

▶ A quarterly update for Maritime New Zealand safe boating advisors.

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It's that time of year again! We hope you are all fit and well. Summer is almost upon us and recreational boaters will soon be heading out onto the water in their droves.

As always your assistance on boat ramps, at boat shows and in other ways throughout the year is very much appreciated. It is your continuing enthusiasm, passion and support for your communities that have allowed us to get our safe boating messages out there in ways that would not have been possible otherwise.

The Maritime New Zealand (MNZ) recreational boating team has been busy over the last 3 months with numerous boat shows, the development of the safe boating DVD, distributing resources, attending conferences and contributing to a new television commercial.

Safety campaigns –THE BIG FOUR

As you are all probably aware, recreational boating deaths can be attributed to:

- failing to carry and wear lifejackets
- not checking the weather forecast
- failing to carry appropriate communication equipment
- excessive consumption of alcohol.

The weather and lifejacket campaigns have been running on TV for a 4 years now so it's now time to launch the next in the series – **Stay on Top with Communications Equipment**.

The new advert features Robert Hewitt, the former Navy diver who was lost off Mana Island for 4 days while diving. The key message is "If you can't contact us, we can't rescue you so Stay on Top with communications equipment".

The ad goes to air on 14 October – keep a close eye on Robert's mate, you might just recognise him!



Former Navy diver Robert Hewitt (who was lost at sea for 75 hours) is the face of MNZ's new television commercial.

Policy in the pipeline

The 15th National Pleasure Boat Safety Forum was held in Wellington on 7 June. Members all hold senior positions in national organisations and government agencies and have a strong interest in boating.

The forum made a series of recommendations as part of the National Pleasure Boat Safety Strategy supporting the following issues:

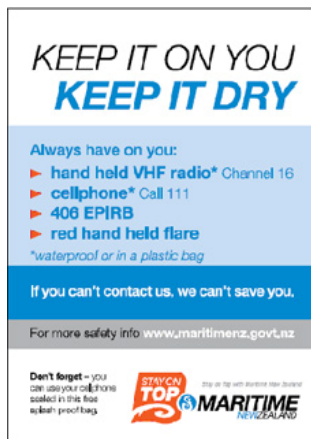
- alcohol limits for skippers of boats underway
- mandatory carriage of an appropriate means of communication
- mandatory wearing of PFDs in vessels under 6 m (unless the skipper decides otherwise due to low risk)
- fitted level flotation in boats under 6 m (voluntary industry standard)

- continuation of voluntary education and training
- identification numbers on recreational craft.

These issues are being researched and will be discussed at the next forum to be held in Auckland in November.

Cellphone bags, DVDs and now carry bags!

The zip lock **cellphone bags** promoting the importance of communications equipment have been very popular. We've just reprinted 40,000 for distribution in the next year and enclosed a quantity for you to give out in your community.



Also all the feedback has been very encouraging and positive about the **Safe Boating DVD** and to date about 40,000 have been distributed via boat shows, yourselves, direct mail, various boating clubs, harbourmasters and retail outlets.

We've now included regional information from most North Island areas and other regional information is soon to follow with our goal to have a segment for all regions in New Zealand.

And coming off the production line in the next couple of months will be MNZ **carry bags** to offer the public to hold the safe boating products you give them.

The buzz at boat shows

Boat shows have been well attended throughout the year, and have been successful thanks to all those who have been involved.

The boating public find the MNZ stand particularly informative to the extent that we often get asked "what are you selling?" by other exhibitors who are envious of the number of people visiting our stand.

Working in with the regional councils at boat shows and in other areas has also been a good initiative. Not only do we get our joint safety messages out there in a consistent manner, we also get to meet and work closely with our colleagues in the various regional councils. There are huge benefits both ways, and to the boating public.

Coming up next is the **Tauranga show from 12-14 October**. A big thanks you to all of those that have agreed to help out, your time is very much appreciated.

After that will be **Auckland in March**. These events are an excellent time to network and catch up with us and other safe boating advisors and we will let you know the dates for the next year when they are available.

MNZ shirts and ID cards

Most of you should have received a MNZ shirt. These shirts will identify you clearly during those long hours on boat ramps, and at any other time. If you haven't received a shirt, let us know and we'll get one out to you.

And while we're on the subject of identification, do you all have an ID card? If not, drop us a line and once we've got a few names on the list we'll do a print run.

Boat ramp surveys

Boat ramp surveys are a great way to gauge general levels of compliance for carrying lifejackets and communications equipment.

We're keen to survey boaties at ramps this summer and see if the messages are getting through. We'll be in touch towards the end of the year with details of the survey. Any time you can give at the ramp this summer would be greatly appreciated.

Keep us up-to-date

We regularly update our databases, so please send us a quick email with any address or phone number changes.

Also do keep us up to speed with any upcoming fishing competitions and events that you know of in your region. Our events calendar is an excellent resource and we want to be able to continue to support the community effectively.

For further info ... contact us

For further information on any of the above points, fire an email off to: recreationalboating@maritimenz.govt.nz

Well that's it from Jim, Jim and Al.



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