

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 West Coast 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 Risk Assessment analyses drowning statistics for the West Coast region across 2003 – 2007 in the following categories:

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

From 2003 to 2007 there have been 8 drowning deaths in the West Coast region

- **Environment**
 - 75% Rivers
 - 17% Beaches
- **Water Related Activity**
 - 42% Other - Other Activities
 - 33% Recreational – Water Sport / Recreation
- **Demographic**
 1. **Age**
 - 25% 55-64 years of age
 - 25% 15-24
 2. **Gender**
 - 83% Male
 - 17% Female
 3. **Ethnicity**
 - 76% New Zealand European
 - 8% Maori
 - 8% Asian
 - 8% Unknown

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

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

What	Who	Why
ACC RiverSafe programme (WSNZ)	Years 7 & 8 (web based)	RiverSafe Education specifically for year 7 & 8 students, teachers and parents
Regional Sports Trust runs "Have a Go" Days. Kayaking / Water Safety / Sailing	School aged children	Risk Management plans provided, awareness of water safety
Triathlons – Lake Swim	High School Champs (5 Schools)	Provide access to environment experience to children.
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
Greymouth pool – Learn to Swim, works with the Underwater club and Surf Lifesaving. Provide access to other teachers to hire	All school ages	Water safety education
Be Waterwise – think before you act (WSNZ)	Years 5 & 6 (web based)	Water Safety Education specifically for year 5 & 6 students, teachers and parents
Westport LTS Marathon warm down Pool hire for kayaking Reefton Pool – Pat Dudley	LTS 0 – adults Adults for TRI Same for Reefton	Reefton – emphasise on swim survive Aimed to target those sessions being conducted in the river
Be Waterwise – make safe decisions (WSNZ)	Years 7 & 8 (web based)	Water Safety Education specifically for year 7 & 8 students, teachers and parents

What	Who	Why
Hokitika Swimming Pool – pool now available all times, Ross Pool and Hokitika Primary	Swimming lessons now in-house, LTS programme runs Sat am.	Schools programmes, LTS Recreational use of The Ross community pool.
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, powerboating and waka
Day Skipper Experience (Coastguard Boating Education)	Year 8-13	Half day learning experience surrounding boating
Holiday Programmes RST/Hokitika reduced LTS lessons/community area	5 – 13 year olds	Learn to swim lessons
Swimming New Zealand – course education for swim teachers. Also manage the Quality Swim Schools Scheme to provide assurance for all.	Quality of training for swim teaching education	Qualification pathway – teaching and coaching. Provide Water Safety education through the pathway.
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 learn to swim tutors in the region
- Reefton area community have their learn to swim programme in the river
- Parent help coming along to learn to swim classes with little or no education/training.
- Greymouth Bar
- Importance of appropriate supervision by parents at public pools and beaches
- Lack of beach signage at un-patrolled beaches
- Lack of interest in developing a learn to swim and survive programme from the high school
- Cost of new programmes and initiatives
- Transport for school children to be able to get to lessons
- 80% kids in the area are not waterwise or watersafe
- Water recreational area associated with the implementation of the new hydro dam will mean new introduction of water safety education required to accommodate the change in the environment – due in ...?
- The triathlon is held in the Lake, RAMS needed to be further developed for this event
- Need for wader training of some sort to be set up throughout the area
- Availability of Lifejackets

Appendix 4 West Coast Water Safety Action Plan

Month		What	Who	Why	Contact
Jan		Coastguard Boating Education Courses	Course Candidates 16+	Preventative education developing more responsible attitudes and behaviour among boat users.	jkglassford@xtra.co.nz
	24 th	Aqua Day – Mona on Lake Brunner	Local community	Make available aquatic experiences in a safe controlled environment.	jack@sportswestcoast.org.nz
Feb	TBC	Solid Energy Aquatic Centre to open	Community	New facility to meet the needs of the surrounding region	patd@bdc.govt.nz
March		Coastguard Boating Education Courses	Course Candidates 16+	Preventative education developing more responsible attitudes and behaviour among boat users.	jkglassford@xtra.co.nz
April	20 th	Swimming NZ Education Courses West Coast Regional Water Safety Coastguard Boating Education Courses	Course candidates 16+ Water Safety related education organisations and providers Course Candidates 16+	Service the region for teacher training To lead water safety education in the West Coast region Preventative education developing more responsible attitudes and behaviour among boat users.	chris@swimmingnz.org.nz Ph: 03 474 6412 pip@watersafety.org.nz 021 488 420 jkglassford@xtra.co.nz
		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 Ph: 03 474 6412 jkglassford@xtra.co.nz
May	4 th	Swimming NZ Education Courses Water Safety Event Day	Course candidates 16+ Primary schools in the Hokitika region	Service the region for teacher training To increase water survival skills in school aged children	chris@swimmingnz.org.nz Ph: 03 474 6412 Simon Robinson simon.robinson@westlanddc.govt.nz
June	25 th	South Island Injury Prevention forum (CHCH) Coastguard Boating Education Courses	Regional members involved in falls/suicide and Drowning Course Candidates 16+	To hear from the lead agencies on initiatives and outcomes Preventative education developing more responsible attitudes and behaviour among	pip@watersafety.org.nz sandra.james@wmk.govt.nz jkglassford@xtra.co.nz

	4 – 7 th	Swimming NZ Education Courses NZSCAT Conference	Course candidates 16+ Swim Coaches and Teachers of NZ	boat users. 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
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N.B Please contact Pip Savage pip@watersafety.org.nz if you wish to list your water safety related course, events and community news.

Vision: Through water safety education prevent death and injury in the West Coast Region

ACTION	KEY PERFORMANCE INDICATORS	DUE	STATUS	OUTPUTS
Key Strategic Priority Strategy	Leadership	To lead and coordinate the effective advocacy of water safety education to the community Topical Media Releases distributed from WSNZ in an appropriate and timely manner	Jun 2009 Ongoing	<ul style="list-style-type: none"> ▪ 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 Sept • 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
▶ Communicate evidence/data supporting priority of water safety education and advocacy				

➤ Extend water safety education into sectors and communities that have different needs and considerations	Police youth education programme a useful vehicle to combine water safety education with for visits to the schools in the area	Jun 2009	PS to approach police for further information	Discussion pending contact from Sean Judd
	White baiting community to have more involvement in regional forums		To be discussed at next forum	Still awaiting forum date to be set
	Water safety seminars for water sports organisations		To be discussed at the “aqua have a go day” session – Greymouth 20 th March	
➤ Develop and maintain strong collaborative relationships in the community	Collate and distribute additional water safety educational contacts and resources	Jun 2009	Ongoing	emails updating regional members

Key Strategic Priority Strategy

Education

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

➤ Identify and prioritise gaps in the quality and provision of water safety education	Increase teachers in the learn to swim sector Refer Appendix 3	Jun 2009	Ongoing	Hokitika ASTA course 10 October
			Ongoing	Refer Appendix 4
➤ Develop and/or coordinate the provision of quality water safety education resources	Education Expo/WS seminar	Jun 2009	Ongoing	target areas identified – Greymouth West Coast Aqua Day – Sports West Coast ORG committee – communication initiated
	Refer Appendix 3		Ongoing	Refer Appendix 4

Key Strategic Priority Strategy

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

➤ Facilitate regional water safety forums	4 x per year	Jun 2009	Ongoing	3 rd September 2008 – Greymouth 20 th March 2009 – Greymouth
➤ Identify key and common issues and develop shared approaches and strategies	Refer Appendix 3	Jun 2009	Ongoing	Refer appendix 4
