

**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 Otago 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 (Appendix 1) 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 (Appendix 2) along with the needs of the region (Appendix 3). The Action Plan (Appendix 4) 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 Otago region (2003 – 2007), presented into the following categories:

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

From 2003 to 2007 there have been 27 drowning deaths in the Otago Region

- **Environment**
  - 26% Rivers
  - 22% Beaches
  - 22% Inland Still Waters
- **Water Related Activity**
  - 48% Other - Other Activities
  - 15% Recreational – Water Sport / Recreation
  - 15% Recreation - Boating
- **Demographic**
  - 1. Age**
    - 22% 35-44years of age
    - 22% 45-54
    - 22% 55-64
  - 2. Gender**
    - 74% Male
    - 26% Female
  - 3. Ethnicity**
    - 77% NZ European
    - 18% Maori

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

<b>What</b>	<b>Who</b>	<b>Why</b>
ACC RiverSafe programme (WSNZ)	Years 7 & 8 (web based)	RiverSafe Education specifically for year 7 & 8 students, teachers and parents
River safe programme – Aquatics Module (Wild Earth)	University 3 <sup>rd</sup> years – PE school	To increase the knowledge in and around rivers for EOTC guidelines
River Safe Programme (Wild Earth)	EOTC Junior programme	RiverSafe education targeting years 7-13, rafting & kayaking, as well as any other water based activity i.e. adults tramping
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
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
Learn to swim/ Water Safety instruction (Jill Clarke Swim School) & (SwimFX Swim School) & (Molyneux Aquatic Centre – Alexandra) & (SwimSation – Moana pool)	All	Learn to Swim / Water Safety education from 6mths to adults
Be Waterwise – think before you act (WSNZ)	Years 5 & 6 (web based)	Water Safety Education specifically for year 5 & 6 students, teachers and parents
Beach Education (Otago Surf Life Saving)	Years 0-8	Practical and theoretical based programme teaching children how to enjoy the beach environment safely
Be Waterwise – make safe decisions (WSNZ)	Years 7 & 8 (web based)	Water Safety Education specifically for year 7 & 8 students, teachers and parents

<b>What</b>	<b>Who</b>	<b>Why</b>
Junior Surf programme (Otago Surf Life Saving)	7 years – 14 years	
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
SafeKids – Injury Prevention (Otago Public Health)	0 – 14 age group	currently reviewing delivery of injury prevention
Active Movement (Sport Otago)	0 – 5 Age Group	Education for parents Resources and AMiW Building confidence and competence
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
<a href="#">Skills2Swim Initiative</a> – 3 year programme to fund learn to swim lessons	9 – 11 year olds	Lack of fundamental swimming skills in region
Club Safety Boat operator course	Operators of yacht club safety boats	A practical on the water training course for enabling better coverage for sailors involved in yacht club activities.
Thriving Under 5 booklet (Plunket)	0-5 age group	Education for new parents
Elwing Discoveries	All ages	LIVEABOARD ELWING ON A BOATING EDUCATION ADVENTURE

### Areas of ongoing focus

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

### Topical Issues:

- Increase the collaboration in Otago
- Life-jackets being made compulsory – look to incorporate an ethnicity communication strategy in order to ensure understanding
- Fins and Body Boards being packaged together as part of an ongoing retail promotion
- Importance of appropriate supervision by parents at public pools and beaches
- Beach signage at unpatrolled beaches
- Insufficient coverage of boating education with a lack of appropriate tutors
- Lack of information into the schools in the region – Education Expo packages an appropriate model to adopt.
- Learn to swim is experiencing a shortage of qualified teachers across all levels
- Restricted pool space access
- Transport becoming an increasing issue in education programmes right across the sector, in particular the Beach Education Programme
- Link in with the Motor Homes association in order to increase the message in and around rivers
- Further links to be made with the Dunedin City Council
- How to provide water safety education experiences for Holiday programmes
- Swimming New Zealand is conducting an overhaul of their education programmes and require input from the industry contact Chris Morgan [chris@swimmingnz.org.nz](mailto:chris@swimmingnz.org.nz)
- Statistics show that in the Otago region road accidents resulting in drowning is a concern. How can we determine what the land transport bodies are doing to educate road users about water safety?
- Vital that organisation keep the flow of information going internally as well as externally, and continue to create education opportunities within.
- Chinese Gardens is creating a possible aquatic hazard with staff needing to be lifeguard trained due to the nature of the environment.
- High risk youth need to have the same opportunities within the community, and steps to be taken to assess, plan and implement outcomes.

## Appendix 4 Otago Water Safety Action Plan

Month		What	Who	Why	Contact
May	14 <sup>th</sup>	Otago Regional Water safety Forum	Water Safety related education organisations and providers	To lead water safety education in the Otago region	<a href="mailto:pip@watersafety.org.nz">pip@watersafety.org.nz</a>
		Coastguard Boating Education	Over 70 schools within the Dunedin area	Promoting the Coastguard, boating and water safety	<a href="mailto:marewasev@kol.co.nz">marewasev@kol.co.nz</a>
June		Coastguard Boating Education	Over 70 schools within the Dunedin area	Promoting the Coastguard, boating and water safety	<a href="mailto:marewasev@kol.co.nz">marewasev@kol.co.nz</a>
		Swimming NZ Education Courses	Course candidates 16+	Service the region for teacher training	<a href="mailto:chris@swimmingnz.org.nz">chris@swimmingnz.org.nz</a> Ph: 03 474 6412
	4 – 7 <sup>th</sup>	NZSCAT Conference	Swim Coaches and Teachers of NZ	Professional development opportunities, and networking and relationship building for those in the aquatic sector	<a href="http://www.nzscat.org.nz">www.nzscat.org.nz</a>
July		Coastguard Boating Education	Over 70 schools within the Dunedin area	Promoting the Coastguard, boating and water safety	<a href="mailto:marewasev@kol.co.nz">marewasev@kol.co.nz</a>
		Swimming NZ Education Courses	Course candidates 16+	Service the region for teacher training	<a href="mailto:chris@swimmingnz.org.nz">chris@swimmingnz.org.nz</a> Ph: 03 474 6412
	1	Education Expo	School teachers – Primary, intermediate and Secondary	To promote and inform teachers about the education opportunities available for water safety in their region	Pip Savage: <a href="mailto:pip@watersafety.org.nz">pip@watersafety.org.nz</a> Ph : 021 488 420 Brent Ward : <a href="mailto:ward@sportotago.co.nz">ward@sportotago.co.nz</a> Ph: 021 613 642
August		Coastguard Boating Education	Over 70 schools within the Dunedin area	Promoting the Coastguard, boating and water safety	<a href="mailto:marewasev@kol.co.nz">marewasev@kol.co.nz</a>
		Swimming NZ Education Courses	Course candidates 16+	Service the region for teacher training	<a href="mailto:chris@swimmingnz.org.nz">chris@swimmingnz.org.nz</a> Ph: 03 474 6412
	19 – 21	Just Add Water Seminar – national aquatics conference	Delegates from all areas of the Aquatics Industry, including facility owners, operators, managers and coordinators, industry consultants and local government personnel.	Opportunity to meet colleagues and suppliers from around New Zealand over two days of learning, discussion and networking.	<a href="mailto:james@nzrecreation.org.nz">james@nzrecreation.org.nz</a> James Livingston 04 801 9365

**N.B Please contact Pip Savage [pip@watersafety.org.nz](mailto: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 Otago

ACTION	KEY PERFORMANCE INDICATORS	DUE	STATUS	OUTPUTS
<b>Key Strategic Priority Strategy</b>	<b>Leadership</b>			
➤ Communicate evidence/data supporting priority of water safety education and advocacy	<b>To lead and coordinate the effective advocacy of water safety education to the community</b>			
	Public directory of all water safety related resources to be compiled	Jun 2008	Ongoing	Otago region to email PS website and main contacts
	Topical Media Releases from WSNZ delivered in an appropriate and timely manner		Ongoing	<ul style="list-style-type: none"> <li>▪ Failure to Supervise Continues to Cost Lives! – 10 Sept</li> <li>▪ Pacific Peoples Water Safety Strategy Launched – 19 Sept</li> <li>▪ Joint Media Release with Plunket – Sep 08</li> <li>▪ Drownings Forecast to Soar as Swimming Ability Sinks – Dec 08</li> <li>▪ Water Safety New Zealand Warns Against a Repeat of History – Dec 08</li> <li>• Year in review 2008 – Jan 09</li> <li>▪ Summer Fun ends in Tragedy – Feb 09</li> <li>▪ February_Summer Drowning2009</li> <li>▪ Summers dangerous waters_Mar 09</li> <li>▪ Age impacts on Autumn drowning toll_Apr 09</li> <li>▪ Swim Industry survey generates more concern_ May 09</li> <li>▪ Boating incidents contribute to winter drowning deaths_ June 09</li> <li>▪</li> </ul>

<p>➤ Extend water safety education into sectors and communities that have different needs and considerations</p>	<p>Local Government Safe Kids Plunket - water safety seminars to established and delivered to regional nurses Rural community Tertiary institutes Swim clubs Regional Sports Trusts</p>	<p>Jun 2008</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>▪ Work with the members to design appropriate PD days surrounding River safety and Boat Safety</li> <li>▪ Still awaiting communication from Otago Plunket</li> <li>▪ Change in behaviour is occurring in the surf environment</li> <li>▪ Policing public entry more efficiently at Moana Pool.</li> <li>▪ Lifeguards more aware of Pool Alone Policy</li> </ul>
<p>➤ Develop and maintain strong collaborative relationships in the community</p>	<ul style="list-style-type: none"> <li>• Update regional activity as appropriate</li> <li>• Forum dates to be set in advance</li> <li>▪ <a href="#">DCC Expo</a> – showcase for the council</li> </ul>	<p>Jun 2008</p>	<p>Ongoing Ongoing</p>	<ul style="list-style-type: none"> <li>▪ PS to request activity updates from region</li> <li>▪ Member organisations to include links in their appropriate websites to this strategy</li> <li>▪ 27 – 29 march 2009</li> <li>▪ End of season wind down for most organisations</li> </ul>

**Key Strategic Priority Strategy**

**Education**

**To lead and coordinate the effective advocacy of water safety education to the community**

Refer to Appendix 3

Jun 2008

Ongoing

Refer to appendix 4

➤ Identify and prioritise gaps in the quality and provision of water safety education

- Education Expo to run in 3 areas (including southland)

- PS to coordinate planning sessions for this
- Planning session Otago completed
- Otago Education Expo Completed

- Planning date TBA April
- Date set 1 July
- 9 organisations attending
- Scott Weatherall to confirm Dive Otago 22/05/09
- Stacey Green to confirm Tony from Watercooled sports (windsurfing)22/05/09
- Mecure Booked
- Displays to be confirmed
- Catering to be confirmed
- Flyer to go out Monday 25<sup>th</sup> May

- High risk youth to be provided community driven opportunities for water safety education

- Ongoing

- Karini Wallace to link with key organisations as suggested by the regional forum

- Chinese Gardens to be provided with training in lifeguard techniques

- In progress



➤ Develop and/or coordinate the provision of quality water safety education resources

- Refer to Appendix 3
- Key beaches identified for the SLSSNZ inspection process of NZ coastline

Jun 2008

- Ongoing
- Completed

- Refer to appendix 4
- Otago Surf Lifesaving submitted appropriate sites
- Operation Groundswell [www.slsnz.org.nz](http://www.slsnz.org.nz)

Key Strategic Priority Strategy	<b>Collaboration</b> <b>To develop and maintain strong collaborative relationships to enhance the development, delivery and experience of water safety education</b> <b>To develop and maintain strong collaborative relationships with community leaders to support water safety education outcomes</b>			
 Facilitate regional water safety forums	4 x per year	Jun 2008	<ul style="list-style-type: none"> <li>▪ Completed</li> </ul>	<ul style="list-style-type: none"> <li>▪ 10 September 2008</li> <li>▪ 26<sup>th</sup> February 2009</li> <li>▪ 14<sup>th</sup> May 2009</li> </ul>
 Identify key and common issues and develop shared approaches and strategies	<ul style="list-style-type: none"> <li>▪ Refer to Appendix 3</li> <li>▪ Road transport education to include water safety information</li> </ul>	Jun 2008	<ul style="list-style-type: none"> <li>Ongoing               <ul style="list-style-type: none"> <li>▪ Awaiting initiation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Refer to appendix 4</li> <li>▪ Andrew Redfearn to inquire with LTNZ as well as road safety coordinators and feedback</li> <li>▪ PS to communicate with Police re involvement</li> </ul>