

Central Otago Water Safety Education Plan 2009-2012



CONTENTS

Introduction

Purpose of the Plan and Water Safety Forums

Strategic Foundations – Central Otago Water Safety Plan 2009-2012

Principles Underpinning the Planning Process

The Annual Planning Cycle for the Central Otago Region

Planning to be Completed at October Forum

Planning to be Completed at the April Forum

APPENDICES

One Central Otago Drowning Data Summary

Two Programmes, Activities and Resources Available

Three Record of Delivery of Programmes, Activities and Resources

Four Central Otago Needs Analysis

Five Delivery Plan for 1 October 2009 to 30 September 2010

Six Tactical Business Plan 2009 – 2012

INTRODUCTION

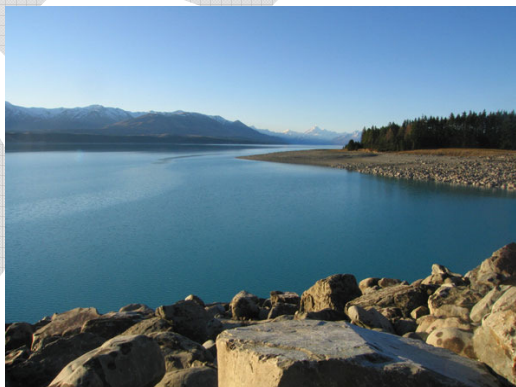
The Central Otago Water Safety Education Plan is a living document that has been developed by Central Otago water safety organisations and community leaders who have an interest in water safety in the Central Otago Region.

Water Safety New Zealand staff have the responsibility for facilitating the planning process at two Water Safety Forums that are held in April and October of each year where the Plan is updated and evaluated.

PURPOSE OF THE PLAN AND THE WATER SAFETY FORUMS

The purpose of the Water Safety Education Plan and the Forums are to:

1. Coordinate regional initiatives so that they are in alignment with the strategic planning of Water Safety New Zealand and the Drowning Prevention Strategy of the Accident Compensation Commission. The strategic direction is set out overleaf as Strategic Foundations – Central Otago Water Safety Education Plan 2009 – 2012.
2. Identify and meet the water safety needs of the Central Otago Region.
3. Develop water safety programmes that are specially designed for the Central Otago community
4. Bring together members of the Central Otago community who are interested in water safety to share ideas and resources.
5. Market water safety programmes, activities and resources to schools and the community at large.



STRATEGIC FOUNDATIONS – CENTRAL OTAGO WATER SAFETY EDUCATION PLAN 2009 -2012

STRATEGIC ALIGNMENT

The Central Otago Water Safety Education Plan is aligned with the strategic planning of both Water Safety New Zealand and that of the Accident Compensation Commission's Drowning Prevention Strategy.

These strategic guidelines are summarised below.

WATER SAFETY NEW ZEALAND – STRATEGIC DIRECTION

- 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 Central Otago region

GOALS

1. Leadership
 - a. To be the recognised leader in the effective advocacy of water safety education to the community
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

THE ACCIDENT COMPENSATION COMMISSION – STRATEGIC DIRECTION

OVERARCHING STRATEGY - *A WATER SAFE NEW ZEALAND, FREE FROM DROWNING*

OTHER RELEVANT 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



PRINCIPLES UNDERPINNING THE PLANNING PROCESS

The following principles are guidelines for water safety planning in the Central Otago Region.

1. The content of the plan is aligned with the strategic directions of Water Safety New Zealand and the Accident Compensation Commission previously described.
2. Education is the preferred means of reducing drowning both in the short and long term.
3. The plan is specific to and focused on water safety initiatives in the Central Otago Region that aim to meet needs identified by the community.
4. Programmes, activities and resources are delivered by water safety organisations, community leaders and schools with assistance from Water Safety New Zealand where support is required.
5. That data from the drowning statistics for the Central Otago Region is used to support the development of programmes and activities. It is hoped that in the near future that data from hospitalisations and ACC immersion claims will be available as well.
6. While the plan has a three year outlook and goals, it has a strong focus on annual delivery.
7. The Plan recognises and takes in to account the key geographical features of the Central Otago Region. See below.

The Central Otago Region

Otago (pronounced [/əˈtɑːɡoʊ/](#), local pronunciation: [\[ətɑːɡɔtʰ\]](#) ([listen](#))) is a [region of New Zealand](#) in the south of the [South Island](#). It has an area of approximately 32,000 square kilometres (12,000 sq mi)^[3] making it the country's second largest region. It has a population of 203,500 from the June 2008 estimate.^[2]

The name "Otago" is an old southern Maori word whose North Island dialect equivalent is "Otakou", introduced to the south by Europeans in the 1840s.^[4] "Otago" is also the old name of the European settlement on the [Otago Harbour](#), established by the [Weller Brothers](#) in 1831. The place later became the focus of the Otago Association, an offshoot of the Free Church of Scotland, notable for its high-minded adoption of the principle that ordinary people should choose their ministers, not the landowner.

Major centres of what is now the Otago Region of the old province include [Dunedin](#) (the principal city of the region), [Oamaru](#) (made famous by [Janet Frame](#)), [Balclutha](#), [Alexandra](#), and the major tourist centres [Queenstown](#) and [Wanaka](#). [Kaitangata](#) in [South Otago](#) is a prominent source of



[coal](#). The [Waitaki](#) and [Clutha](#) rivers also provide much of the country's [hydroelectric](#) power. Some parts of the area originally covered by Otago Province are now administered as part of [Southland Region](#) (qv). New Zealand's first university, The [University of Otago](#), was founded in [1869](#) as the provincial university in [Dunedin](#). The [Central Otago](#) area produces award winning [wines](#) made from varieties such as the [Pinot Noir](#), [Chardonnay](#), [Sauvignon Blanc](#), [Merlot](#), and [Riesling](#) grapes. Central Otago has an increasing reputation as New Zealand's leading pinot noir region.^[5] The region is administered by the [Otago Regional Council](#).

THE ANNUAL PLANNING CYCLE FOR THE CENTRAL OTAGO REGION

Planning is developed, updated and evaluated at two Water Safety Forums, one of which is held prior to summer in October and the other at the end of summer in April.

PLANNING TASKS TO BE COMPLETED AT THE OCTOBER FORUM

1. Drowning and associated data to be reviewed and analysed. See Appendix One.
2. The list of programmes, activities and resources available for delivery to be updated. New initiatives added. Out of date programmes/resources deleted. See Appendix Two.
3. The record of programme delivery for the previous year (1 October to 30 September) is to be completed by Forum attendees and the value of the programmes rated on a five point scale. See Appendix Three. Space is provided for additional activity not listed.
4. Forum attendees then complete the Needs Analysis template with a view to implementing high priority items in the coming summer. See Appendix Four.
5. Delivery Plan for the next year. Attendees flesh out the delivery plan using the previous years planning and the Needs Analysis findings. Updates can be forwarded to the WSNZ Regional Manager as they come to hand so the document is indeed “living” See Appendix Five.

PLANNING TO BE COMPLETED AT THE APRIL FORUM

The planning activities for the April Forum are similar to those of the October Forum only that the time frames are different.

1. Drowning and associated data to be reviewed and analysed. See Appendix One.
2. The list of programmes, activities and resources available for delivery to be updated. New initiatives added. Out of date programmes/resources deleted. See Appendix Two.
3. The record of programme delivery for the period (1 October to 31 March) is reviewed and updated by Forum attendees and the value of the programmes rated on a five point scale. See Appendix Three. Space is provided for additional activity not listed.
4. Forum attendees then complete the Needs Analysis template (Appendix Four) with a view to implementing high priority items if appropriate in the remainder of the year 1 April to 30 September.
5. Delivery Plan for the period 1 April to 30 September. Attendees update the delivery plan for the period specified and include any new programmes. See Appendix Five.

Note:

The annual planning cycle recommences at the following October Forum.

CENTRAL OTAGO WATER SAFETY TACTICAL BUSINESS PLAN 2009 – 2012

The Central Otago Water Safety Tactical Business Plan 2009-2012 is a reporting and evaluative tool that Water Safety New Zealand staff use to document the achievements of water safety organisations in the Central Otago Region.

The Plan reports on the achievement of objectives, outputs and outcomes as they relate to the strategic plan of Water Safety New Zealand (WSNZ). (If you would like a copy of the latter plan you can download one from www.watersafety.org.nz/aboutus/plan.asp)

The Tactical Business Plan has been included in the Central Otago Water Safety Education Plan so that the Central Otago members of WSNZ and interested parties can see how their collaborative efforts are progressing in regard to the achievement of the “Desired Outcomes”

Any questions on this Plan can be directed to pip@watersafety.org.nz

Appendix 1 Central Otago Drowning Data Summary

The following facts represent fatal drownings in the Central Otago Region from 2004-2008. All data is sourced from Water Safety New Zealand's DrownBase™. For a detailed analysis enquires can be directed to the WSNZ Website (www.watersafety.org.nz) and/or discussed with WSNZ's Regional Manager who has responsibility for the Central Otago Region.

- From 2004 to 2008 there were 8 drowning deaths in the Central Otago Region.
- All drownings in the Central Otago Region occurred whilst participating in a recreational activity.
- 50% of Central Otago victims are Male.

1. Ethnicity Breakdown*

63%	NZ European
25%	Other

2. Activity Breakdown*

61%	Water Sport / Recreation
13%	Powered Boat
13%	Land Based Fishing
13%	Sailing

3. Environment Breakdown*

67%	Rivers
25%	Inland Still Waters

4. Age Group Breakdown*

37%	15-24 years of age
37%	45-54 years of age

5. Council Breakdown

87%	Queenstown Lakes District Council
13%	Central Otago District Council

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

Water Safety New Zealand (WSNZ) gives no guarantee as to the correctness of the information or the data provided as it is supplied to WSNZ by third parties not under its control. While WSNZ is satisfied as to its accuracy for the purposes from which it is supplied to it, WSNZ shall not be liable for any loss or damage arising directly or indirectly from the use of any data supplied. All reported statistics are provisional. All DrownBase™ statistics are reported as death by drowning.

Appendix 2

Central Otago Water Safety Education - Programmes, Activities and Resources Available for Delivery in the Central Otago Region

The following is a list of Current Education Initiatives available in the Central Otago Region.

Programmes/Activities/Resources	Target Groups	Content	Website
ACC RiverSafe programme (WSNZ)	Years 7 & 8 (web based)	RiverSafe Education specifically for year 7 & 8 students, teachers and parents	www.watersafety.org.nz
Lifejacket Campaigns (Maritime NZ) (Regional Councils)	General Public	Generic awareness campaign to recreational boaters and the general public	www.maritimenz.govt.nz
Be Waterwise - Safer Play With Water (WSNZ)	ECE – English & Te Reo	Generic Water Safety Education for ECE and Parents	www.watersafety.org.nz
Swim For Life (DLE) booklet (WSNZ)	All	The importance of learning to swim and survive – key water safety messages	www.swimforlife.org.nz www.watersafety.org.nz
ACC RiverSafe programme (WSNZ)	Years 9 & 10 (web based)	RiverSafe Education specifically for year 9 & 10 students, teachers and parents	www.watersafety.org.nz
Safe Boating DVD (Maritime NZ)	All	Generic awareness campaign to recreational boaters and the general public	www.maritimenz.govt.nz
Be Waterwise – be safe near water (WSNZ)	Years 1 & 2	Water Safety Education specifically for year 1 & 2 students, teachers and parents	www.watersafety.org.nz
Assistant Swim Teacher Award (Swimming New Zealand)	16 years +	Education pathway for learn to swim instructors	www.swimmingnz.org.nz
Swim Start Teachers course	School Teachers	Swim and Survive progressions to be taught in a school setting	www.swimmingnz.org.nz
Stay on Top (TVC) (Maritime NZ)	All	Generic awareness campaign to recreational boaters and the general public	www.maritimenz.govt.nz
Learn to Swim / Water Safety Instruction	All	Learn to Swim / Water Safety education from 6mths to adults	http://swimforlife.org.nz/regions/canterbury.htm
Be Waterwise – think before you act (WSNZ)	Years 5 & 6 (web based)	Water Safety Education specifically for year 5 & 6 students, teachers and parents	www.watersafety.org.nz
Queenstown Adventure Kayaking- Adventure Tourism	Years 18+	Big focus on Risk Management, guided trips to the river on kayak	

Programmes/Activities/Resources	Target Groups	Content	Website
Be Waterwise – make safe decisions (WSNZ)	Years 7 & 8 (web based)	Years 7 & 8 (web based)	www.watersafety.org.nz
Royal Life Saving Society NZ education programmes	All Ages	Water Safety related progressions in a practical setting	www.lifesaver.org.nz
Day Skipper (Coastguard Boating Education)	General Public	General Public	www.cbes.org.nz
Active Movement in Water (Swimming New Zealand)	0 – 5 age group	0 – 5 age group	www.swimmingnz.org.nz
Boatmaster (Coastguard Boating Education)	Boaties with existing knowledge and experience	Boaties with existing knowledge and experience	www.cbes.org.nz
Marine VHF Radio (Coastguard Boating Education)	For all who use VHF Marine Radio	For all who use VHF Marine Radio	www.cbes.org.nz
Safe Boating Programme (Coastguard Boating Education)	Years 5-8	Years 5-8	www.cbes.org.nz
Day Skipper Experience (Coastguard Boating Education)	Year 8-13	Year 8-13	www.cbes.org.nz
Thriving Under 5 booklet (Plunket)	All	All	www.plunket.org.nz
Scouting New Zealand	Boys aged 7 years +	Boys aged 7 years +	www.scouts.org.nz
Active Movement (Sport Central)	0 – 5 Age Group	Education for parents. Resources and building confidence and competence	www.sportcotago.co.nz
Active Schools (Sport Central)	Year 0 - 8	Promoting health and physical activity	www.sportotago.co.nz
Yachting NZ “Sail Safe Programme”	Years 4 – 7	Different sail aspects, with a strong focus on water safety covering the 5 curriculum areas – whole class on the water.	www.yachtingnz.org.nz
Yachting NZ “Have a Go” Trailer	Year 7 and 8	Sailing “Have a Go” trailer with 12 on the water	www.yachting.org.nz
New Zealand White water boating association	All ages	Education on the river	www.nzwba.org.nz
Pot swim and survive program for schools	Tarras /Goldfields / Omakau/St Gerards Alexandra Primary The Terrace /Clyde /Cromwell Primary /Cromwell College	The pilot programme aims for the majority of Central Otago children to be able to swim 200metres confidently and competently with associated water survival skills and understand the key water safety messages before they leave primary school (year 8).	Contact Gary Easthope for more information Gary.easthope@codc.govt.nz

Appendix 3 Central Otago Water Safety Needs Analysis

The following water safety needs for the Central Otago Region were identified at the Central Otago Regional Water Safety Forum held 15th October 2009 at the Cellar Door, Alexandra

Need / Programme Type	Target group/s	Potential Deliverers	Budget Required	Prioritise the need (rank high/medium/low)
Increase the water safety education and awareness for the Central Otago Region – kayaking in particular	Holiday makers and those renting Bach accommodation	Online rental accommodation websites to have a link to relevant water safety website Also link to the CBES kayaking self assessment tool	Set up cost?	High for the region as predominant non-residents in annual drowning toll
Hands on learning in a practical river/lake environment to increase water safety education	Years 5 – 9	NZ Zealand White Water Boarding Assoc River Safety providers Alpine Kayaks (Wanaka) RLSSNZ	TBA upon consultation with key agencies	High
Calendar of organisations that can accommodate experience in water safety related environmental action	Information pulled from associated outdoor providers so that Central Otago Schools to be able to utilise for planning purposes	Local community/resident to initiate and collect information	To be determined upon consultation with indicated volunteer	Medium
River Safety information to reach the local communities	All residents	Provide information into the supermarkets and Petrol stations – flyers etc generated by CBES and/or TLA's	Resource cost Distribution ??? TBA	Low
Greater range of river safety education	School teachers	WSNZ River safety providers Other key agencies (i.e. private operators)	Cost for provider expertise School teacher release time Catering etc Provider submit quote in consultation with region	High
Wider distribution of water safety education to print media	All print media in the central Otago region in particular 'The Rates' newsletter quarterly edition targets rate holders.	Series of articles over the year from the regional members inclusive of boating education	Unknown	Medium
Some type of water safety /river awareness event/display at the next "WanakaFest"	Wanaka residents in time for summer	CEBES/CG/WSNZ/TLA/Alpine Kayaks	TBA upon consultation with key agencies/providers	High for the WANAKA region

Swim and survive programme accessible for rural schools	Rural primary schools Rural primary school teachers for supporting roles	CODC Swimming NZ Private swim school owner Lakes Leisure	\$\$\$ per head for lessons Travel subsidies for tutors Staff training from Swimming NZ	High
Life – saving programmes	All school aged children	Royal Lifesaving Society NZ	Instructor training Certificates per child	Medium

DRAFT

Mission: Through water safety education prevent injury and drowning in Central Otago

Leadership - To be the recognized leader in the effective advocacy of water safety education to the community

Objective	Planned Project Outputs			Desired Outcomes		
	2009/10	2010/11	2011/12	2009/10	2010/11	2011/12
Communicate the evidence/data supporting water safety education and advocacy	<ul style="list-style-type: none"> > 12 media releases circulated to regional network (12+) > 6 Regional water safety editorial items circulated to regional network (12+) > 1 Yearly drowning report promulgated to 30 relevant organisations > 2 Regional visits to 4 forum members > 1 Regional media release instigated 	<ul style="list-style-type: none"> > 12 media releases circulated to regional network (12+) > 6 Regional water safety editorial items circulated to regional network (12+) > 1 Yearly drowning report promulgated to 40 relevant organizations > 2 Regional visits to 4 forum members > 1 Regional media release instigated 	<ul style="list-style-type: none"> > 12 media releases circulated to regional network (12+) > 6 Regional water safety editorial items circulated to regional network (12+) > 1 Yearly drowning report promulgated to 50 relevant organizations > 2 Regional visits to 4 forum members > 1 Regional media release instigated 	<ul style="list-style-type: none"> > WSNZ is the recognized leader of water safety by the community 	<ul style="list-style-type: none"> > Is the recognized leader of water safety to the community 	<ul style="list-style-type: none"> > Is the recognized leader of water safety to the community
Extend water safety education into communities that have different needs and considerations	<ul style="list-style-type: none"> > 2 meetings with forum members to develop water safety programmes > 1 programme for schools introduced 	<ul style="list-style-type: none"> > 2 meetings with forum members to develop water safety programmes > 1 programme for schools introduced 	<ul style="list-style-type: none"> > 2 meetings with forum members to develop water safety programmes > 1 programme for schools introduced 	<ul style="list-style-type: none"> > Water Safety education delivered into sectors and communities that have different needs and considerations 	<ul style="list-style-type: none"> > Water Safety education delivered into sectors and communities that have different needs and considerations 	<ul style="list-style-type: none"> > Water Safety education delivered into sectors and communities that have different needs and considerations
Develop and maintain sustainable collaborative relationships in the community	<ul style="list-style-type: none"> > 2 meetings to explore and establish relationships > 2 strong collaborative relationships established that deliver community benefits 	<ul style="list-style-type: none"> > 2 meetings to explore and establish relationships > 4 strong collaborative relationships established that deliver community benefits 	<ul style="list-style-type: none"> > 2 meetings to explore and establish relationships > 4 strong collaborative relationships established that deliver community benefits 	<ul style="list-style-type: none"> > Strong relationships established within the community 	<ul style="list-style-type: none"> > Strong relationships established within the community 	<ul style="list-style-type: none"> > Strong relationships established within the community

Education - The WSNZ collective to be respected leaders in the coordination and provision of quality water safety education

Identify and prioritise gaps in the quality and provision of water safety education	<ul style="list-style-type: none"> > 1 Water Safety Education stocktake and needs analysis circulated to forum membership - see Collaboration 	<ul style="list-style-type: none"> > 1 Water Safety Education stocktake and needs analysis circulated to forum membership 	<ul style="list-style-type: none"> > 1 Water Safety Education stock take and needs analysis circulated to forum membership 	<ul style="list-style-type: none"> > Programmes developed and delivered by the community 	<ul style="list-style-type: none"> > Programmes developed and delivered by the community 	<ul style="list-style-type: none"> > Programmes developed and delivered by the community
---	---	---	--	--	--	--

Collaboration - To develop and maintain strong collaborative relationships between WSNZ, Government and Community leaders to support water safety education outcomes

Facilitate 2 regional water safety forums	<ul style="list-style-type: none"> > 2 Regional Water Safety forums 	<ul style="list-style-type: none"> > 2 Regional Water Safety forums 	<ul style="list-style-type: none"> > 2 Regional Water Safety forums 	<ul style="list-style-type: none"> > Strong collaborative relationships have enhanced the development, delivery and experience of water safety education 	<ul style="list-style-type: none"> > Strong collaborative relationships have enhanced the development, delivery and experience of water safety education 	<ul style="list-style-type: none"> > Strong collaborative relationships have enhanced the development, delivery and experience of water safety education
Identify issues and develop strategies as a result of stocktake	<ul style="list-style-type: none"> > 1 common issue identified > 1 strategy has been developed 	<ul style="list-style-type: none"> > 1 common issue identified > 1 strategy has been developed 	<ul style="list-style-type: none"> > 1 common issue identified > 1 strategy has been developed 	<ul style="list-style-type: none"> > Strategies implemented to remedy issues 	<ul style="list-style-type: none"> > Strategies implemented to remedy issues 	<ul style="list-style-type: none"> > Strategies implemented to remedy issues

Resourcing - Coordinate the development and delivery of water safety education resources across the sector and across the community

Develop and/or coordinate the provision/delivery of quality water safety education resources	<ul style="list-style-type: none"> > 10 community resource requests met 	<ul style="list-style-type: none"> > 10 community resource requests met 	<ul style="list-style-type: none"> > 10 community resource requests met 	<ul style="list-style-type: none"> > The provision/delivery of quality water safety education resources completed 	<ul style="list-style-type: none"> > The provision/delivery of quality water safety education resources completed 	<ul style="list-style-type: none"> > The provision/delivery of quality water safety education resources completed
--	---	---	---	---	---	---