

2020 Recreational Boating Summary

This report details participation, behaviour, and fatal incident information for recreational boating in New Zealand for the 2020 calendar year. It primarily draws on participation and behaviour information collected by IPSOS on behalf of Maritime New Zealand (MNZ) during 2020 and on incident information held by MNZ.

Information for media:

Maritime NZ safer boating research key info:

- Maritime NZ's annual survey of recreational boaties, conducted by research firm Ipsos, shows that approximately 1.7 million Kiwis are involved in recreational boating and using an increasingly diverse array of water craft. That's around one in every two kiwis (45% of all New Zealanders) - the first increase in four years.
- The survey shows that while most boaties (84%) rate safety as important, there is still work to be done to ensure everyone keeps themselves safe. Around 20% still report that they wear a lifejacket either never, not very often, or only some of the time, and one in four report that they never, not every often, or only some of the time check the marine or mountain forecast before going out on the water.
- Key risk factors for recreational boaties are failure to wear lifejackets all the time; inability to communicate for help when an incident happens; failure to check the weather forecast before going out; and alcohol use.
- Two-thirds of recreational boating fatalities would likely have been prevented if people wore their lifejacket.
- In 59% of fatal incidents, inadequate communication as a contributing factor. This does not mean the people would necessarily have been saved but it made it harder to find and rescue them.
- Paddling now has the highest level of participation on NZ's waters. Power boating is the second most popular activity and safety continues to be a concern with those in boats under 6m.

Maritime NZ is a member of the Safer Boating Forum.

The Forum promotes *The Boating Code* – five simple things to help keep safer in boats. The code is the foundation of safer boating behaviour and forms the core of our safety messages:

- **Wear your lifejacket** – this is the single most important thing to do to help keep yourself safer on the water.
- **Take two waterproof ways to call for help** – if you can't call, then no one can rescue you.
- **Check the marine weather forecast** – it is not the same as land and general forecasts, the weather will be different on the water.
- **Avoid alcohol** – you know not to drink and drive, it's the same on a boat.
- **Be a responsible skipper** – the skipper is legally responsible for the safety of the boat and everyone on board. A great way to know the basis is to do the Coastguard Boating Education 'Day Skipper' course www.boatingeducation.org.nz

Before you go out

- leave your trip details with a responsible person – including where you are going and when you intend to be back
- check the weather forecast – if in doubt, don't go out
- carry appropriate emergency communications equipment – it could save your life. If you can't make contact, no one will know you need to be rescued. Carry at least two types of reliable emergency communications that will work when wet such as a distress beacon (406MHz EPIRB), VHF radio (channel 16), cell phone in a plastic bag or red hand-held flares.
- Then, when you are on the boat, everyone, **wear your lifejacket**

Safer Boating activities:

Public information campaign

- The Safer Boating Forum recently launched a public safety campaign that asks all watercraft users, regardless of the type of activity, the question: **What's your plan?** This means that before heading out on the water, make sure you **prep** your vessel and equipment, **check** your gear to be sure it's in good working order, and **know** the rules and local conditions where you're going. This is running throughout the 2020/21 summer. Go to <http://www.saferboating.org.nz/> for more information and resources.

No Excuses campaign

- No Excuses is a massive team effort that sees 18 harbourmasters from across New Zealand joining forces with Maritime NZ staff to check boaties' compliance with the boating safety code and local bylaws, including lifejacket wearing and safe speed. Last year the campaign interacted with over 4,000 boaties (a record) and this year is expected to be even bigger.
- Harbourmasters and Maritime NZ staff will be out and about monitoring our waterways and taking a firm approach to people breaching the rules, especially where safety of other water users is put at risk.
- The No Excuses campaign is funded via a safer boating grant, administered by Maritime NZ, with funds provided by the government from Fuel Excise Duty (FED). FED funding supports No Excuses and other recreational boating safety initiatives, including regional programmes focused on promoting safer boating.
- The No Excuses on-water compliance campaign is conducted on five random days in each region from 10 October 2020 until 31 March 2021. Ten days have been completed so far (with around 400 on-water interactions recorded), with another 80 days planned.

FED Grants (fuel excise duty is the tax on petrol)

- In July Maritime NZ has announced \$844,249 in funding for 22 safer boating initiatives throughout New Zealand – the most ever distributed – with the aim to reduce recreational boating fatalities and injuries.
- The grants provide crucial funding for organisations involved at the grass-roots building safer boating culture across New Zealand communities. This year's grants are funding key safety initiatives such as:
 - Coastguard Education programmes tailored for Pasifika communities
 - Kayak safety training roadshows
 - Expanding Coastguard's 'old 4 new' lifejacket programme, which replaces old unsafe lifejackets with new ones (15,000 replaced to date)
 - Recreational boating safety education in local schools
 - A nationwide stand-up paddleboard education programme
 - 'Survive the Dive' safety programmes
 - Waka ama safety workshops
 - Expansion of community 'lifejacket hubs' where people can borrow lifejackets for a gold coin.

New Zealand Overview

IPSOS 2020 research identified that **45%** of New Zealanders (an estimated 1.67 million people) participated in recreational boating in the previous 12 months.

1. Auckland	36%
2. Waikato/Taupo	19%
3. Bay of Plenty	18%
4. Northland	16%
5. Canterbury	12%
6. Wellington	9%
7. Overseas	7%
8. Otago	7%
9. Marlborough	5%
10. Nelson	5%
11. Wanganui	4%
12. Hawke's Bay	3%
13. Tasman	3%
14. Taranaki	3%
15. Southland	3%
16. Gisborne	2%

Note: Canterbury includes West Coast (due to small sample size on the West Coast)

These participants had the following as their **most frequent** vessel type:

1. Kayak – 32%
2. Power Boat <6m – 19%
3. Jet ski – 9%

These participants reported the following safety behaviours:

1. Carry enough lifejackets for everyone on boat – 87%
2. Wear your lifejacket the entire time on the water – 80%
3. Avoid alcohol before and during the trip – 78%
4. Check the marine or mountain forecast – 76%
5. Carry two ways to call for help – 58%

During 2019 there were **23** fatal recreational boating deaths in New Zealand. These occurred in **22** individual incidents.

During 2020 there were **14** fatal recreational boating deaths in New Zealand. These occurred in **14** individual incidents.

Summary of 2020 Recreational Boating Fatal Incidents

Date	Total Fatalities	Vessel Type	Region
15/01/2020	1	Power Boat	Auckland
21/02/2020	1	Inflatable	Southland
22/02/2020	1	Power Boat	Auckland
25/02/2020	1	Yacht	Auckland
12/03/2020	1	Kayak/Canoe	Tasman
14/03/2020	1	Power Boat	Otago
10/05/2020	1	Inflatable	Wellington
19/07/2020	1	Kayak/Canoe	Waikato
26/07/2020	1	Power Boat	Marlborough
21/08/2020	1	Dinghy	Auckland
30/08/2020	1	Kayak/Canoe	Auckland
16/10/2020	1	Dinghy	Wellington
21/10/2020	1	Power Boat	Canterbury
7/12/2020	1	Dinghy	Wanganui/Manawatu

Fatalities by year

Year	Total Recreational Boating Fatalities
2010	15
2011	20
2012	13
2013	17
2014	26
2015	22
2016	13
2017	19
2018	5
2019	23
2020	14

Northland

16% of New Zealanders reported boating in the Northland region for the 2020 IPSOS survey.

Of participants who **live** in Northland primarily went boating in the following regions:

1. Northland - 89%
2. Auckland - 21%
3. Bay of Plenty - 10%

Participants who **went boating** in Northland advised the following safety behaviours:

1. Carry enough lifejackets – 93%
2. Wear lifejackets the entire time – 84%
3. Avoid alcohol before and during outing – 86%
4. Check the marine or mountain forecast – 79%
5. Ensure there are at least two ways to call for help – 55%

During the 2019/20 No Excuses campaign Northland council staff interacted with **366** vessels

During 2019 there were **7** fatal recreational boating incidents in Northland.

During 2020 there were no fatal recreational boating incidents in Northland.

Auckland

36% of New Zealanders reported boating in the Auckland region for the 2020 IPSOS survey.

Of participants who **live** in Auckland primarily went boating in the following regions:

1. Auckland - 86%
2. Northland - 24%
3. Bay of Plenty - 13%
4. Waikato – 13%

Participants who **went boating** in Auckland advised the following safety behaviours:

1. Carry enough lifejackets – 95%
2. Wear lifejackets the entire time – 74%
3. Avoid alcohol before and during outing – 76%
4. Check the marine or mountain forecast – 77%
5. Ensure there are at least two ways to call for help – 58%

During 2019 there were **3** fatal recreational boating incidents in Auckland.

During 2020 there were **5** fatal recreational boating incidents in Auckland.

Waikato

19% of New Zealanders reported boating in the Waikato region (including Taupo) for the 2020 IPSOS survey.

Of participants who **live** in Waikato primarily went boating in the following regions:

1. Waikato - 77%
2. Bay of Plenty - 32%
3. Auckland – 16%

Participants who **went boating** in Northland advised the following safety behaviours:

6. Carry enough lifejackets – 91%
7. Wear lifejackets the entire time – 77%
8. Avoid alcohol before and during outing – 89%
9. Check the marine or mountain forecast – 84%
10. Ensure there are at least two ways to call for help – 68%

During the 2019/20 No Excuses campaign Waikato council staff interacted with **491** vessels.

During 2019 there were **2** fatal recreational boating incidents in Waikato.

During 2020 there was **1** fatal recreational boating incident in Waikato.

Bay of Plenty

18% of New Zealanders reported boating in the Bay of Plenty region for the 2020 IPSOS survey.

Of participants who **live** in Bay of Plenty primarily went boating in the following regions:

1. Bay of Plenty - 93%
2. Waikato - 21%
3. Auckland – 6%
4. Northland – 6%

Participants who **went boating** in Bay of Plenty advised the following safety behaviours:

1. Carry enough lifejackets – 86%
2. Wear lifejackets the entire time – 77%
3. Avoid alcohol before and during outing – 73%
4. Check the marine or mountain forecast – 82%
5. Ensure there are at least two ways to call for help – 67%

During the 2019/20 No Excuses campaign Bay of Plenty council staff interacted with **338** vessels.

During 2019 there were **2** fatal recreational boating incidents in Bay of Plenty.

During 2020 there were no fatal recreational boating incidents in Bay of Plenty.

Gisborne

2% of New Zealanders reported boating in the Gisborne region for the 2020 IPSOS survey.

Of participants who **live** in Gisborne primarily went boating in the following regions:

1. Gisborne - 100%
2. Waikato - 38%
3. Wellington - 38%

Participants who **went boating** in Gisborne advised the following safety behaviours:

1. Carry enough lifejackets – 88%
2. Wear lifejackets the entire time – 88%
3. Avoid alcohol before and during outing – 79%
4. Check the marine or mountain forecast – 62%
5. Ensure there are at least two ways to call for help – 50%

During the 2019/20 No Excuses campaign Gisborne council staff interacted with **46** vessels.

During 2019 there were no fatal recreational boating incidents in Gisborne.

During 2020 there were no fatal recreational boating incidents in Gisborne.

Hawkes Bay

3% of New Zealanders reported boating in the Hawkes Bay region for the 2020 IPSOS survey.

Of participants who **live** in Hawkes Bay primarily went boating in the following regions:

1. Hawkes Bay - 73%
2. Waikato - 27%
3. Bay of Plenty - 15%
4. Gisborne – 15%

Participants who **went boating** in Hawkes Bay advised the following safety behaviours:

1. Carry enough lifejackets – 93%
2. Wear lifejackets the entire time – 93%
3. Avoid alcohol before and during outing – 84%
4. Check the marine or mountain forecast – 66%
5. Ensure there are at least two ways to call for help – 61%

During the 2019/20 No Excuses campaign Hawkes Bay council staff interacted with **38** vessels.

During 2019 there were **no** fatal recreational boating incidents in Hawkes Bay.

During 2020 there were no fatal recreational boating incidents in Hawkes Bay.

Taranaki

3% of New Zealanders reported boating in the Taranaki region for the 2020 IPSOS survey.

Of participants who **live** in Taranaki primarily went boating in the following regions:

1. Taranaki - 72%
2. Auckland - 10%
3. Waikato - 10%

Participants who **went boating** in Taranaki advised the following safety behaviours:

1. Carry enough lifejackets – 91%
2. Wear lifejackets the entire time – 88%
3. Avoid alcohol before and during outing – 88%
4. Check the marine or mountain forecast – 75%
5. Ensure there are at least two ways to call for help – 64%

During 2019 there were **no** fatal recreational boating incidents in Taranaki.

During 2020 there were **no** fatal recreational boating incidents in Taranaki.

Wanganui/Manawatu

4% of New Zealanders reported boating in the Wanganui/Manawatu region for the 2020 IPSOS survey.

Of participants who **live** in Wanganui/Manawatu primarily went boating in the following regions:

1. Wanganui/Manawatu - 59%
2. Waikato - 29%
3. Wellington - 8%

Participants who **went boating** in Wanganui/Manawatu advised the following safety behaviours:

1. Carry enough lifejackets – 90%
2. Wear lifejackets the entire time – 90%
3. Avoid alcohol before and during outing – 88%
4. Check the marine or mountain forecast – 88%
5. Ensure there are at least two ways to call for help – 70%

During the 2019/20 No Excuses campaign Wanganui/Manawatu council staff interacted with **17** vessels.

During 2019 there were **no** fatal recreational boating incidents in Wanganui/Manawatu.

During 2020 there was **1** fatal recreational boating incident in Wanganui/Manawatu.

Wellington

9% of New Zealanders reported boating in the Wellington region for the 2020 IPSOS survey.

Of participants who **live** in Wellington primarily went boating in the following regions:

1. Wellington - 71%
2. Waikato - 16%
3. Bay of Plenty - 13%

Participants who **went boating** in Wellington advised the following safety behaviours:

1. Carry enough lifejackets – 79%
2. Wear lifejackets the entire time – 78%
3. Avoid alcohol before and during outing – 76%
4. Check the marine or mountain forecast – 75%
5. Ensure there are at least two ways to call for help – 54%

During the 2019/20 No Excuses campaign Wellington council staff interacted with **218** vessels.

During 2019 there were no fatal recreational boating incidents in Wellington.

During 2020 there were **2** fatal recreational boating incidents in Wellington.

Marlborough

5% of New Zealanders reported boating in the Marlborough region for the 2020 IPSOS survey.

Of participants who **live** in Marlborough primarily went boating in the following regions:

1. Marlborough - 76%
2. Nelson - 30%
3. Tasman - 9%

Participants who **went boating** in Marlborough advised the following safety behaviours:

1. Carry enough lifejackets – 92%
2. Wear lifejackets the entire time – 82%
3. Avoid alcohol before and during outing – 78%
4. Check the marine or mountain forecast – 85%
5. Ensure there are at least two ways to call for help – 51%

During the 2019/20 No Excuses campaign Marlborough council staff interacted with **1097** vessels.

During 2019 there was **1** fatal recreational boating incident in Marlborough.

During 2020 there was **1** fatal recreational boating incident in Marlborough.

Nelson

5% of New Zealanders reported boating in the Nelson region for the 2020 IPSOS survey.

Of participants who **live** in Nelson primarily went boating in the following regions:

1. Nelson - 76%
2. Marlborough - 39%
3. Tasman - 15%

Participants who **went boating** in Nelson advised the following safety behaviours:

1. Carry enough lifejackets – 84%
2. Wear lifejackets the entire time – 90%
3. Avoid alcohol before and during outing – 95%
4. Check the marine or mountain forecast – 87%
5. Ensure there are at least two ways to call for help – 51%

During the 2019/20 No Excuses campaign Nelson council staff interacted with **793** vessels.

During 2019 there were **no** fatal recreational boating incidents in Nelson.

During 2020 there were no fatal recreational boating incidents in Nelson.

Tasman

3% of New Zealanders reported boating in the Tasman region for the 2020 IPSOS survey.

Of participants who **live** in Tasman primarily went boating in the following regions:

1. Tasman - 85%
2. Nelson - 28%
3. Auckland - 15%

Participants who **went boating** in Tasman advised the following safety behaviours:

1. Carry enough lifejackets – 86%
2. Wear lifejackets the entire time – 89%
3. Avoid alcohol before and during outing – 95%
4. Check the marine or mountain forecast – 87%
5. Ensure there are at least two ways to call for help – 51%

During the 2019/20 No Excuses campaign Tasman council staff interacted with **21** vessels.

During 2019 there were no fatal recreational boating incidents in Tasman.

During 2020 there was **1** fatal recreational boating incident in Tasman.

Canterbury (including West Coast)

Note: West Coast included due to small sample size.

12% of New Zealanders reported boating in the Canterbury region for the 2020 IPSOS survey.

Of participants who **live** in Canterbury primarily went boating in the following regions:

1. Canterbury - 78%
2. Otago - 16%
3. Marlborough - 14%

Participants who **went boating** in Canterbury advised the following safety behaviours:

1. Carry enough lifejackets – 85%
2. Wear lifejackets the entire time – 83%
3. Avoid alcohol before and during outing – 86%
4. Check the marine or mountain forecast – 76%
5. Ensure there are at least two ways to call for help – 47%

During the 2019/20 No Excuses campaign Canterbury council staff interacted with **337** vessels.

During 2019 there was **1** fatal recreational boating incident in Canterbury, and **2** fatal recreational fatal boating incidents on the West Coast.

During 2020 there was **1** fatal recreational boating incident in Canterbury, and none on the West Coast.

Otago

7% of New Zealanders reported boating in the Otago region for the 2020 IPSOS survey.

Of participants who **live** in Otago primarily went boating in the following regions:

1. Otago - 84%
2. Canterbury - 8%
3. Northland - 7%

Participants who **went boating** in Otago advised the following safety behaviours:

1. Carry enough lifejackets – 96%
2. Wear lifejackets the entire time – 95%
3. Avoid alcohol before and during outing – 83%
4. Check the marine or mountain forecast – 69%
5. Ensure there are at least two ways to call for help – 50%

During the 2019/20 No Excuses campaign Otago council staff interacted with **128** vessels.

During 2019 there was **1** fatal recreational boating incident in Otago.

During 2020 there was **1** fatal recreational boating incident in Otago.

Southland

3% of New Zealanders reported boating in the Southland region for the 2020 IPSOS survey.

Of participants who **live** in Southland primarily went boating in the following regions:

1. Southland - 82%
2. Nelson - 11%
3. Otago - 10%

Participants who **went boating** in Southland advised the following safety behaviours:

1. Carry enough lifejackets – 92%
2. Wear lifejackets the entire time – 85%
3. Avoid alcohol before and during outing – 74%
4. Check the marine or mountain forecast – 85%
5. Ensure there are at least two ways to call for help – 48%

During the 2019/20 No Excuses campaign Southland council staff interacted with **172** vessels.

During 2019 there were **4** fatal recreational boating deaths from **3** individual incidents in Southland.

During 2020 there was **1** fatal recreational boating incident in Southland.