

Vision: Everyone will have the water safe skills and behaviours necessary to use and enjoy the water safely

Mission: Through water safety education, prevent injury and drowning

Purpose: To lead water safety education in the Eastern Districts region

Context

The Regional Water Safety Education Plans are a strategic approach to drowning prevention in regional New Zealand. They are aligned to the Water Safety New Zealand (WSNZ) strategies:

1. Leadership
 - a. To be the recognised leader in the effective advocacy of water safety education to the community
 - b. WSNZ Members are leaders in their own areas of water safety education
2. Education
 - a. The WSNZ Collective to be respected leaders in the coordination and provision of quality water safety education
3. Collaboration
 - a. To develop and maintain strong collaborative relationships within WSNZ to enhance the development, delivery and experience of water safety education
 - b. To develop and maintain strong collaborative relationships between WSNZ and government and community leaders to support water safety education outcomes

Each Regional Water Safety Education Strategy will be developed specific to the geographic area that represents it.

Each Regional Water Safety Education Strategy will be developed by water safety and community leaders and organisations with an interest and involvement in water safety education.

The utilisation of forums, workshops and seminars etc along with timely communication and promotions will ultimately engage the stakeholders responsible for developing and implementing the Regional Water Safety Education Strategy.

The Regional Water Safety Education Strategy acknowledges that education is the preferred means for reducing drowning over a long term and sustained period. There is a need for education initiatives to be aligned and coordinated at a regional level to ensure consistency with National objectives.

The Drowning Prevention Strategy

A Water Safe New Zealand, Free From Drowning

Specific to the Regional Water Safety Education Strategy's are the following Goals and Objectives from the Drowning Prevention Strategy (DPS). It is considered relevant that the Regional Water Safety Education Strategy's should also have alignment with these Goals and Objectives.

Goal 1: Leadership

Objective 1: To provide strategic direction and effective coordination by and for the water safety sector

Goal 2: Delivery of Exceptional Water Safety Services

Objective 6: To provide quality water safety education and awareness

Objective 8: To enhance community and sector engagement in water safety initiatives

Implementation

The Regional Water Safety Education Strategy will be implemented via an Action Plan.

The Action Plan will consider and be representative of the collaborative efforts of all parties through the region that are involved in water safety education.

Guiding Principles

The Action Plan should be regional *specific* i.e. reflective of the demographic and geographic variables that exist within the region.

The Strategy shall reflect the *shared vision* aspired to by stakeholders along with the *collaborative* approach. It also acknowledges that duplication of effort or resources is counter productive in achieving success.

Advocacy is an important tool in promoting the objectives of the regional strategy, more so if it forms an important part of an *efficient* communications framework that includes; WSNZ Member Organisations, Educational Institutes and Schools, Territorial Authorities, Regional Councils, Injury Prevention Networks and the water safety/aquatics sector.

Regional Issues

Drowning and hospitalisation statistical analysis indicates that all regions are unique and specific, be it demographically or geographically.

The context of a Regional Water Safety Education Plan is important to all regions regardless of the number of drowning incidents in each area as not all New Zealanders will spend a lifetime living in or confined to one region.

A Risk Assessment shall be carried out on each region. This will consider drowning and hospitalisation data to determine the risk areas and any interactions between them for the region within:

1. Demographic Groups
2. Water Related Activities
3. Environments

Activity

The activity developed for each region shall consider the current offering of water safety education along with the needs of the region. The Action Plan should include advocacy, education and promotion and primarily be focused around children developing swim and survival skills.

Budget

A limited budget is available for selected activity.

The primary function of the Regional Water Safety Education Plan is the coordination of regional initiatives to be aligned under a strategic plan.

Organisations/Roles

Organisations and individuals central to the success of the Regional Water Safety Education Plans will vary from region to region. Where WSNZ Members have regional offices or administrators, it is considered that they will play an important role in the development and implementation of the Action Plan.

Territorial Authorities, Regional Councils and Injury Prevention groups are an important network to liaise and communicate with.

The role of WSNZ is to engage, facilitate, participate and disseminate.

The role of stakeholders is to participate, communicate and disseminate.

Review Process

The Regional Water Safety Plan shall be reviewed annually by WSNZ and the regional organisations supporting it. Review outcomes or recommendations should be implemented accordingly for the following year.

Updated July 2009

The following is a Risk Assessment – this is the drowning statistics for the Eastern Districts region (2003 – 2007), presented into the following categories:

- I. Environment
- II. Activity
- III. Demographic

From 2003 to 2007 there have been 15 drowning deaths in the Eastern Districts Region

- **Environment**
 - 33% Offshore
 - 27% Rivers
- **Water Related Activity**
 - 40% Other - Other Activities
 - 27% Recreation - Boating
- **Demographic**
 1. **Age**
 - 33% 35-44years of age
 - 20% 55-64
 2. **Gender**
 - 67% Male
 - 33% Female
 3. **Ethnicity**
 - 80% NZ European
 - 7% Asian

Note - % figures are shown for the two highest variables.

The following is a stock take of Current Education Initiatives in the Eastern Districts region.

| What | Who | Why |
|---|-----------------------------|---|
| ACC RiverSafe programme (WSNZ) | Years 7 & 8 (web based) | RiverSafe Education specifically for year 7 & 8 students, teachers and parents |
| Learn to Swim/Water Safety Instruction (3 swim schools within the Eastern Districts region check: www.swimforlife.org.nz/regions/canterbury.htm) | All | Learn to swim and survive education inclusive from 6mths to adults |
| Lifejacket Campaigns (Maritime NZ) (Regional Councils) | All | Generic awareness campaign to recreational boaties and the general public |
| Be Waterwise - Safer Play With Water (WSNZ) | ECE – English & Te Reo | Generic Water Safety Education for ECE and Parents |
| Swim For Life (DLE) booklet (WSNZ) | All | The importance of learning to swim and survive – key water safety messages |
| ACC RiverSafe programme (WSNZ) | Years 9 & 10 (web based) | RiverSafe Education specifically for year 9 & 10 students, teachers and parents |
| ASTA and ASCA (Swimming NZ) | 16 years + | Education pathway for learn to swim instructors |
| Safe Boating DVD (Maritime NZ) | All | Generic awareness campaign to recreational boaties and the general public |
| Be Waterwise – be safe near water (WSNZ) | Years 1 & 2 | Water Safety Education specifically for year 1 & 2 students, teachers and parents |
| Stay on Top (TVC) (Maritime NZ) | All | Generic awareness campaign to recreational boaties and the general public |
| Scouting New Zealand | Boys aged 7years+ | Boating activities as well as certification |

| What | Who | Why |
|---|--|---|
| Be Waterwise – think before you act (WSNZ) | Years 5 & 6 (web based) | Water Safety Education specifically for year 5 & 6 students, teachers and parents |
| Be Waterwise – make safe decisions (WSNZ) | Years 7 & 8 (web based) | Water Safety Education specifically for year 7 & 8 students, teachers and parents |
| Day Skipper (Coastguard Boating Education) | All | Introductory course for all, including those new to boating. Applies to a wide range of vessels/craft |
| Boatmaster (Coastguard Boating Education) | Boaties with existing knowledge and experience | A comprehensive boating course. Applies to a wide range of vessels |
| Marine VHF Radio (Coastguard Boating Education) | For all who use VHF Marine Radio | The minimum requirement for all users of Marine VHF Radio |
| Safe Boating Programme (Coastguard Boating Education) | Years 5-8 | Preparation for EOTC boating experiences i.e. kayaking, yachting, power boating and waka |
| Day Skipper Experience (Coastguard Boating Education) | Year 8-13 | Half day learning experience surrounding boating |
| Skills Active | Aquatic Sector | Training pathways for quality control and best practice |
| Active Movement (Sport South Canterbury) | 0 – 5 Age Group | Education for parents Resources and AMiW Building confidence and competence |
| Peel Forest Outdoor Pursuits Centre | Primary school age and up | An expert outdoor activity centre for rafting, abseiling, kayaks, tramping and high ropes. Instruction for groups and schools |
| Timaru North Swim Club | Year 0 – 18 age group | Combined LTS/competitive programme (Margaret Ramsay. Ph/fax 03 6844745) |

| What | Who | Why |
|---|---------------------------------|--|
| Yachting NZ | Years 4 – 7 Year 7 and 8 | Different sail aspects, with a strong focus on water safety covering the 5 curriculum areas – whole class on the water Sailing “Have a Go” trailer with 12 on the water |
| Active Schools (Sport South Canterbury) | Year 0 – 8 | Promoting health and physical activity |
| Active Movement in Water (Swimming NZ) | 0 – 5 age group | Bath time resource for parents to promote aquatic development |
| Thriving Under 5 booklet (Plunket) | 0-5 age group | Education for new parents |

Areas of ongoing focus

1. Learn to Swim
2. Rivers
3. Beaches
4. Domestic

Topical Issues:

- Increase the collaboration in Eastern Districts region
- Life-jackets being made compulsory
- Importance of appropriate supervision by parents at public pools and beaches
- Beach signage at un-patrolled beaches
- Lack of Lifeguards – South Beach
- Lack of information into the schools in the region
- Adopt an aligned and targeted approach to water safety education in the school education system
- Restricted pool space access – McKenzie Pool
- Transport costs for schools with no pools in regard to LTS & water safety education
- Accessibility to Pools for rehabilitation/therapy
- Time constraints to work with schools, with need to raise awareness of water safety education
- Aquatic Leisure Centre Development - visit the [Timaru District Council Webpage](#) for more information
- Develop a package/resource/event to assist with teachers learning and facilitation of water safety education
- Lack of appropriate under 5 learn to swim programme in the area, currently only operating in Geraldine over the summer months. Contact Anna on 03 693 9619
- Peel Forest OPC recognises climate restriction for the colder months and river safety education, and looking at ways to close the gaps.
- Green Prescription want to be able to offer options for health rehabilitation in the water
- Swimming programmes currently overloaded in the 5 – 7 year age group
- Royal Life Saving Society NZ (RLSSNZ) currently have no programmes operating in the Eastern Districts area. Suffering in a decline in instructor availability and competitive interest
- Pleasant Point currently undergoing restructure to be brought back in-house. Aim to guarantee heating to a consistent level
- More emphasis to be placed on the swimming programmes that operate in the summer months as the community await the completion of the new aquatic centre
- Water safety survival skills are becoming more prominent in swimming programmes

Appendix 4 Eastern Districts Water Safety Action Plan

| Month | | What | Who | Why | Contact |
|-------|------------------|---|---|--|--|
| Dec | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. Service the region for teacher training | jkglassford@xtra.co.nz |
| Jan | | Swimming NZ Education Courses | Course candidates 16+ | | chris@swimmingnz.org.nz Ph: 03 474 6412 |
| Feb | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. Service the region for teacher training | jkglassford@xtra.co.nz |
| Feb | | Swimming NZ Education Courses | Course candidates 16+ | | chris@swimmingnz.org.nz Ph: 03 474 6412 |
| March | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. Service the region for teacher training | jkglassford@xtra.co.nz |
| March | | Swimming NZ Education Courses | Course candidates 16+ | | chris@swimmingnz.org.nz Ph: 03 474 6412 |
| April | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. Service the region for teacher training | jkglassford@xtra.co.nz |
| April | | Swimming NZ Education Courses | Course candidates 16+ | | chris@swimmingnz.org.nz Ph: 03 474 6412 |
| May | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. Service the region for teacher training | jkglassford@xtra.co.nz |
| May | | Swimming NZ Education Courses | Course candidates 16+ | | chris@swimmingnz.org.nz Ph: 03 474 6412 |
| June | 25 th | South Island Injury Prevention forum (CHCH) | Regional members involved in falls/suicide and Drowning | To hear from the lead agencies on initiatives and outcomes | pip@watersafety.org.nz sandra.james@wmk.govt.nz |
| June | | Coastguard Boating Education Courses | Course Candidates 16+ | Preventative education developing more responsible attitudes and behaviour among boat users. | jkglassford@xtra.co.nz |

| | | | | | |
|------|---------------------|--|--|--|---|
| July | 4 – 7 th | Swimming NZ Education Courses NZSCAT Conference | Course candidates 16+ Swim Coaches and Teachers of NZ | Service the region for teacher training Professional development opportunities, and networking and relationship building for those in the aquatic sector | chris@swimmingnz.org.nz Ph: 03 474 6412 www.nzscat.org.nz |
| | 26 th | Eastern Districts Water Safety Forum Coastguard Boating Education Courses | Water safety related educators, providers and organisations Course Candidates 16+ | To lead water safety education in the Eastern Districts region Preventative education developing more responsible attitudes and behaviour among boat users. | pip@watersafety.org.nz jkglassford@xtra.co.nz |
| July | 16 th | Swimming NZ Education Courses Swim School Managers Forum | Course candidates 16+ Swim School owner/operators and managers in the Canterbury region | Service the region for teacher training To communicate and network with others in the field, and share ideas | chris@swimmingnz.org.nz Ph: 03 474 6412 chris@swimmingnz.org.nz |

N.B Please contact Pip Savage pip@watersafety.org.nz if you wish to list your water safety related course, events and community news on this page.

Vision: Through water safety education prevent death and injury in the Eastern Districts

| ACTION | KEY PERFORMANCE INDICATORS | DUE | STATUS | OUTPUTS |
|--|---|----------|---------|--|
| Key Strategic Priority Strategy | Leadership | | | |
| ▶ Communicate evidence/data supporting priority of water safety education and advocacy | To lead and coordinate the effective advocacy of water safety education to the community | Jun 2009 | Ongoing | <ul style="list-style-type: none"> ▪ Eastern District Region to email RS website and main contacts ▪ Communication/ Promotions with forum attendees ▪ Drowning Fact sheets ▪ Is Water Safety Still a Priority – 24 July 2008 ▪ Akona te Kauhoe – Swim For Life, WSNZ supporting Maori Language Week through its Maori Water Safety campaign by endorsing a Maori language version of ‘Swim For Life’ – 25 July 2008 ▪ Five Drown in Storms – 18 August 2008 ▪ Failure to Supervise Continues to Cost Lives! – 10 September 2008 ▪ Pacific Peoples Water Safety Strategy Launched – 19 Sept ▪ Joint Media Release with Plunket – Sep 08 ▪ Drownings Forecast to Soar as Swimming Ability Sinks – Dec 08 ▪ Water Safety New Zealand Warns Against a Repeat of History – Dec 08 • Year in review 2008 – Jan 09 ▪ Summer Fun ends in Tragedy – Feb 09 ▪ February_Summer Drowning2009 ▪ Summers dangerous waters_Mar 09 ▪ Age impacts on Autumn drowning toll_Apr 09 ▪ Swim Industry survey generates more concern_ May 09 ▪ Boating incidents contribute to winter drowning deaths_ June 09 ▪ |

| | | | | |
|---|---|----------|---------|---|
| ➤ Extend water safety education into sectors and communities that have different needs and considerations | Adopt an aligned and targeted approach to water safety education in the school education system | Jun 2009 | ongoing | to be discussed at the next forum <ul style="list-style-type: none"> ▪ Look to give more support to those involved in the Active Schools Project ▪ Link SNZ more closely with the Regional Sports Trust |
| ➤ Develop and maintain strong collaborative relationships in the community | Local Government – Environment Canterbury Coastguard Boating Education Sport South Canterbury | Jun 2009 | Ongoing | Promote local event in and around the use of Caroline Bay. Awaiting completion. PS to forward details from CCC Beach Blast |

Key Strategic Priority Strategy

| | | | | |
|---|--|----------|---------|---|
| ➤ Identify and prioritise gaps in the quality and provision of water safety education | Education To lead and coordinate the effective advocacy of water safety education to the community See Appendix 3 – Eastern Districts Water Safety Priorities | Jun 2009 | ongoing | Education Expo model to adopt for Ashburton and Timaru Waitaki Aquatic Centre offer a life jacket fitting/using session for families kmoore@waitaki.govt.nz for details |
| | WSNZ Maritime NZ Sport South Canterbury Timaru Hospital – Injury Prevention Coastguard Boating Education Swimming New Zealand Environment Canterbury – Navigation Safety Waimate District Council ACC Plunket Scouts NZ SLSNZ | Jun 2009 | ongoing | Boat Safety Learn to Swim Injury prevention to the community Plunket Beach Ed Fishing Safety Resources distributed at the Women's Lifestyle expo – Canterbury RLSSNZ to look to initiate progress of programmes into the school sector |
| ➤ Develop and/or coordinate the provision of quality water safety education resources | | | | |

Key Strategic Priority Strategy

| | | | | |
|---|--|----------|---------|--|
| ➤ Facilitate regional water safety forums | Collaboration To develop and maintain strong collaborative relationships to enhance the development, delivery and experience of water safety education To develop and maintain strong collaborative relationships with community leaders to support water safety education outcomes | Jun 2009 | Ongoing | 9 September 2008 November 2008 June 2009 |
| | 4 x per year | | | |

➤ Identify key and common issues and develop shared approaches and strategies

Refer Appendix 3
WSNZ
Maritime NZ
Sport South Canterbury
Timaru Hospital – Injury Prevention
Coastguard Boating Education
Swimming New Zealand
Environment Canterbury
Waimate District Council
ACC
Plunket
Scouts NZ
SLSNZ

Jun 2009 Ongoing

REFER APPENDIX 4
Increased regional networks
Updated issues and current trends