advice.	Maintaining incident files, providing advice to coroners.	Information from incidents used to improve safety of paddlers.
Kayaking instruction.	Providing on-the-water instruction and land based training.	Attendees at national forum offered wide range of safety and other information in person.
Encouraging training.	Promoting safety, seamanship and practical skills.	Training provided at main centres.

Maritime New Zealand



Lindsay Sturt

Maritime New Zealand (MNZ) and WSNZ have worked together successfully in a number of areas for another year. WSNZ is a key member of the National Pleasure Boat Safety Forum, which meets every six months. This forum places great reliance on the advice from WSNZ due to their experience in all matters related to water safety. Education is a fundamental plank in the National Pleasure Boat Safety Strategy.

This year there has been an increase in the number of boating fatalities. There is no simple explanation to the increase and certainly no simple way that unnecessary deaths can be prevented other than increased wearing of lifejackets in small craft, carrying communications, checking the weather and avoiding alcohol. To this end, WSNZ and MNZ continue to break new ground in carrying our safety messages to the public, such as our 'Folau Malu-Polynesian Safe Boating Advisor' project whereby Polynesian boaties are educated in their own language; and our Safe Boating DVD now being available on MNZ's own YouTube page.

Motutapu Outdoor Education Camp



Duncan Watson

The Motutapu Outdoor Education Camp has increased its focus on water safety this past year despite a small reduction in patronage likely due to the prevailing tight economic climate. This increase has been in content/quality of water safety education rather than increased participants/quantity.

Standard instruction in relation to PFD's, appropriate clothing, trip reporting, group organisation/management, weather interpretation etc has continued across all the marine based activities we offer which includes: Sailing, Kayaking, Sea Kayaking, Waka Ama, Snorkelling, Wind Surfing, Raft Building, Beach and Marine Studies.

We are now also providing programs and expeditions to approximately 600 students per annum from Auckland Grammar School in the Tongariro / National Park area including tramping, gorging, river crossing and other outdoor skills.

We acknowledge the support of WSNZ, our clients and our many other supporters and sponsors over the past 12 months without whom we could not continue to operate at such a high level.

New Zealand Marine Industry Association



Dima Ivanov

Updates of the www.discoverboating.co.nz website include higher content of safety material and links to useful pages for rules of the sea, safety gear stockists, how to prepare for bad weather, to receive free boating safety DVDs etc.

All photography on the website shows safety-conscious photos with people wearing adequate safety gear.

A new website, www.theboatingmap.co.nz, has been developed which provides information on various types of boating-related activity. The Boating Map shows locations of yacht clubs and boat clubs, thus promoting safe boating in an organised environment. Beaches patrolled by Surf Lifesaving New Zealand are also highlighted. Information on boat ramp types (e.g. concrete, sand etc) and sea bottom types for fishing spots (e.g. rock, seaweed etc) will help boaties make smarter informed decisions before heading out.



New Zealand Outdoor Instructors' Association



Matthew Cant

The 2010-11 year has been a productive one for NZOIA with significant increases in assessment activity and exciting new developments within the canyoning sector.

Instructor training courses have been provided in kayaking and there has been an increase, particularly in attendance at Revalidation Refresher Workshops. NZOIA has also run a number of river safety and rescue workshops.

Assessment courses were provided at all levels in canoe, kayak and sea kayak. Outputs increased 85% over the previous year - likely the result of increased demand combined with improved capability through new assessment methodologies and increased numbers of assessors.

New assessors have been selected and trained to provide both an overall increase in capacity and an improved regional capability.

Following on from research initiated after the Mangatepopo tragedy, leading individuals from industry and recreational interests were brought together in Queenstown for a workshop; an important step in establishing common standards within canyoning and comparable activities such as whitewater kayaking and caving. Canyoning Level 1 and 2 syllabi have been developed.

Activity	Outputs	Desired Outcomes
Instructor Assessment Scheme.	17 courses were run for 91 candidates.	The pool of qualified leaders, instructors and guides able to offer quality and safe outdoor experiences, and water safety education, is increased.
Instructor Training Scheme.	16 courses were provided for 97 trainees.	Leaders, instructors and guides are better skilled and pass their qualifications assessment. Existing leaders, instructors and guides are up to date, working to best practice, and have their qualifications revalidated.
Assessor Training.	23 new assessors have been trained.	The pool of people able to work as canoe, kayak and sea kayak assessors is increased.
Canyoning	Canyoning swift-water rescue workshop provided. Sector forum convened. Level 1 and 2 instructor qualifications developed.	Commercial canyon guides operate at higher standards and are better able to rescue themselves and clients. An association or formalised grouping of operators is formed. A plan is developed for the establishment of industry standards and qualifications development.

New Zealand Rafting Association



Steve Brown

In 2010-2011 we continued to undertake training in River Rescue for those working in a Grade 2 water environment. River Rescue workshops provide 3 days of training for groups such as recreational rafters, kayakers, canyoning, riverboarding, outdoor recreation teachers and SAR personnel. We had a large contingent of River Boarders on the workshops last year. With the current tourism review, the need for other operators working in a moving water environment should see an increased awareness to the opportunities available with our training as they become aware of the need to upskill.

Outside of these workshops the NZRA has a large base of Assessors who are capable of teaching these skills to other industries and the NZRA along with Skills Active have created a River Rescue Unit Standard which can be awarded outside of raft or riverboarding.

New Zealand Recreation Association



Steve Gibling

Within the aquatics environment, the New Zealand Recreation Association (NZRA) continues to make a significant impact on the public swimming pool industry through its leadership and services.

The PoolSafe Quality Management Scheme achieved a growth in the number of facilities that joined up to the scheme in 2010/2011, with 144 members nationwide. Looking forward, the programme has been enhanced through the addition of a new three year business plan and the establishment of a new governance structure.

The Just Add Water Seminar was held in August 2010, attracting 162 delegates from across the country. The National Recreation Conference attracted over 290 delegates in October 2010. NZRA also held twelve regional forums in 2010/2011 to discuss and debate industry issues.

NZRA has worked in partnership with Skills Active to produce a new Pool Lifeguard training package for New Zealand. This package provides a more structured and robust training platform from which every lifeguard in New Zealand will operate from.

The new version of the pool water quality standard (NZS 5826) was adopted on the 1st July 2010. This standard has included PoolSafe QMS as a key criteria for assessment.

New Zealand Swim Coaches and Teachers



Nevill Sutton

New Zealand Swim Coaches and Teachers Association (NZSCTA) has again been involved with activities that directly promote, teach or improve understanding of water safety. Our newsletters this year have been improved with excellent feedback from our members and others. This year has seen a big increase in membership and this enables us to further foster interest in our goals.

We have held 10 regional forums for swim schools and learn to swim teachers throughout New Zealand this year. These are a great way to interact with people and exchange information, including water safety.

This year our conference (supported by WSNZ) was attended by 130 people, of whom 97 were swim teachers. WSNZ staff were able to introduce their newly-available AUSTSWIM 'Teacher of Swimming and Water Safety' course to the delegates. We were delighted to have the CEO of AUSTSWIM, Gordon Mallett, in attendance.

New Zealand Underwater



Julian Waters

New Zealand Underwater Association (NZUA) split its interests into two separate entities to better deliver its services to the market and remove confusion over what NZU stands for with the underwater community: Air Purity services has been formed to deliver the commercial products and NZUA is now able to be better recognised as the representative association for diving and other underwater groups.

Our Safety in Water campaigns still remains at the forefront with many educational and safety campaigns activity in the development stage to promote underwater safety.

After an absence of ten years, the Mini Dippers programme has been reintroduced to teach children between to ages of 7 and 13 the basics of snorkelling by demonstrating safe techniques, installing confidence, and education of the environment.

NZUA's Incident and Accident Recorder collates coroner's reports and feedback from hyperbaric facilities. These incidents are critiqued and summarised with advice given through publication in Dive NZ magazine.

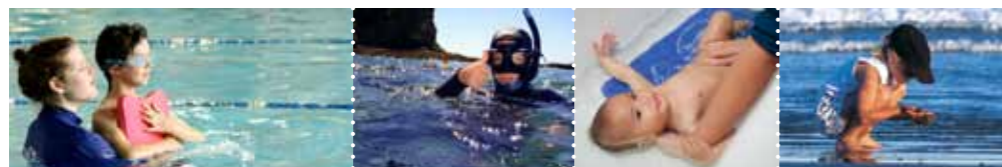
NZUA are a major sponsor of the upcoming Oceanz dive conference and exhibition, where there will be included a focussed presentation of shellfish diver safety and dive profiles.

Royal New Zealand Plunket Society



Carol Becker

We are in year two of the joint WSNZ Plunket bath mat project which sees a non-slip bath mat being provided to all Plunket clients at the 5 month Well Child Check. Evaluation of year one shows that the project appears to be working well. Results showed that 88% of respondents agree the bath mat has been a really useful way to remind parents to keep a look out at all times when children are in the bath. The bath mat has been widely used, gets the water safety message across, and appears to have been instrumental in positive attitude change.



Activity	Outputs	Desired Outcomes
Under Five Waterwise Bath Mat Project delivering drowning prevention tools to parents of 5 month old infants.	Over 50,000 bath mats, stickers and drowning prevention messages shared with parents.	Parents of infants and young children are aware of the drowning dangers and effect change to reduce the risk of young children drowning.

Royal Port Nicholson Yacht Club Sailing Academy



Matt Wood

The Royal Port Nicholson Yacht Club Sailing Academy is a full-time professionally run learn to sail and boating education school. We have a comprehensive range of courses including:

- Yachting New Zealand National Sailing Scheme – Introductory keelboat, cruising crew, racing crew, cruising skipper and racing skipper
- Coastguard Boating Education Service – Day Skipper, Boatmaster, Coastal Skipper, VHF Radio, Advanced Sea Survival and Coastal Medic
- Royal Yachting Association – Powerboat Level two
- Schools Sailing Programme – The Academy runs both school have a go days and full NCEA keelboat courses.
- Corporate – Team building sailing sessions and end of year functions.

In addition to the already over 1000 participants this year, we have also secured funding from Kiwisport for the delivery of school group sailing. As a result, 600 further children will experience a sailing session on Wellington Harbour.

We are also pleased to report that the Academy has entered a contract with SPARC and the Wellington City Council for the creation of the "Wellington Ocean Water Sports Centre" which is now underway.

SafeKids



Moses Alatini

In the 12 month period 1 July 2010 – 30 June 2011 the SafeKids Information and Resource Centre received 513 requests for information and resources. Of those requests, 30 percent (155) requested and were supplied drowning prevention resources and/or information, with the desired outcome of creating water safety awareness amongst the various communities they serve.

Organisations requesting information ranged from central government agencies, local government, DHBs, Plunket, schools and various non-government organisations. The resources

that were provided were predominantly the 'Splash Into Safety' poster in A3 or A2 format (in either, or both, English and Maori) and the WSNZ 'Swim for Life' pamphlet.

In May 2011, Safekids New Zealand and Watersafe Auckland Inc. were invited to present at the fifth New Zealand Paediatric Trauma Conference held in Auckland. The theme of the conference was 'pre-hospital and prevention'. The joint presentation focused on both successful passive and active drowning prevention strategies.

SCOUTS New Zealand



SCOUTS New Zealand uses the Sealord Swim for Life™ criteria to encourage Scouts to swim the 200m unaided, to recognise this achievement each Scout who is successful gains a badge and certificate recording their success. 500 have been issued in the last twelve months.

Youth from around New Zealand have asked the organisation to develop a National Scuba Diving School to enable Scouts to learn and achieve their diving certificates. This school should be up and operating by 2012.

Activities in the National Programmes are:

- Scouts
 - Fun activities/games at local swimming pools.
 - Survival Swimming – 50 metre swim.
 - Swimming in life jackets and in clothes.
 - Tread water for at least 3 minutes.
- Cubs:
 - Swimming Badge.
 - Fishing. Learning the dangers of fishing off the bank of a stream or river.
- Keas:
 - They have learnt the water safety signs.
 - They have also learnt and practiced pool safety.

There have been considerable issues for Scouts getting pool space in Christchurch which is to be expected.

Swimming New Zealand



Mark O'Connor

Swimming New Zealand is committed to delivering valued services to swimming clubs, swim schools and primary schools throughout New Zealand. Our goal is to develop and govern world class standards of education that supports all swim teacher and coach pathways. The Assistant Swim Teacher Award is now part of the National Certificate in Sport and Recreation (Aquatic) – Swim Education. The State Kiwi Swim Safe programme is an evolution of SwimStart, Lotto Swim Safe, and other successful primary school programmes we have run over the last 20 years. It is a comprehensive programme designed to meet our vision and to give school teachers the necessary skills, knowledge and confidence to deliver a programme that reflects the aquatic requirements of the New Zealand Curriculum.

Activity	Outputs	Desired Outcomes
State Kiwi Swim Safe schools programme.	313 schools delivering. 61,105 primary school children in the programme. 2,776 school teachers trained. 1,325 school teachers received extra poolside support. 781 children with disabilities in the programme.	Give school teachers the tools, knowledge, resources and confidence to teach swim and survive to students. Primary school students have access to quality swim and survive education at school. Develop students swimming, water safety, survival and beach safety skills allowing safer participation in aquatic environments.
Assistant Swim Teacher Award.	802 swim teachers trained in teaching learn to swim, water safety and survival skills.	An increase in the number of trained swim teachers, club volunteers, parents and members of the public able to teach LTS.
New Zealand Certificate in Swim Teacher courses.	180 swim teachers trained in specialist areas of Early childhood, Swimmers with Disabilities, and Adults.	An increase in the number and standard of swim teachers specializing in Early Childhood, Disabilities, and Adults.

Surf Life Saving New Zealand



Pat Waite

2010-11 was the SLSNZ centenary season and there were a number of significant achievements, including:

- Welcoming State Insurance as our newest corporate partner.
- Our public education strategy continues to evolve and, with the help of WSNZ, the successful BeachEd Programme delivered to over 30,000 students.
- With Coastguard New Zealand and Maritime New Zealand (MNZ), our Coastal Public Safety Programme evolved to include a marine risk assessment tool for bar entrances and bar crossings. This work further strengthens the beach assessments completed at 125 beaches nationwide.

- SLSNZ signed a three-year service level agreement with NZSAR (New Zealand Search and Rescue) and the coordinating authorities – New Zealand Police and MNZ.
- Our event calendar included international competition on New Zealand shores. The Festival of Surf Sport encompassed all aspects of Surf Life Saving competition and involved international teams from around the globe. Our New Zealand team travelled offshore to Egypt for the 2010 World Championships in November, finishing second overall.
- Key drowning prevention statistics: 199,078 volunteer hours • 1,317 rescues • 2,061 first aid treatments • 322 searches • 524,063 safety interventions/warnings

Windsurfing New Zealand



Bruce Spedding

Windsurfing New Zealand has continued in its effort to promote safe participation in the sport. The main initiative has been to provide access to public liability insurance for its affiliated clubs. The insurance was extended to cover kiteboarding, and we have recently received an enquiry about a national kite event. Stand Up Paddleboarding (SUP) is also growing in popularity and events are now looking at using these as a 'no wind' alternative.

Other programmes such as a National Windsurfing Week have been trialed, and the WNZ Windsurfing School Certification Scheme has been implemented to maintain standards in windsurfing instruction.

We still believe that the way forward for growth in windsurfing participation is through the yacht club youth programmes, and are committed to working on this with Yachting New Zealand through their Learn to Sail programme and other opportunities.

The coming year is looking good with a larger number of events already scheduled on our national calendar and continued growth in memberships. As well as the Olympic windsurfing classes we are getting growth in the other disciplines including freestyle and slalom classes.

Yachting New Zealand



Andrew Clouston

Yachting New Zealand continued to deliver SailSafe to primary schools across New Zealand. The programme teaches children about sailing and water safety in and around boats. Yachting New Zealand is currently working to improve the content and delivery of the programme to keep it relevant and increase its reach. More information on the programme can be found on Yachting New Zealand's website, www.yachtingnz.org.nz.

Activity	Outputs	Desired Outcomes
SailSafe (Schools based programme for students aged year 5-8).	SailSafe delivered to 954 students.	Sailing introduced to students as a fun safe sport. Increased awareness of water safety, and developing water safe attitudes and behaviour around yachts and boats.

Water Safety New Zealand Incorporated

Statement of Financial Performance

for the Year Ended 30 June 2011

	Notes	2011 \$	2010 \$
Income			
NZ Lottery Grants Board		2,187,025	2,406,323
ACC		150,00	100,000
Interest Received		78,737	61,397
Water Safety Education Foundation		1,426,835	1,200,000
Transfer from Research Reserve	12.2	66,316	-
Te Puni Kokiri		50,000	50,000
Sponsors	17	471,641	10,100
		4,430,554	3,827,820
Less Expenditure			
Water Safety Education Projects	10	4,298,249	3,697,884
Governance		85,068	98,641
Research	12.2	66,316	36,585
		4,449,633	3,833,110
Surplus/(Deficit)		(19,079)	(5,290)

The accompanying notes form part of these financial statements

Water Safety New Zealand Incorporated

Statement of Financial Position – Net Assets

As At 30 June 2011

	Notes	2011 \$	2010 \$
Current Assets			
Cash on Hand		150	150
ANZ Bank Accounts			
<i>Current</i>		328,617	375,426
<i>Call</i>		352,743	270,605
<i>Deposits</i>		824,567	1,000,000
Accounts Receivable	4.3	262,754	174,570
Pre Payments	4.7	33,471	14,595
		<u>1,802,302</u>	<u>1,835,346</u>
Less Current Liabilities			
Accounts Payable, Accruals & Provisions		670,484	433,195
Grants/Donations Received in Advance		256,000	355,000
		<u>926,484</u>	<u>788,195</u>
Working Capital		<u>875,818</u>	<u>1,047,975</u>
Non Current Assets			
Property, Plant & Equipment	4.1, 6	155,667	69,729
		<u>155,667</u>	<u>69,729</u>
Net Assets		<u>1,031,485</u>	<u>1,116,880</u>

The accompanying notes form part of these financial statements

Water Safety New Zealand Incorporated

Statement of Financial Position – Equity

As At 30 June 2011

	Notes	2011 \$	2010 \$
Equity			
Accumulated Funds			
Opening Balance	12.1	783,465	877,994
Net Surplus/(Deficit)		(19,079)	(5,290)
Less Transfer to Research Fund		-	(125,000)
Plus Research Expenditure		-	36,585
Closing Balance		<u>764,386</u>	<u>783,465</u>
Research Fund			
Opening Balance	12.2	333,415	245,000
Plus Transfer from Accumulated Funds		-	125,000
Less Research Expenditure		(66,316)	(36,585)
Closing Balance		<u>267,099</u>	<u>333,415</u>
Total Equity		<u>1,031,485</u>	<u>1,116,880</u>

For and on Behalf of the Board of Water Safety New Zealand Inc, which authorised the issue of the financial report on 14 September 2011



Alan Warner
Chairperson

Wellington
14 September 2011



Alan Muir
Executive Director

Wellington
14 September 2011

The accompanying notes form part of these financial statements

Notes to the Financial Statements

for the Year Ended 30 June 2011

1. Registration and Reporting Standards

Water Safety New Zealand Incorporated (hereafter WSNZ) is an incorporated society registered under the Incorporated Societies Act 1908.

WSNZ is not a reporting entity under the Financial Reporting Act 1993. Differential reporting is applicable.

These financial statements are a general purpose report which has been prepared in accordance with generally accepted accounting practice.

WSNZ is registered with the Charities Commission.

2. Measurement Base

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on an historical cost basis are followed.

3. Differential Reporting

WSNZ is a qualifying entity for differential reporting by virtue of its size (as defined by the Framework for Differential Reporting issued by the New Zealand Institute of Chartered Accountants).

Differential reporting exemptions have been applied in full.

4. Specific Accounting Policies

The following specific accounting policies which materially affect the measurement of financial performance and financial position have been applied.

4.1 Property, Plant & Equipment

All property, plant and equipment are capitalised and recorded at cost less accumulated depreciation. Property, plant and equipment being defined as capital purchases with a value of over \$500.

4.2 Depreciation

Depreciation is provided on all tangible assets at a rate which will write off the cost of the assets over their estimated useful lives:

Office Equipment/Furniture	5 years
Computer Hardware/Software	3 years
Motor Vehicles	4 years
Leasehold Improvements	10 years

Notes to the Financial Statements

for the Year Ended 30 June 2011 – continued

4.3 Receivables

Accounts receivable are stated at their estimated net realisable value. An estimate is made for doubtful debts based on a review of all outstanding amounts at balance date. Bad debts are written off during the period in which they are identified and authorised by the appropriate authority as non-recoverable.

	2011 \$	2010 \$
General Accounts Receivable	205,489	14,605
Less Doubtful Debt Provision	(8,134)	(5,700)
Water Safety Education Foundation – Donation	–	100,000
Interest Receivable	34,133	10,367
GST	31,266	55,298
	<u>262,754</u>	<u>174,570</u>

4.4 Income Tax

WSNZ has been granted charitable status and is exempt from income tax.

4.5 Resources, Printed Materials & Videos

Purchases of resources, printed material and videos are expensed through the Statement of Financial Performance in the year of purchase. Resources include several copyrights and brands. No account is taken of stocks on hand at balance date.

4.6 Leases

Operating lease payments, where lessors effectively retain substantially all the risks and benefits of ownership of the leased items, are included in the determination of the operating result in equal instalments over the lease term.

4.7 Prepayments

The following expenses have been prepaid as at 30 June:

	2011 \$	2010 \$
Insurance	12,463	9,695
Employment Costs	5,635	4,900
Computer Software	3,407	–
Travel	11,967	–
	<u>33,471</u>	<u>14,595</u>

4.8 Goods and Services Tax (GST)

These statements are prepared on a GST exclusive basis, except for accounts receivable and accounts payable, which are GST inclusive.

Notes to the Financial Statements

for the Year Ended 30 June 2011 – continued

5. Changes in Accounting Policies

There have been no significant changes in accounting policies during the year.

All policies have been applied on bases consistent with those used in the previous year.

6. Property, Plant & Equipment

6.1 30 June 2011

	Cost \$	Depn	Accum Depn \$	Book Value 2011 \$	Book Value 2010 \$
Leasehold Improvements	30,039	8,664	20,781	9,258	11,435
Office Equipment/Furniture	31,123	6,101	11,170	19,953	19,400
Computer Hardware/Software	87,885	20,963	31,390	56,495	31,499
Motor Vehicles	86,204	16,243	16,243	69,961	7,395
	235,251	51,971	79,584	155,667	69,742

6.2 30 June 2010

	Cost \$	Depn	Accum Depn \$	Book Value 2010 \$	Book Value 2009 \$
Leasehold Improvements	17,067	5,632	5,632	11,435	11,029
Office Equipment/Furniture	24,462	2,206	5,062	19,400	6,027
Computer Hardware/Software	41,920	6,460	10,421	31,499	5,100
Motor Vehicles	49,819	9,785	42,424	7,395	17,192
	133,268	24,083	63,539	69,729	39,348

7. Contingent Liabilities

There are no known contingent liabilities as at the year end. (2010 \$Nil).

8. Committed Expenditure

Leases

8.1 Lease – Premises

WSNZ has a lease for the rental of premises at Booth House, 202-206 Cuba Street, Wellington from the Salvation Army Property (NZ) Trust Board ending to 31 July 2013. WSNZ has sub-tenancy agreements with Sport Bay of Plenty, Sports House 406 Devonport Road ending 1 April 2012, Sport Hawkes Bay, renewable annually, 30 June 2012, and Sport Gisborne Tairāwhiti, Level One, River Oakesmews 74 Grey Street, Gisborne, renewable 30 March 2012, Sport Otago, 184 High Street, Dunedin, renewable yearly, 1 July 2012, Sport Auckland, Sport Auckland House, level 3, Alexandra Park Function Centre, Greenlane Road West, Auckland, all renewable annually in June 2012.

Notes to the Financial Statements

for the Year Ended 30 June 2011 – continued

8.2 Lease – Photocopier

WSNZ has a lease for a Ricoh photocopier with Marac Means Finance for a 60-month period ending 3 December 2013, at \$7,860 per annum (excluding GST and outgoings).

8.3 Lease – Motor Vehicles

WSNZ has leases for four motor vehicles with The Fleet Partners Group for 36-month periods ending 11 December 2011, 14 December 2011, 12 January 2012, and 22 September 2013 at \$36,768 per annum (excluding GST).

9. Income and Expenditure

The financial statements for the year ended 30 June 2011 have been reported on an output basis, with expenditure allocated on a factual or assessment basis where practical, including:

	2011 \$	2010 \$
Audit Fees	7,875	8,000
Board Payments	15,000	10,000
Doubtful Debts	8,134	5,700
Lease Payments – Photocopier	7,040	6,075
Lease Payments – Motor Vehicles	36,984	31,395
Rental	76,081	57,810

10. Water Safety Education Projects

	2011 \$	2010 \$
Kiwi Association of Sea Kayakers		
Sea Kayaking Booklet	–	6,500
Maritime New Zealand		
Public Awareness Campaign	–	50,000
New Zealand Outdoor Instructors Association Inc		
Instructor Assessment Scheme	22,000	22,000
Instructor Training Scheme	20,200	18,000
Leader Level Qualifications Review	–	10,800
Level 1 & 2 Qualifications Review	14,075	17,400
New Zealand Rafting		
Grade 3 Swift Water Rescue Course	–	6,000
New Zealand Recreation Association		
PoolSafe – Quality Management Scheme	65,000	76,882
Learn to Swim	65,250	–

Notes to the Financial Statements

for the Year Ended 30 June 2011 – continued

	2011 \$	2010 \$
New Zealand Swim Coaches & Teachers Association		
Learn to Swim – Professional Development	30,000	5,000
New Zealand Underwater Association Inc		
DiveSafe	–	10,000
Royal New Zealand Coastguard Federation Inc		
Training & Marketing of National Boating Safety	270,000	300,000
Public Awareness of Boating Courses	60,000	72,000
E Learn Project	50,000	–
Surfing New Zealand		
Junior Surfer Programme	5,000	–
Surf Life Saving New Zealand Inc		
BeachEd	233,000	235,000
Swimming New Zealand Inc		
ASTA & SwimStart	–	173,928
WaterSafe Auckland Inc		
Regional Community Coordination	82,000	70,000
Yachting New Zealand Inc		
SailSafe	20,000	18,000
Water Safety New Zealand		
BoatSafe	81,531	52,647
Community Education	409,761	330,201
Co-ordinated Services	271,445	196,879
Maori and Pacific Peoples	145,025	265,430
Pre-School/Under 5 Waterwise	256,461	242,397
PoolSafe	63,124	92,705
Regional Water Safety	338,041	401,103
RiverSafe	127,213	91,022
Safe Fishing	103,200	111,495
School Education Resources	121,321	67,845
Swim For Life	1,581,423	781,400
Less Resource Sales	(136,821)	(26,750)
Total Expenditure	4,298,249	3,697,884

All operating expenditure has been allocated against specific programmes or projects.

Notes to the Financial Statements

for the Year Ended 30 June 2011 – continued

11. Comparative Figures

Where appropriate the comparative figures have been re-grouped and rearranged in order to conform with the current year's presentation.

12. Statement of Movement in Equity

12.1 Equity

	2011 \$	2010 \$
Net Operating Surplus/(Deficit) for the year	(19,079)	(5,290)
Equity at the start of the year	783,465	877,170
Less Transfer to Research Fund	–	(125,000)
Plus Research Expenditure	–	36,585
Equity at the end of the year	765,210	783,465

12.2 Research Fund

The Research Fund was established by the Board of Water Safety New Zealand Inc on 3 September 2007 in approving the 2007/2008 Budget. It was agreed to provide for \$120,000 towards Research Projects in 2007/2008 and 2009/2010. For the 2010/2011 year the Board resolved to hold the transfer from Accumulated Funds at the 2010 level.

	2011 \$	2010 \$
Opening Balance	333,415	245,000
Plus Transfer from Accumulated Funds	–	125,000
Less Transfer to Income	(66,316)	–
Less Research Expenditure	–	(36,585)
Total Research Fund	267,099	333,415

13. Related Party Transactions

Certain arms length related party transactions took place during the year with one entity being Water Safety Education Foundation, in which two of the WSNZ Board are Trustees. Also Executive Director of WSNZ is Trust Secretary of this entity.

There are no further material related party transactions, other than those disclosed elsewhere in the annual financial statements.

14. Credit Facilities

WSNZ had a formal Visa credit facility totalling \$25,500 (2010 \$22,500) as at balance date with an interest rate of 19.5% pa applicable on late payments, of which there were none in the financial year.

Notes to the Financial Statements

for the Year Ended 30 June 2011 – continued

15. Business Activity

The mission of WSNZ is “Through water safety education, prevent injury and drowning”. This is undertaken through WSNZ and its Members.

16. Significant Events After Balance Date

There are no significant events subsequent to the balance date and up to the time of preparation of these financial statements, that materially affect the position as it existed at that date.

17. Sponsorship

Sponsorship contracts are determined by their terms as confidential. Actual amounts provided by individual sponsors have not been disclosed.

AUDITOR'S REPORT

To the Members of Water Safety New Zealand Incorporated.

We have audited the financial report on pages 31 to 40. The financial report provides information about the past financial performance of Water Safety New Zealand Incorporated and their financial position as at 30 June 2011. This information is stated in accordance with the accounting policies set out on pages 34 to 40.

Responsibilities of the Management Board

The Board is responsible for the preparation of the financial statements which comply with the generally accepted accounting practice and fairly reflect the financial position of Water Safety New Zealand Incorporated as at 30 June 2011 and the results of operations for the year ended 30 June 2011.

Auditor's Responsibilities

It is our responsibility to express an independent opinion on the financial statements presented by the Board and report our opinion to you.

Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial statements. It also includes assessing:

- the significant estimates and judgements made by the Board of Water Safety New Zealand Incorporated in the preparation of the financial statements, and
- whether or not the accounting policies are appropriate to Water Safety New Zealand Incorporated circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with generally accepted auditing standards in New Zealand (NZ GAAP). We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to obtain reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. In forming our opinion, we also evaluated the overall adequacy of the presentation of information in the financial statements.

Other than in our capacity as auditor of Water Safety New Zealand Incorporated we have no relationship with or interest in Water Safety New Zealand Incorporated. We have from time to time provided taxation advice. We are also the auditor for Surf Life Saving New Zealand Incorporated, a member of Water Safety New Zealand Incorporated.

Unqualified Opinion

We have obtained all the information and explanations we have required.

In our opinion the financial statements fairly reflect the financial position of Water Safety New Zealand Incorporated as at 30 June 2011 and the results of operations for the year ended on that date.

Our audit was completed on 14 September 2011 and our unqualified opinion is expressed as at that date.

Wellington, NZ



Chartered Accountants Limited

Drowning Statistics by Activity to 2010

Activity	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Totals
RECREATIONAL																					
Land Based Fishing																					
Angling	10	5	4	9	4		7	3	4	5	5	8	1	5	10	2	3	7	4	4	100
Net Fishing		2	8	1			2	1	4		2	2	5	3	2	3	5		1		41
Shellfishing	1	1		1	3	1	4	1	1		3	4	2	3	1		1	3	2	1	33
Non Powered Boat																					
Canoeing	1	2	4		3		1	1				4	4						4	1	25
Kayaking	2		3	1	1		1	1		6	1	2	3	6	2	2	3	1	2	4	41
Rafting		4		4	2				2	2		1		1		1	1			2	20
Rowing Craft/Dinghy		6	5		5	4	6		1	2	6	5	3	3	5	1	4	3	7	3	69
Powered Boat																					
Jet Boat	1				2	2							1					1	2		9
Jet Skis			1					1									1	1			4
Over 4m	4	3	6	4	3	7	3	2	5	6	1	5	8	7	4	6	2	4	7	4	91
Under 4m	5	6	15	8	3	7	2	10	5	8	9	7	2		2	2	3		3	2	99
Sailing																					
Fixed Keel Boat	2	1		1	3	2	3		2	2		1	1					2			20
Offshore Sailing		3			3			2			1	1		1	2				1		14
Sailing Dinghy			1															1	1		3
Trailer Sailer		1				1	1												1		4
Windsurfing										2	1							1			4
Underwater																					
Free Diving	1			1	1							2	1		1		1	1	2	1	12
Scuba Diving	6	3	6	6	6	6	7	5	3	7	1	4	8		4	3	4	2	6	2	89
Snorkelling	2	4	1	4	6	1	3	3	1	3	3	2	1	2	1	3	2	2	2	1	47
Water Sport/Recreation																					
Board Riding			1	1			1	2	1			2	3		1	1	2	2	1		18
Boogie Boarding	1			1			3	1		2	1	1	3							2	15
Diving/Jumping			1	3	1	1	5	3	2	1	1	1	2	1	3		4		1	3	33
Other Recreation	3	5	4	6	11	5	1	1	2	3		1	3	2	1	6	2	6	2		64
Swimming	18	7	12	17	22	19	18	27	18	10	9	14	18	14	13	10	17	15	10	17	305
Tubing/Canyoning	1			1	1						1		1					8			13
Water Skiing										1	1										2
Total Recreational	58	53	72	68	80	57	64	65	53	57	53	64	63	54	52	39	54	65	57	47	1175
NON-RECREATIONAL																					
Immersion Incident																					
Accidental Immersion	30	30	25	32	24	35	32	38	33	33	33	41	31	25	26	29	32	28	29	17	603
Flood/Civil Emergency										1		1		1					2		5
Rescuing Others	4	5	2		1	1	2	3	2	4	2	5	1	3	2	2	1	3	2	2	47
Occupational Related																					
Commercial Fishing	6	7	10	1	4	18		9	4	4	3	1	1	5	3			2			78
Total Non-Recreational	40	42	37	33	29	54	34	50	39	42	38	48	33	34	31	31	33	35	31	19	733
OTHER ACTIVITIES																					
Aircraft	1		1	2				4	2					1		2					13
Homicide	2	1					5	1		3	2			1		1	2	1	1		20
Other Commercial	2		2		5	1	3	2	1	4						3	2	1	2	2	30
Passenger Ship																					0
Road Vehicle	22	15	18	14	25	15	12	12	12	10	15	12	18	17	18	8	10	8	11	9	281
Suicide	22	19	24	13	20	13	20	14	18	16	13	16	12	15	15	10	13	6	14	12	305
Total Activity – Other	49	35	45	29	50	29	40	33	33	33	30	28	30	34	36	23	26	17	28	21	649
Total Drownings	147	130	154	130	159	140	138	148	125	132	121	140	126	122	119	93	113	117	116	87	2557

Water Safety New Zealand

Water Safety New Zealand (WSNZ) is the collective organisation responsible for ensuring that all New Zealanders are educated to be safe in on and under the water – at home, in public pools, at the beach, in lakes, in rivers or out at sea. WSNZ serves as the collective voice for a range of organisations with an interest in water safety education and the prevention of drowning.

Member Organisations

Accident Compensation Corporation	www.acc.co.nz
Education Outdoors New Zealand	www.eonz.org.nz
GirlGuiding New Zealand	www.girlguidingnz.org.nz
Jet Boating New Zealand	www.jbnz.co.nz
Kiwi Association of Sea Kayakers	www.kask.co.nz
Marine Industry Association	www.nzmarine.com
Maritime New Zealand	www.maritimenz.govt.nz
Motutapu Outdoor Education Camp Trust	www.motutapucamp.org.nz
New Zealand Big Game Fishing Council	www.nzbfgc.org.nz
New Zealand Jet Sports Boating Association	www.nzjetsport.co.nz
New Zealand Outdoor Instructors Association	www.nzoia.org.nz
New Zealand Police	www.police.govt.nz
New Zealand Rafting Association	www.nz-rafting.co.nz
New Zealand Recreation Association	www.nzrecreation.org.nz
New Zealand Recreational Canoeing Association	www.rivers.org.nz
New Zealand Recreational Fishing Council	www.fishing.net.nz
New Zealand Swim Coaches & Teachers Association	www.nzscat.org.nz
New Zealand Trailer Boat Federation	www.nztbf.org.nz
New Zealand Underwater	www.nzunderwater.org.nz
New Zealand Water Polo	www.waterpolo.org.nz
Royal Life Saving Society New Zealand	www.lifesaver.org.nz
Royal New Zealand Coastguard Federation & Coastguard Boating Education	www.nzcoastguard.org.nz & www.cbes.org.nz
Royal New Zealand Plunket Society	www.plunket.org.nz
Royal Port Nicholson Yacht Club Sailing Academy	www.sailingacademy.org.nz
Safekids	www.safekids.org.nz
Scouts New Zealand	www.scout.org.nz
Sea Kayak Operators Association New Zealand	www.skoanz.org.nz
Sir Peter Blake Marine Education & Recreation Centre	www.merc.org.nz
Surf Life Saving New Zealand	www.surflifesaving.org.nz
Surfing New Zealand	www.surfingnz.co.nz
Swimming New Zealand	www.swimmingnz.org.nz
Te Toki Voyaging Trust	
WaterSafe Auckland Inc	www.watersafe.org.nz
Windsurfing New Zealand	www.windsurfingnz.org
Yachting New Zealand	www.yachtingnz.org.nz



In, On & Under



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