

**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 Queenstown Lakes District 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 facts represent fatal drownings in the Otago Region from 2003-2007. All data is sourced from Water Safety New Zealand's DrownBase™. Provisional figures as at 4 January 2008.

- From 2003 to 2007 there were 27 drowning deaths in the Otago Region.
- 48% of drownings are Other Activities.
- 74% of drowning victims are Male.
- 15% of drownings involved Alcohol
- 59% of drownings occurred when the victim was alone.
- Ethnicity Breakdown  
77% NZ European  
18% Maori
- Activity Breakdown  
48% Other - Other Activities  
15% Recreational – Water Sport / Recreation  
15% Recreation - Boating
- Environment Breakdown  
26% Rivers  
22% Beaches  
22% Inland Still Waters
- Age Group Breakdown  
22% 35-44years of age  
22% 45-54  
22% 55-64
- Council Breakdown  
33% Dunedin City Council  
30% Queenstown-Lakes District Council  
19% Waitaki District Council  
11% Clutha District Council  
7% Central Otago District Council

\* Note - % figures are shown for the two highest variables

The following is a stock take of Current Education Initiatives in the **Queenstown Lakes** 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
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 (Emma Carpenter – Water Discovery) & (Gore Multisports Centre) & (Millbrook Fitness Centre) & (Molyneux Aquatic Centre – Alexandra) & (Jane Hughes Wakitipu Swim School) & (Queenstown Lakes Leisure Centre)	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
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

<b>Who</b>	<b>What</b>	<b>Why</b>
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
Swimming New Zealand	Swim Teachers 16+	Swim Education Pathway for Swim teachers and school teachers
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
Queenstown Kayaking - Adventure Tourism	18+	Big Focus on Risk management, guided trips to the kayak in the river
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
NZSCAT	16+	Professional Body for Swim Teachers and Coaches Develops and delivers a quarterly publication to its members
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

- Lack of qualified tutors in the region to run boating education courses
- Introduce more education into the secondary school arena i.e VHF marine radio licence and Day Skipper
- Fatal accidents occurring on the river to experienced users – indicate more than ever the need for adopting a “change in Behaviour” approach
- Little enforcement or control in Otago Harbour or Hydro Lakes

### Queenstown

- Playground soon to be erected near Lake Wakatipu (Queenstown). This has not had the support of the residents as it is seen to attract children to the surrounding water hazards
- Aerial map of water related environments
  - Handouts to new parents
  - Rates demands
  - Accommodation options
- Council website to access information on compliancy with fences
- Boat users on the lakes – lack of education for lifejackets/speed near the shore
- Primary School swimming sports showing lack of appropriate swimming skills amongst competitors in the deep water at Alpine Aqualand
- Transport issues for schools to access the new pool
- Water orientation activity for the region
- River Safe Professional development
- Coastguard looking at creating a tour of the schools in the area with boating education options – room for possible resource development to assist with this
- Lifejackets compulsory in craft over 6m long - \$500 fine

### Alexandra

- Town surrounded by rivers
  - Shaky bridge jumpers
  - Gap in the 12/13 yr old group of swimming skills. They don't want to do swimming instruction
  - Lack of ratio – parent help
- Tourist involvement
  - Spread of information

- Frontline staff for commercial operators – education
- Queenstown information booklets
- Organise operator information sessions/forum
- NZ Tourists
- Signage – Boat ramps, bridges, rivers – updating Stocktake

### **Wanaka**

- Inability to access pool space
- Transport to pool for learn to swim is costly
- lack of qualified tuition
- Project proposal for the Boat Safety Check event similar to the pilot run in Nelson to look at running here
- Currently Lakes Leisure are running the Wanaka swimming pool – not serving the under 5 age group, with staff travelling over from Queenstown

### **Arrowtown pool**

- Pool temperature cold – this has stabilised to 27 degrees
- Alpine Aqualand providing river lessons and training to the primary school

## Appendix 4 Queenstown Lakes Water Safety Action Plan

Month		What	Who	Why	Contact
Feb	24 <sup>th</sup>	Queenstown Lakes Water Safety Forum	Water safety related educators, providers and organisations	To lead water safety education in the Queenstown Lakes District	<a href="mailto:pip@watersafety.org.nz">pip@watersafety.org.nz</a>
May		Swimming NZ education courses Coastguard Boating Education Courses	Course candidates 16+ Course Candidates 16+	Service the region for teacher training Preventative education developing more responsible attitudes and behaviour among boat users.	chris@swimmingnz.org.nz www.cbes.org.nz
	12 <sup>th</sup>	Queenstown Lakes Water Safety Forum	Water safety related educators, providers and organisations	To lead water safety education in the Queenstown Lakes District	<a href="mailto:pip@watersafety.org.nz">pip@watersafety.org.nz</a>
June	25 <sup>th</sup>	South Island Injury Prevention forum (CHCH) Swimming NZ education courses Coastguard Boating Education Courses	Regional members involved in falls/suicide and Drowning Course candidates 16+ Course Candidates 16+	To hear from the lead agencies on initiatives and outcomes Service the region for teacher training Preventative education developing more responsible attitudes and behaviour among boat users.	<a href="mailto:pip@watersafety.org.nz">pip@watersafety.org.nz</a> <a href="mailto:sandra.james@wmk.govt.nz">sandra.james@wmk.govt.nz</a> chris@swimmingnz.org.nz www.cbes.org.nz
	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		Swimming NZ education courses Coastguard Boating Education Courses	Course candidates 16+ Course Candidates 16+	Service the region for teacher training Preventative education developing more responsible attitudes and behaviour among boat users.	chris@swimmingnz.org.nz www.cbes.org.nz
Aug	19 – 21	Just Add Water Seminar – national aquatics conference	Delegates from all areas of the Aquatics Industry, including facility owners, operators,	Opportunity to meet colleagues and suppliers from around New Zealand over two days of	<a href="mailto:james@nzrecreation.org.nz">james@nzrecreation.org.nz</a> James Livingston 04 801 9365

managers and coordinators,  
industry consultants and local  
government personnel.

learning, discussion and  
networking.

**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 Queenstown Lakes District

ACTION	KEY PERFORMANCE INDICATORS	DUE	STATUS	OUTPUTS
<p><b>Key Strategic Priority Strategy</b></p> <p>➤ Communicate evidence/data supporting priority of water safety education and advocacy</p>	<p><b>Leadership</b></p> <p><b>To lead and coordinate the effective advocacy of water safety education to the community</b></p> <p>Water safety information is delivered in an appropriate and timely manners</p>	Jun 2009	ongoing	<ul style="list-style-type: none"> <li>▪ IS WATER SAFETY STILL A PRIORITY – 24 JULY 2008</li> <li>▪ AKONA TE KAHOE – 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</li> <li>▪ FIVE DROWN IN STORMS – 18 AUGUST 2008</li> <li>▪ FAILURE TO SUPERVISE CONTINUES TO COST LIVES! – 10 SEPTEMBER 2008</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> </ul>
<p>➤ Extend water safety education into sectors and communities that have different needs and considerations</p>	<p>Education on how to plan a tri-event Link schools and Sport Otago/Bill Godsell</p> <p>Plunket hire of baby/toddler lifejackets</p>	Jun 2009	Ongoing	<ul style="list-style-type: none"> <li>• email communication initiated</li> <li>▪ email sent</li> </ul>

➤ Develop and maintain strong collaborative relationships in the community

Jun 2009

<b>Key Strategic Priority Strategy</b>	<b>Education</b> <b>To lead and coordinate the effective advocacy of water safety education to the community</b>			
➤ Identify and prioritise gaps in the quality and provision of water safety education	All WSNZ members and associated organisations	Jun 2009	Ongoing	
	Signage on boat ramps to be addressed – possible competition for the design		Ongoing	
➤ Develop and/or coordinate the provision of quality water safety education resources	Coastguard currently looking at a tour of the schools in the region to assist with boating education	Jun 2009	Preliminary stages	<ul style="list-style-type: none"> <li>• CEBES?WSNZ?MNZ initiated discussion on creation of potential schools resource to address this need</li> </ul>
	Community event – Picnic day		Discussion Initiated – site suggested Wanaka	PS to follow up and contact – <ul style="list-style-type: none"> <li>• Jet Ski</li> <li>• Boat check</li> <li>• Fishing club</li> <li>• Yachting club</li> </ul>

<b>Key Strategic Priority Strategy</b>	<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	<b>4 X PER YEAR</b> Communicate with other organisations for attendance here	Jun 2009	Ongoing	12 <sup>th</sup> September 2008
	<ul style="list-style-type: none"> <li>▪ Ed Taylor (Radio Wanaka)</li> <li>▪ Queenstown City Council</li> <li>▪ Megan Milner (Scuttle Butt Magazine)</li> </ul>		Complete	24 <sup>th</sup> February 2009 12 <sup>th</sup> May 2009
➤ Identify key and common issues and develop shared approaches and strategies	Refer Appendix 3 Transport for all schools in the area is dependant on one of two bus companies	Jun 2009	Ongoing	REFER APPENDIX 4
			<ul style="list-style-type: none"> <li>▪ Ben to approach rental business for possible sharing of vehicles ,</li> <li>▪ Private enterprise companies that operate with tour buses/minivans to be looked at.</li> </ul>	<ul style="list-style-type: none"> <li>• invitations extended to attend May forum</li> </ul>