



Lifejackets and VHF radio

October 2018 – February 2019

Safer Boating Campaign communications plan

We promote safer boating to help save lives

Prepared for the NZ Safer Boating Forum
September 2018

The safer boating campaign is an initiative of the NZ Safer Boating Forum. The campaign is coordinated by Maritime NZ as a partnership of organisations, all with an interest in recreational boating. It is seasonal, running from October to March each year.

The Forum is a formal network representing a cross-section of national and regional government agencies, local body groups, organisations and the marine industry, involved in promoting recreational boating safety in New Zealand. It is chaired by Maritime New Zealand and the list of members is at <https://www.maritimenz.govt.nz/about/people/people-we-work-with/safer-boating-forum/>

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NZ Safer Boating Forum's vision

“Safer boating enjoyed by a responsible and well informed boating community.”

To achieve that vision, Forum members work collaboratively and effectively to improve recreational boating safety.

Initiatives are developed collaboratively by Forum members and their implementation is coordinated nationally.

NZ Safer Boating Forum Strategic Plan 2017-2020

Purpose of this plan

The purpose of this plan is to help your organisation take part in the safer boating campaign. It explains the campaign's national strategy and how our organisations' national, regional and community activities and publicity all contribute to the campaign.

Each organisation focuses on its particular community and interests, and decides how intensively it will involve itself in the campaign. The plan gives ideas that will help you do that.

Maritime NZ contacts

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Campaign focus: Lifejackets and Marine VHF Radio

Our objectives are to maintain good lifejacket behaviour and increase the carriage and use of marine VHF radio by boaties.

Lifejackets and communications work together. **By wearing your lifejacket you are much less likely to drown, but if you can't call for help, no one can rescue you.** Hypothermia is also a serious risk.

Maritime NZ will be promoting:

- **Check your lifejackets** – a focus of Safer Boating Week 12-19 October 2018
- **Check and wear your lifejackets** – throughout the summer
- **Take a VHF radio** – through communications and advertising throughout the summer

Audiences

The most at risk groups are:

- Men aged 45 and over, who go boating in vessels under 6 metres. They account for the vast majority of boating fatalities
- Young women and men aged 15-25 using paddle craft, which includes standup paddle boards, dinghies, and kayaks. The use of paddle craft is rapidly increasing and the fatality rate is going up with that increase.

Maritime NZ's advertising will be aimed at men aged 30 to 54. This is an established age group for advertising media and, importantly, includes men who have not yet moved into the most at risk group. It gives an opportunity to influence their behavior before they become too set in their ways.

Organisations taking part in the campaign should define their target audiences based on the risks their boating communities face and the most popular boating activities.

Research

The campaign is informed by extensive research available to all at <https://www.maritimenz.govt.nz/recreational/safety-campaigns/recreational-research.asp>

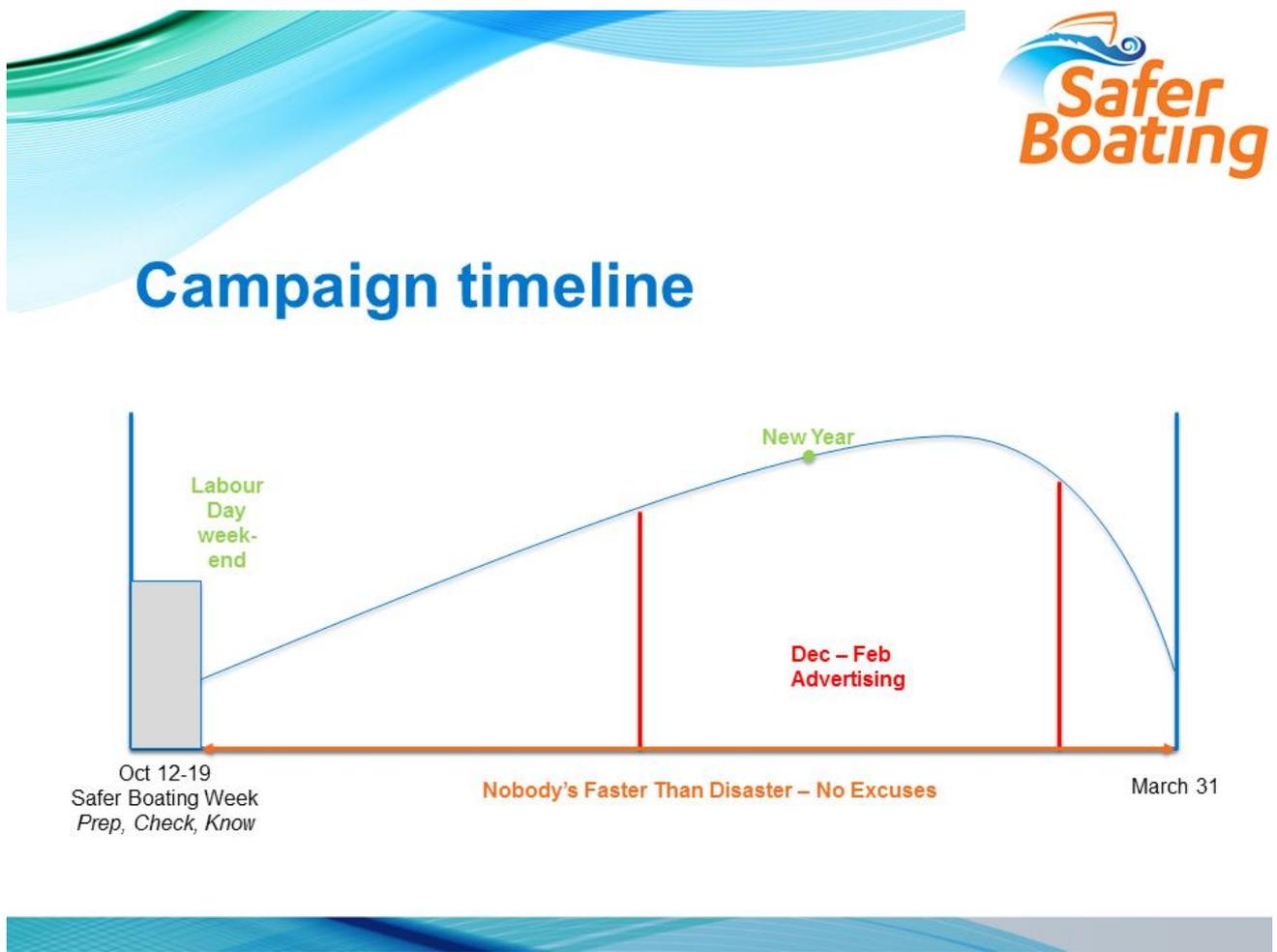
You can also go to www.maritimenz.govt.nz and enter "boating research" in the search field.

Boating organisations can interrogate the data behind the research reports using an online tool to develop their own questions. To access the online tool email vince.cholewa@maritimenz.govt.nz

Campaign timeline

The campaign is summarised graphically by the illustrations below. It starts with a 'splash' during Safer Boating Week to refocus the boating community after winter. Labour Day weekend is for many boaties, particularly in northern waters, the start of recreational boating.

The campaign's intensity, represented by the blue curve, then starts at a lower level, increasing towards peak boating time during the summer holidays.



Safer Boating Week, 12-19 October 2018

Safer Boating Week will begin 'formally' with the traditional wharf jump in Wellington on Friday 12 October. Boating organisations are most welcome to organise similar events, held more or less simultaneously.

We will continue to promote the slogan '**Prep your boat, Check your gear, Know the rules**' – before you get back on the water.

Maritime NZ's key message will be '**Check your lifejackets**'. This will focus on the known issue of kapok and other old lifejackets being a safety risk and the need to check your lifejackets when you go out. Lots of useful information about the risks of old lifejackets is at www.maritimenz.govt.nz/lifejackets

Maritime NZ will also be linking up with Coastguard to support the promotion of Old4New lifejacket campaign which handily removes old lifejackets off the market.

Nobody's Faster than Disaster, 20 October 2018 to March 2019

The umbrella slogan for the entire summer campaign is '**Nobody's Faster than Disaster**' and everyone is welcome to use this slogan in advertising and collateral along with the Safer Boating logo and their own logo if they wish.

The slogan is broad enough to cover each organisation's community and activities, and the safer boating code.

Please help promote the safer boating code, with a focus on the key messages '**Check and wear your lifejackets**' and '**Take a VHF radio**'.

No Excuses, October 2018 to March 2019

'No Excuses' is a council and harbourmasters' compliance programme. It will run from late October until March.

The *No Excuses Operational Plan* includes detailed messaging that all councils can use.

The 'No Excuses' campaign will see councils and Maritime Officers join up to take enforcement action when rules/by-laws relating to life jacket carriage and wearing, and unsafe speed are broken. Other risk areas for enforcement action (such as not having/using dive flags) are able to be added as appropriate to the region.

'No Excuses' will run for five days in each of the council areas at different times during summer.

The intention is to fine boaties, offer diversion (give boaties a choice of buying a lifejacket and not be fined, for example) or providing education and information to those boaties who do not prioritise safety and choose to break the rules.

Maritime NZ will provide information to harbourmasters and councils' communications staff to help coordinate publicity about the 'No Excuses' programme. This includes media releases about the programme and social media posts. However, we need harbourmasters and councils to also promote 'No Excuses' through the media, social media and by sharing and liking on Facebook and Twitter. It would be ideal if you can take photos when on the water (and ask for permission of individuals) and share these with Maritime NZ and with the Forum and other councils.

FED Safer Boating Grants

The fuel excise duty (FED) is the tax on petrol. Boaties pay tax when they fuel up their boats. Maritime NZ uses circa \$490k to provide grants to Forum members, regional councils and boating groups to run face to face community-based safer boating programmes to help change boaties behaviour.

These funds have been granted and will be announced by Maritime NZ during Safer Boating Week. We strongly encourage each recipient to promote this important work and carry out their own publicity when their programme is underway.

Organisations that have received FED grants are encouraged to use the safer boating logo and promote their activities as part of the safer boating campaign. In this way, activities for different communities all around the country can be easily linked to the campaign.

Information about FED-funded activities will be shared across all organisations taking part in the campaign so we can all promote each other and amplify our safer boating messages. As a first step, please check the information in the calendar on page 13 of this plan and email updates, additions and corrections to vince.cholewa@maritimenz.govt.nz or call Vince Cholewa (04) 494 1236 to discuss.

Advertising maritime VHF radio messaging, December 2018 to February 2019

Maritime NZ is launching a new TV national advertisement and communications which will focus on encouraging boaties to carry and use a waterproof VHF marine radio. We would like everyone to support the 'Take a VHF radio' message.

The message behind the advertising will be 'Take a VHF radio'. This is part of the safer boating code message 'Take two waterproof ways to call for help'. The benefit of using VHF radio is that it is a two way form of communication that can be used in minor and major emergencies and connect you to other boaties, Coastguard and Marine channel 16.

Maritime NZ is making this investment in TV advertising again as we have found that it is the most effective way to raise awareness about safer boating and reach our 1.5 million boaties efficiently. It will also help support and create national awareness of safer boating that helps all organisations' activities.

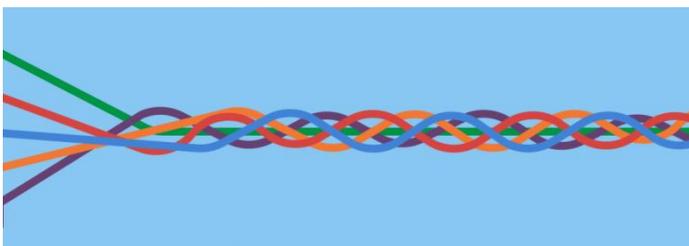
VHF radio is the most effective communication device that most boaties can take in coastal waters, given the extensive coastal network that now exists. A 30 or 15 second television advertisement can only carry one simple message, and it works best when it provides the target audience with a very direct message about what they need to do – in this case 'Take a VHF' when going to sea.

We acknowledge that VHF radio will not suit every boatie or every activity especially in regions where there are a lot of lakes and inland waterways. This requires councils and organisations to consider how best to also address this with messages for their boatie communities. This can include advice to take two forms of communication and advice about what will work best for your area.

Other important VHF messages - like needing a licence to make emergency calls; boats having a call sign and knowing how to use a VHF - need to also be carried through Forum and council-wide channels. Maritime NZ will shortly make a VHF fact sheet available that you can use or amend. Please ensure these messages are used. This is consistent with the approach we have always taken where television campaigns are part of a broader campaign that supports some of the more complicated detail that is required to provide the total picture.

Campaign strategy: National awareness, regional activities, consistent messages

Collaboration is crucial. The campaign is strongest when our organisations all retain our unique 'colour' (our brands, access to communities, purpose etc.) but work together in a coordinated way.



The campaign works by using events and publicity that create national awareness, while regional and community activities connect directly with boaties, and all are linked with consistent messages.

Nationally, Maritime NZ creates awareness of the Forum's key messages. It does this through advertising, communications, social media, promotional events, and working with news media. It also creates and shares the Forum's digital and hard copy publications and collateral that all organisations can use. Those resources help reinforce consistent messages.

Make sure you take advantage of the shared collateral everyone can use on the Safer Boating tool web page.

Maritime NZ recognise that councils, harbourmasters and safer boating organisations have established reputations, are trusted in their communities, and know how to reach their people. Your role is to build on the national awareness and promote safer boating to your communities.

If all safer boating parties share their events, information, stories and social media, and use the Forum's collateral and consistent messages we will encourage more boaties to do the right thing and be safe this summer.

As an example, a Christchurch boatie going on holiday in the Queenstown Lakes District might see information from two councils and Coastguard, and in advertising. When all those messages are consistent they reinforce each other.

Appendix 1: Tools

Safer Boating logo

The Safer Boating logo is a simple way of showing all our safer boating communications and activities are part of a one campaign. It is used 'as well as' (not 'instead of') our organisations' own branding, and should be used as much as possible on all safer boating campaign material and at all events. It is available in colour (as below), orange, and black from the *National communications toolkit* and from Maritime NZ.



National Communications Toolkit

www.maritimenz.govt.nz/sbtoolkit

The *National communications toolkit* is a simple way for all to share and access resources and to help keep messages consistent. It includes digital resources that can be downloaded and used on line or printed, a contact for ordering hard copy resources, and links to translations, and other useful information.

It is on the Maritime NZ website, organised into four sections of resources. Those that can be used for: the whole campaign, Safer Boating Week, Nobody's Faster than Disaster, and the No Excuses programme.

Maritime NZ is updating its resources in the toolkit. Please send those you would like to share to vince.cholewa@maritimenz.govt.nz

Website page, Facebook, Twitter

Maritime NZ administers two public social media accounts, a Facebook secret group, and the www.saferboating.org.nz web page.

The public social media accounts are used to promote safer boating activities and messages. Please save them and send details of your social media to mark.dittmer@maritimenz.govt.nz or phone 04 494 1221.

We can then all work together to share each other's posts on Facebook and re-tweet messages.

Facebook Safer Boating NZ <https://www.facebook.com/saferboating/>

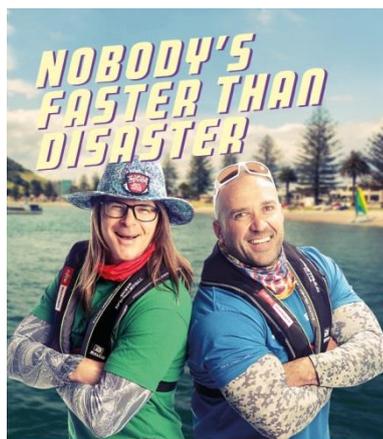
Twitter <https://twitter.com/maritimenz>

Website page www.saferboating.org.nz (to be updated)

The Facebook secret group, Safer Boating NZ, is a place where we can post ideas and discuss freely and frankly. No one can see the group or any posts and comments on it unless you are a member.

If you are not already a member, please email address you use to log onto Facebook to vince.cholewa@maritimenz.govt.nz

Big Angry Fish



Milan and Nathan, the presenters from the popular TV3 fishing show, Big Angry Fish, are strong supporters of safer boating. They actively promote safer boating messages on their show and with their wide audience on social media.

Existing hard copy, digital and video resources will be made available through the *National communications toolkit*, as will a few additional new resources, including a proposed VHF video.

Please note the instructions in the toolkit about how to use these resources, particularly the note about intellectual property.

Safer Boating champions and ambassadors

Maritime NZ is working with Olympic kayaking champion Kayla Imrie, and boaties whose rescue strongly reinforced wearing lifejackets and taking VHF radio. They are likely to be used in social media, publications and news media.

Maritime NZ will share planning and resources before they are used.

Your organisation could do similar publicity with people you work with or know. They need not be national figures, and it would be entirely appropriate to use people known in your community.

Police social media and videos

NZ Police are an important safer boating partner, with about 1 million followers on social media and the facility to produce short videos. Videos must include Police and can be on any relevant safer boating topic. Contact Garry.Boles@police.govt.nz, 021 191 0295.

Community newspapers

Maritime NZ will draft five or six articles for community papers to use over summer. Copies of the articles will be provided to councils and boating organisations before Maritime NZ sends them to media before Christmas.

Appendix 2: Safer Boating Week

Check your lifejackets – www.maritimenz.govt.nz/lifejackets

During Safer boating Week, Maritime NZ will focus on ‘check your lifejackets’.

Wear and tear can shorten your lifejacket’s lifespan, which manufacturers say is usually up to 10 years.

There are particular concerns about old lifejackets filled with kapok or with cotton straps. While they have not been manufactured in New Zealand since the 1980’s, there are many still in use. These lifejackets are unsafe and should be replaced with new lifejackets as soon as possible.

Kapok can absorb water and sink. Cotton straps rot over time, even if the lifejacket is not used, and can rip or tear off.

This link should be used as the key source of public information www.maritimenz.govt.nz/lifejackets

Prep, Check, Know

Safer Boating Week uses an ‘umbrella’ slogan, *Prep, Check, Know*. It is deliberately broad so all organisations can easily use it. Organisations are not expected to have activities focused on all of Prep, Check Know. Instead, they can choose what works best for them and their community, and have it covered by the umbrella slogan.

Prep your boat service the engine, check and change the fuel, check the battery, and generally give the boat a good onceover

Check your gear make sure your lifejackets are still fit for purpose and you have enough, service any inflatable lifejackets and ensure you have two reliable forms of communication equipment.

Know the rules ensure you know the rules of the road on the water, and check your local bylaws to make sure you understand what the requirements are in your area.

Safer Boating Week daily plan

This table sets out the topics for Maritime NZ's activities planned for Safer Boating Week. Each includes media releases and social media, which we will share media with all organisations involved in the campaign beforehand. You will be able to adapt, use and share that information yourselves to help spread the messages.

Date	Event/activity	Messages/theme
Friday, September 28	Safer Boating Week overview, article for community papers	Prep, Check, Know The dates, check your lifejackets
Week starting Monday October 8	Safer Boating Week social media announcements and media release	Wharf jumps Prep, check, know The dates, check your lifejackets
Friday, October 12	Wharf jumps, Queen's Wharf, Wellington and Auckland (others possible too)	Launch Safer Boating Week Prep, Check, Know; Check your lifejackets
TBC	Maritime NZ lifejacket media event or announcement	Check your lifejackets and Old4New
Monday October 15	Ipsos research report and infographic into boaties' attitudes and behaviours	Focus on fatalities and lifejacket and VHF statistics
Tuesday, October 16	FED funding. Summary of all funding (specifics of each funded programme to be publicized at best time for each programme)	Prep, Check, Know. Please publish local stories about this too
Wednesday October 17	Marine weather forecasts, MetService Marine app, highlight Ipsos research showing significantly more boaties checking forecasts	Prep
Thursday, October 19	Skippers are responsible take a course	Know
Friday October 19	No Excuses starting soon	Know Lifejackets and unsafe speed

Appendix 3: Calendar

Calendar

Maritime NZ has started collating a calendar of events planned for the safer boating campaign. This will help plan publicity, social media activity, and sharing information to keep all informed of each other's activities. To update the calendar, please contact Vince Cholewa vince.cholewa@maritimenz.govt.nz, 04 494 1236.

Event	Organiser	Location/Audience	Date
Update national communications toolkit	Maritime NZ, Vince Cholewa	All organisations taking part	September
Wharf jumps by safer boating leaders to start Safer Boating Week	Maritime NZ, Vince Cholewa Maritime NZ, Carmel Dwyer	Queens Wharf, Wellington Maritime Museum, Auckland	October 12
Media events, media releases, social media activity	Maritime NZ, Vince Cholewa	National	October-February
Summer 2017/18 on the water survey results as No Excuses gets underway – lifejackets, waterproof communications, know the rules	Maritime NZ, Vince Cholewa	National	October
Continuation of <i>MarineMate</i> app programme, with the addition of two smaller projects. Marine mate updates (rebuilds onto new software with new app development company to enable use on new devices and build in new features in the future)	Irene Maton, Waikato Regional Council	National	
Summer 2018/9,10 Boating safety promotions at boat ramps in Kaikoura, Lyttelton, Akaroa, and McKenzie lakes, Benmore, Aviemore, Ruataniwha, Tekapo, Opuha. Locations weather dependent. Dates TBA	Gary Manch, The Rock team, Harbourmasters' staff and local Coastguard.	Canterbury	December/January
5 No Excuses Days, dates TBA	Gary Manch and Environment Canterbury Harbourmasters' team	Canterbury	December to February

Event	Organiser	Location/Audience	Date
Radio Advertising Promotion with the Sound and The Rock, Multiple adverts promoting wearing correctly fitted and safe lifejackets, and safe speed, competitions via Txt and Location based crew, 10 prizes of VHF radios, various boating collateral including waterproof cell phone bags, propeller flags, and checklists.	Mediaworks/Environment Canterbury Comms team	Canterbury	December to February
'Towards Zero Recreational Boating Safety Programme' involving boat ramp workshops, roadshow presentations (clubs, groups, boat shows) college visits, and distribution of promotional material (including advice and training of retail staff on lifejackets).	Peter Buell, Bay of Plenty Regional Council	Bay of Plenty	
On water and boat ramp checks/education targeting skippers' safety knowledge, carriage of communications, wearing of lifejackets and checking marine forecasts.	Lyndon Cleaver, Environment Southland	Southland	
Safer boating education in local schools (for up to 12 year olds). Use of Coastguard volunteers to present programme. Presenters widened this year to include SUP coverage.	Martin Moore, Hawkes Bay Regional Council	Hawkes Bay	
Develop and implement a navigational safety plan for the Wairau river, the main river in Marlborough for recreation. Includes signage, education material and meetings.	Luke Grogan, Marlborough District Council	Marlborough	
Promotional safety campaign 'Be a safe boatie mate' designed to promote 'skipper responsibility'. Issues targeted include lifejackets, speed and wake, jet ski safety and bar crossings. Includes videos, radio advertising, lifejacket discounting (with Coastguard and/or local retailers), on-water patrols, events, competitions, employing a safety ambassadors, and purchase of collateral.	Jim Lyle, Northland Regional Council	Northland	
Safer boating patrols - extension of current programme by 300 plus hours over summer.	Dan Cairney, Tasman District Council	Tasman	

Event	Organiser	Location/Audience	Date
Targeting 'skipper responsibility', the campaign will include a <i>fuel voucher for safety</i> scheme, harbourmaster's race showcasing clubs, supporting Coastguard courses and running basic skipper education safety workshops, holding a harbourmaster for a day competition, and Nelson City Council Deputy Harbourmaster patrols (on-water checks, education and enforcement).	Mandy Bishop, Nelson City Council and Dan Cairney, Tasman District Council	Nelson/Tasman	
A continuation of the Council's education and enforcement programme based on the Safer Boating Forum and Council's priorities, including lifejackets, communications and safe speed. Advertising (using MNZ material/messages), employing a summer ranger, providing safety material, engagement with casual boating groups, promoting education and subsidise training through local providers, and on-water patrols.	Grant Nalder, Greater Wellington Regional Council	Wellington	
Five days of on-water 'No Excuses' enforcement	13 Councils and Department of Internal Affairs: Auckland, Waikato Region, Bay of Plenty Region, Taupo (DIA), New Plymouth City, Hawkes Bay Region, Greater Wellington Region, Tasman District, Nelson City, Marlborough District, Environment Canterbury, Otago Region, Queenstown lakes District		
<i>Folau Malu (Journey Safely)</i> - Day skipper training and water survival for 90 'community champions' (Pasifika Boating Education Programme) and Boatmaster training for 5.	Mike Brown, Coastguard Boating Education		
'Hiwi the Kiwi' - boating safety resource material (written/online) donated to 5,000 primary school students in low decile schools in the Counties Manukau region.	Helen Pastor, NZ Sport Fishing Council	Counties Manukau	

Event	Organiser	Location/Audience	Date
<p>Extension of 'Old 4 New' lifejacket upgrade campaign, involving 50 locations around NZ and 4,000 jackets to be distributed. Contact with boaties includes the provision of key safety messages, and thorough widespread media coverage of the programme. Key stakeholders are engaged to help promote the programme and provide collateral</p>	<p>Jo Cowie, Coastguard NZ</p>	<p>National</p>	
<p>Support for 'Volvo sailing - have a go' training programme – which includes safety as a very important part of the programme - for around 3,600 8-12 year olds. The programme has been running for 12 years, with over 40,000 students having taken part.</p>	<p>Andrew Clouston, Yachting NZ</p>		
<p>Safety training for around 200 paddlers at 25 workshops, in partnership with CBE. Will include 8 Waka Ama social media safety videos.</p>	<p>Lara Collins, Waka Ama NZ</p>		
<p>'Diver Down' awareness campaign aimed at driving routine and consistent use of dive flags – the aim this year is to extend the programme by offering deeper insights into the options of flags and safety devices available to water users in various categories. Social media is the key delivery platform.</p>	<p>Andrea MacFarlane, NZ Underwater Association</p>		
<p>Production of an updated annual jet boat safety handbook, with a focus on key safety messages (including lifejackets, skipper knowledge, communications, river rules, alcohol, cold water immersion etc).</p> <p>Driver training programme designed to take new members from knowing nothing about their boats to become competent, capable and safe drivers.</p>	<p>Richard Anderson, Jet Boating NZ</p>		