

► An update for Maritime New Zealand (MNZ) safe boating advisors (SBAs).

## In this issue...

- |                              |   |   |
|------------------------------|---|---|
| 1 Synovate research          | 2 Kayakers and PWC drivers urged to be vigilant this summer | 4 Folau Malu Project scoops Water Safety NZ award |
| 2 SBA resource packs         | 2 Kiwi summer boat ramp survey                              | 4 Patrol opportunities                            |
| 2 Key summer safety messages | 3 ANZBEG meeting  | 4 Boat ramp surveys                               |
| 2 Current fatality rates     | 3 Boaties Book & Discoverboating.co.nz                      | 4 Identity cards                                  |
|                              | 3 MNZ SBA award   | 4 Key messages this summer                        |

Greetings to you all at the beginning of what is likely to prove to be another busy summer season.

Unless you've been living in a cave for the past two months you would have heard about the cargo vessel grounding in the Bay of Plenty.

The **Rena** grounding has had a significant impact on Maritime New Zealand's (MNZ) business-as-usual activities, with all staff being involved either directly or indirectly.

Our website contains a huge amount of information on the grounding, including several photo galleries, a timeline and regular updates. Please take some time to check it out at <http://www.maritimenz.govt.nz/Rena>



**Rena with the anchor handling tug Go Canopus and the bunker barge Awanuia**

The ship has defied the odds and has stuck together so far, but it is in a very precarious position and there is the potential for the situation to deteriorate. We wait in hope that she will hold together.

As you can surely imagine, when a 47,000 tonne ship hits a reef at 17 knots and stops in less than half its length, there is a significant amount of damage to the vessel. Needless to say all those involved have some challenges ahead in the long road to recovery.

## Synovate research

Earlier in 2011, MNZ engaged market research company Synovate to investigate the use of lifejackets by the 40+ male demographic. This target group was chosen as they are over-represented in national boating fatalities and seem to be the hardest to reach with our safety messages.

This research covered a broad range of craft and boating activity, including what boating meant to these people, why they enjoyed it, and what their main on-water activities were.

As expected, the results varied widely, but common themes around boating showed that the main reasons people go boating are a sense of belonging and 'mateship', escapism, and conviviality. As a general comment, those interviewed saw boating as a way of gaining freedom and enjoying the 'good life' outdoors.

The research showed that whilst seen as important to have on board, lifejackets were not at the top of the list of priorities for this group of boaties, and came after checking the weather and having communications on board. Lifejackets were seen by some participants as a necessary evil that can't act as a restriction on the freedom of boating, thus taking away some of the inherent enjoyment in the activity. Another common theme was that wearing a lifejacket was somehow accepting that you were at risk.

The bigger the vessel, the safer participants felt – thus further minimising the apparent need to wear a lifejacket. Another interesting point was that a boating accident or near-miss did not encourage people to wear lifejackets in future boating activities.

There also were some positives to come out of the research. Those who wear lifejackets see themselves as being more responsible, more in control, and that as a skipper they were protecting everyone on their boat. It was also interesting to note that individuals who wear lifejackets saw those that don't as irresponsible and a liability for others.

In conclusion, the research found that although lifejackets were considered an element of boating safety, they were not a priority for many. It seems that the emotional motivations to wear a

lifejacket run counter to the cultural and emotional needs of boating (that is, restriction versus freedom) and there is a lack of perceived risk in boating generally. It also showed a wide gap in the attitudes of those who wear lifejackets and those who don't.

These findings have been fed into our lifejacket awareness strategy and have formed the basis of our new advertising campaign.

We're currently working on a publicly available version of this report, as it highlights significant opportunities for other agencies, as well as for manufacturers and retailers of lifejackets and other safety equipment.

## SBA resource packs

You should have all received your SBA resource pack in the mail a few months ago. These were put together by James and Sarah from our communications team (with a bit of help) and should make ordering our various recreational publications a little easier.

The thinking was that we have a number of resources that were going unnoticed, so we've put them all together in an MNZ branded clearfile, along with some easy to use order forms. If you haven't received your resource pack, please get in touch with us and we'll send one out.



Sarah Brazil, Jon Winchester and James Sygrove compiling the SBA resource packs in Wellington

## Key summer safety messages

The key messages for summer remain the same. Lifejackets will be the focus of our summer advertising push, but running alongside that are the other four key messages – skipper responsibility, taking two forms of emergency communications that will work when wet, checking the marine weather forecast before you decide to head out and avoiding alcohol.

Over the past few months we have been developing a new lifejacket advertising campaign. The advertisement with Colin Meads still has good recall, but we've taken a new angle this season. We've used the Synovate research as a starting point and have taken an approach that aims at social change, rather than telling people what to do – we're pretty excited about it and look forward to your feedback!



## Current fatality rates

At the time of writing there had already been 20 recreational boating fatalities since 1 January 2011. This compares with 15 in all of 2010, 24 in 2009 and 16 in 2008.

A significant number of the boats involved in this year's statistics have been 6 metres or less in length, and this includes rafts and kayaks, yachts and a PWC. As usual, poor weather, a lack of emergency communications equipment and not wearing lifejackets were prominent factors in the fatality equation.

Obviously our aim is to get this figure down to zero, and it is with the help of the SBA community that we hope to achieve this.

## Kayakers and PWC drivers urged to be vigilant this summer

The use of kayaks and personal water craft (PWC) are two of the fastest-growing activities in recreational boating but are over-represented in accident and fatality statistics. There were four kayak fatalities in 2010 and four fatalities (to the end of November) in 2011. There have also been several PWC near misses, and accidents resulting in serious injury and a fatality over the same period.

Both MNZ and Coastguard urge anyone using these craft to make sure you know the 'rules of the road' on the water before you go out. The December issue of MNZ's magazine Lookout! has a sea kayaking safety feature and next year, MNZ will also publish a booklet Safe Paddling: Essential Guide.

## Test your kayaking and PWC skills online

Coastguard Boating Education has an interactive module on their website. This lets virtual kayakers navigate through real-life situations. With an advice link on each page, and access to related information, readers share a real-time kayaking excursion with John and Maia.

To test your kayaking knowledge, visit: <http://expert.cbes.org.nz/>



Personal water craft (PWC/ jetskis) are another fast-growing boating group in New Zealand, with an estimated 15,000 buzzing about on the water. Their appeal is in the exhilaration and fun they provide, but it's important that they are operated safely and that they don't make the water an unsafe place for other water users.

Coastguard Boating Education has recently launched an exciting interactive educational game targeting PWC users, challenging their skills and knowledge via an online safety module.

To test your knowledge and skills, visit

<http://expert.cbes.org.nz/pwc/>



## Boaties Book and Discoverboating.co.nz

A new edition of the *Boaties Book* has recently been released and as always it is packed full of useful information for all boaties. Another useful resource is the Discover Boating website [www.discoverboating.co.nz](http://www.discoverboating.co.nz) which, when used in conjunction with the *Boaties Book* is an excellent source of boating information covering the entire country.

The *Boaties Book* is a FREE publication that can be given out in conjunction with our safe boating packs. Hats off to all those involved in the production of this fantastic resource and to the Marine Industry Association for setting up the website.

If you would like copies of the Boaties Book to give out, please contact McLaren Brown Publishing at [boaties@mclarenbrown.co.nz](mailto:boaties@mclarenbrown.co.nz) or call them on 09 418 2344.

## MNZ SBA award

For the third time since 2007 we have awarded the MNZ Safe Boating Advisor Award. The award was introduced in 2007 as a way of recognising the extraordinary efforts that our SBA team puts in to ensure those out on the water have a great time and do so safely. Past recipients include Graham Cotton of Nelson and

Tom Sawyer from Invercargill, both of whom have worked tirelessly to educate and encourage safe boating practices.

This year's recipient is Graham Cowling from Taranaki. Graham is not only a Boating Education tutor, but also a search and

rescue tutor and he is the current president of Coastguard Taranaki.



AI and with SBA award winner, Graham Cowling

Graham has demonstrated dedication and leadership in the promotion of safe boating within his local community and was one of the first to become a SBA with the introduction of the programme. Congratulations Graham, we wish you many more years of safe boating.

## Folau Malu Project scoops Water Safety NZ award

AI Thomson recently collected an award for MNZ at the WaterSafety New Zealand Awards dinner on 24 November at Te Papa.

The award was for the Folau Malu (Journey Safely) – Polynesian SBA Project.

This project is a partnership involving MNZ, ACC, Coastguard Boating Education Service (CBES), Coastguard Northern Region, Auckland Regional Council, Water Safe Auckland and Water Safety New Zealand.



AI accepts his award with Matt Claridge from WSNZ (left) and David Welsh from Sealord (right)

The project identifies community champions who are trained and appointed as MNZ Safe Boating Advisors. Some are then accredited as CBES dayskipper tutors who go on to deliver dayskipper courses in their native language. Tongan and Samoan courses are currently underway. This has been very well received in Pacific Island communities and has added even more value to the Safe Boating Advisor programme.

## Boat ramp survey

The annual boat ramp survey is almost upon us! This year the surveys can be done any time during the month of January, which should make it easier to get some done. We really appreciate the time this takes and understand that it has not always worked for you to be committed to one weekend only.

The results from the survey this year are very interesting and we are keen to get as much information as we can to help us understand what are boaties are actually doing regarding lifejackets, preparation, and their attitudes to boating. Survey packs will be with you soon and we'll be offering great prizes again for boaties who participate in the survey. As an added bonus, there will be a special prize for the SBA that surveys the most vessels! Thank you in advance for helping out.

## Identity cards

It is our intention to renew all SBA identity cards. These will now be valid for three years. We will be in touch with you regarding this.

## ANZBEG

Jim Lilley & John White from Maritime New Zealand recently went to Melbourne to attend the latest ANZSBEG (Australia and New Zealand Safe Boating Education Group) meeting there. This is where the representatives of New Zealand and all of the Australian states involved in navigation safety and recreational boating get together to address common issues.

ANZSBEG's mission is to enhance the effectiveness of boating safety education in Australia and New Zealand and, in so doing, to help prevent boating incidents and the associated injury and loss of life.

During this meeting we shared with our Australian cousins the work we have done with the SBA programme, putting the DVD contents on You Tube, the Folau Malu Project and out communications work to name but a few. The two day meeting then broke into workshops and tackled many issues such as electronic charts and navigation, towing, and of course that vexed question of lifejackets and getting people to wear them. After all, they are only lifejackets if they are worn!

The really great thing about this forum is the level of cooperation and willingness to share all and any ideas that may help any of the group. Hopefully you will have seen MNZ's new TV campaign by now, well here is an example of one that Australia produced along the same lines for Father's Day:

<http://vimeo.com/28291395>

## Patrol opportunities

This summer there will be opportunities for some SBAs to join with the Navy or Police on their summer patrols. This will be a purely educational role for 2-3 days at a time, joining with the Department of Conservation and Fisheries. Patrols will be taking place in the Bay of Islands and Tasman/Golden Bay during January. If you are interested, please get in touch with AI or Jim.

## Key messages this summer

### BOAT SAFELY – KNOW THE RULES

**Vessels overtaking:** Every overtaking boat gives way (includes sailing vessels).



**Power vessels head on:** Both alter to starboard (right).



**Power vessels crossing:** Power boats give way to others on their starboard side.



- Give way boats should cross behind.
- Sailing vessels have different rules.

- 1 Lifejackets** – useless unless worn
- 2 Marine weather** – check before you decide to go out
- 3 Emergency communications** – have two types that work when wet
- 4 Avoid alcohol**
- 5 Skippers** – know your limits; you are responsible

**Maximum speed:**

- Within 200m of shore or dive flag.
- Within 50m of all boats or swimmers.

BE A RESPONSIBLE SKIPPER  
DO A DAY SKIPPER COURSE



www.adventuresmart.org.nz



KNOW BEFORE YOU GO

The Boating Safety  
CODE

Before you go boating on our seas, lakes and rivers, get familiar with New Zealand's Boating Safety Code, no matter what kind of boat you use.

5

simple rules to help you stay safe:

**1 Life Jackets**  
*Take them - Wear them.*  
Boats, especially ones under 6m in length, can sink very quickly. Wearing a life jacket increases your survival time in the water.

**2 Skipper responsibility**  
The skipper is responsible for the safety of everyone on board and for the safe operation of the boat. Stay within the limits of your vessel and your experience.

**3 Communications**  
Take two separate waterproof ways of communicating so we can help you if you get into difficulties.

**4 Marine weather**  
New Zealand's weather can be highly unpredictable. Check the local marine weather forecast before you go and expect both weather and sea state changes.

**5 Avoid alcohol**  
Safe boating and alcohol do not mix. Things can change quickly on the water. You need to stay alert and aware.

Also available:  
**The Wear Safety CODE**    **The Outdoor Safety CODE**

For more information about safe boating education and how to prepare for your boating activity, visit [www.adventuresmart.org.nz](http://www.adventuresmart.org.nz)

Before you get on board  
get online



Stay safe on the water, visit  
[www.maritimenz.govt.nz](http://www.maritimenz.govt.nz)

New Zealand Government



## Keep in touch

Help us keep in touch with you by providing us with your latest contact details.

We prefer to send updates by email, but if you don't have access to email we'll post them out to you.

Please contact Al, Colin or Jim with your updated details.

**Al Thompson**

[alistair.thomson@maritimenz.govt.nz](mailto:alistair.thomson@maritimenz.govt.nz)

09 306 1086

**Jim Lilley**

[jim.lilley@maritimenz.govt.nz](mailto:jim.lilley@maritimenz.govt.nz)

03 328 7566

Have you got an interesting or funny story? Or maybe you'd like to write a letter to the editor or share a gem with other SBAs?

Drop some words into an email and we'll print them in *Stay Ahead!*

### For more info, contact us

If you want more info about anything in this newsletter or anything that affects you as a SBA, fire off an email to [recreationalboating@maritimenz.govt.nz](mailto:recreationalboating@maritimenz.govt.nz)

## How are we going?

How do you think we're doing with the SBA programme?

Giving us feedback on how we're doing helps us to manage the SBA programme better. Please take the time to drop us a line and let us know:

- how you would like to see it develop further
- how well we are communicating with you.



LEVEL 10, OPTIMATION HOUSE  
1 GREY STREET, PO BOX 27006  
WELLINGTON, New Zealand

TELEPHONE +64-4-473 0111  
FACSIMILE +64-4-494 1263

[www.maritimenz.govt.nz](http://www.maritimenz.govt.nz)

Send us your thoughts and stories

Email [publications@maritimenz.govt.nz](mailto:publications@maritimenz.govt.nz) or freephone 0508 22 55 22.

**Disclaimer:** All care and diligence has been used in extracting, analysing and compiling this information, however, Maritime New Zealand gives no warranty that the information provided is without error.

**Copyright Maritime New Zealand 2011:** Parts of this document may be reproduced, provided acknowledgement is made to this publication and Maritime New Zealand as source.

New Zealand Government