

October 2024

Newsletter



WELCOME TO

the first edition of the Safer Boating Forum newsletter.

As promised at the last Forum in May, we are excited to bring you the very first Safer Boating Forum newsletter. We want to keep you in the know with all the latest updates, news, and developments within our Forum.

We hope this newsletter will help us stay connected and provide a space for you to share your work in the community. The good the bad and the ugly - we want to hear all about it, and share it with other Forum members. We'll also make sure you're informed about upcoming events, meetings, and opportunities to get involved.

Ngā mihi nui,

Safer Boating Forum Leadership Group (SBFLG)





Safer Boating Forum Feedback - May 2024

The Forum convened at the Royal Port Nicholson Yacht Club in Wellington on 15 May. The theme for the first hui of the year was “collaboration”.

To evaluate the Forum, a survey was distributed to gather feedback from those who attended. Your feedback is crucial as it assists the Safer Boating Forum Leadership Group (SBFLG) in planning future hui. The overall hui was rated 4.5 out of 5. Communication, the value of connections and conversations, and the manaakitanga/hospitality were rated 4.2, 4.6, and 4.7 out of 5, respectively.

The positive feedback received highlighted the success of hearing from a diverse range of speakers, small group exercises, interactive sessions, and the value of the conversations. A specific note was made about the participants using Te Reo in their introductions. If you're unsure how to introduce yourself a great place to start is Pepeha, which will guide you through the process.

Areas identified for improvement were:

- making the Hive Mind sessions longer

and with smaller sized groups to allow for deeper conversations and to narrow the focus of the problems discussed

- avoid scheduling conflicts with other conferences
- an opportunity to hear from other Forum members about what is working well.

A specific comment was made about the Recreational Craft Strategy needing to be evidence-based with collective actions and associated measures. The SBFLG discussed this comment, and noted that the current strategy focuses on gathering information, creating a baseline, and understanding what is occurring in the sector, which will enable the Forum to move towards the next step of the strategy.

There was mixed feedback about the balance of detail. Some appreciated it and enjoyed the detail, while others didn't like it – it's a fine balance to get it right for everyone!

The Forum also expressed interest in hearing from other organisations, and the SBFLG is taking this into account for future Forums. Preferred locations for the Forum were Auckland, Wellington, and Christchurch.

Kaihautū update

In the Te Ao Māori workstream of the Recreational Craft Strategy it states that the Forum will appoint an SBF Kaihautū for 18 months. Rob Hewitt served as the Acting SBF Kaihautū and led a Te Ao Māori process to find a permanent SBF Kaihautū from within the sector. Through this process, Ngahaia Mita was appointed to the position and Maritime NZ contracted Ngahaia until June 2024.

The Forum would like to thank Ngahaia for the impact she has had on the Forum and the wide range of expertise she has brought to the position. This has included progressing key projects, such as the Recreational Craft Strategy. Ngā mihi nui Ngahaia, you will be missed at the Forum and SBFLG.

To fulfill the commitments to the Recreational Craft Strategy, the SBFLG agreed to appoint **Maritime NZ's Kaihautū, Wayne Rhodes** (pictured), to take on this position. Wayne will attend the upcoming meeting in October and will be introduced to the Forum at this hui. Welcome Wayne, we look forward to progressing this mahi with you.



Confirmation of new SBF members

At the Forum, four new organisations gave presentations on their organisations. As per the existing Terms of Reference, a vote was held and the organisations below were voted to be included in the Forum.

- Surfing New Zealand
- Aotearoa Water Patrol
- Te Hau Kōmaru National Waka Hourua Charitable Trust
- Canoe Racing New Zealand

The Forum has grown to 28 organisations.



Safer Boating Week / Come Home Safe planning

We have reviewed ideas from the Forum hui's quick-fire session on how to collaborate and involve the sector to make the **Come Home Safe** Campaign more impactful.

One idea that stood out was role modelling through "Come Home Safe Deals". For example, members of your waka ama or paddle board club could complete a contract for another member, saying what they are prepared to do if the named person commits to follow a safety rule all the time.

We are also looking for additional launch ideas that can seamlessly integrate into the wider Come Home Safe Campaign. Our goal is to create impactful moments that aim to attract media attention.



Safer Boating Week 2024 will take place from Monday 21 October to Sunday 27 October.

Keep an eye out in your inbox for further details about the next SBF hui.

Best Ads Award



Our Radio Hauraki on the water activation won a Best Ads radio award for the Australasian region. Best Ads is the world's global ad industry website, and picks each month the best ads across different mediums like TV and radio.

This activation continues our approach to educate boaties on three key safety messages: carry two waterproof ways to call for help, always wear a life jacket, and check the marine weather forecast.

To capture our target audience of males aged 40+, who often ignore safety advice, we turned the Radio Hauraki Drive Show into a three-hour water safety briefing. This engaging audio and social media experience featured representatives from the Safer Boating Forum, including NZ Police, Harbourmasters, Surf Lifesaving NZ, and Coastguard.

During the show, we educated our audience on key safety messages, amidst plenty of humour.

The show reached 108,800 listeners, and an additional 258,805 people engaged through social media. We successfully delivered the world's longest safety briefing, ensuring our life-saving messages resonated with our audience.

Adrian Stephenson, Senior Marketing Advisor, praised the effort: "This award is well-deserved for Federation (our marketing agency) and Maritime NZ. It shows how strategy, creativity, and media can come together to produce an impactful campaign. Achieving great results and industry recognition is a welcome bonus!"



SBFLG updates

The SBFLG meets every 6 weeks to lead the delivery of the Forum's priority work programme. Key focusses have included; the refresh of the life jacket position statement, Terms of Reference review, and preparation for the launch of Safer Boating Week 2024 on 21 October.

Below are a few key updates from the SBFLG.

SBFLG Terms of Reference

The SBFLG is refreshing the existing Terms of Reference (ToR) for the Forum. The current ToR is out of date and does not reflect the existing structure of the SBF. Many elements of the ToR need to be updated to include the Recreational Craft Strategy. It is the intention to socialise the updated ToR to Forum members at the Forum in October.

Farewell and thank you to Callum Gillespie

New adventures for Coastguard CE Callum Gillespie! We're sure we speak for all Forum members when we say thanks and best wishes to Callum. Callum was a founding member of the SBFLG and has been a huge contributor to the work of the Forum during his time at Coastguard. During this time, he led Coastguard through their organisational changes and rebrand. He also played a pivotal role in the gifting of an ingoa Māori, Tautiaki Moana Aotearoa.

Thank you Callum for all you have contributed and we wish you well for the future.



*Thank
you!*

SBF Position Statement on the wearing of PFDs

In July 2024, the SBFLG gave the green light to refresh the current Forum's position statement on the wearing of PFDs for recreational vessels of 6 metres or less in length. The current position statement was drafted in 2016, and has not been updated since. Refreshing the statement will provide the Forum with a current, fit for purpose position statement to support the adoption of consistent navigational safety bylaws around the country.

A working group made up of Forum members and Maritime NZ staff is currently being established, with Maritime NZ's Matt Wood (Principal Advisor, Recreational Crafts, Harm Prevention and Engagement) and Bronwyn Prowse (Senior Advisor, Education and Guidance) leading this mahi.

SBFLG hui minutes

As part of keeping Forum members up to date, the SBFLG has committed to sending Forum members the minutes of the SBFLG hui after they have been approved, so that Forum members are aware of the discussions and decisions made. The minutes from the SBFLG hui this year will be sent to you as outlined below.

Maritime New Zealand – Sharyn Forsyth (Chair SBF)

Ministry of Transport
New Zealand Police
New Zealand Search and Rescue Council
Water Safety New Zealand

Coastguard New Zealand – Callum Gillespie

Surf Lifesaving New Zealand
Swimming New Zealand
Metservice
Drowning Prevention Auckland
New Zealand Sport Fishing Council
Jet Boating New Zealand

NZSUP – Bill Dawes

Kiwi Association of Sea Kayakers
Aotearoa Water Safety Patrol
Canoe Racing NZ
Surfing NZ

Yachting New Zealand – Raynor Haagh

Waka Ama New Zealand
Te Hau Kōmaru National Waka Hourua
Charitable Trust
New Zealand Underwater Association
Waka Ama New Zealand

Harbourmasters – Pete Thomas and Gordon McKay

Auckland Transport Harbourmaster's Office
Environment Canterbury Regional Council
Harbourmaster
Greater Wellington Regional Council
Queenstown-Lakes District Council Harbourmaster
Waikato Regional Council

New Zealand Marine Industry Association –Peter Busfield

Insurance Council of NZ



No Excuses update and summary



Community Grants update

The Community Grants program received 35 applicants this year – 8 more than last year. The total amount of applications totalled \$1,458,557. The total budget for the 2024/25 year was \$743,026, which is \$133,654 less than the previous year.

After applying the assessment criteria 29 programmes were funded. The programmes that have been funded will support the outcomes of the Recreational Craft Strategy.

A link to the details of the Community Grants are now available on the Maritime NZ website.

On-water compliance

On-water compliance plays an essential role in preventing harm to recreational craft users.

Twelve applications were received to support the **No Excuses** campaign across the country for 5 on-water days per year:

Queenstown, Northland Regional Council, Bay of Plenty Regional Council, Environment Canterbury, Environment Southland, Nelson City Council, Waikato Regional Council, Greater Wellington Regional Council, Hawke's Bay Regional Council, Taranaki Regional Council, Tasman District Council, Marlborough District Council.



Do you have something you'd like to share with the Forum?

Are there things you'd like to see in the Forum newsletter?

Please feel free to get in touch with any feedback or suggestions - we'd love to hear from you.

Alternatively, if you have an article or information you'd like to feature in the next edition of the newsletter, please get in touch and we will provide the requirements (word count, image resolutions etc).

Email saferboating@maritimenz.govt.nz and we will be in touch.

