

Message from the Chairman

The Auckland Regional Amenities Funding Act 2008 – challenges and opportunities for water safety education.

Auckland is defined by its aquatic focus – residents and visitors alike enthusiastically enjoy what our region has to offer. This newsletter showcases the vital services that WAI delivers to address Auckland's diverse needs around building a water safety culture for residents and visitors alike. This funding through the Auckland Regional Amenities Funding Act works to successfully build a water safety culture.

Regionally, the challenge is to meet the mandate inherent in the Act with continued prudent governance, expert and experienced staff and informed decision making, together with ongoing strategic partnerships with central, local and regional

government and stakeholder groups. The regional priorities for water safety education open up possibilities for innovation and growth around both short and long term initiatives, to reduce drownings.

Nationally, the challenge is to ensure national funders acknowledge this diversity and the region's large population base when making decisions. Initiatives that deliver water safety education to meet regional needs and contribute to positive outcomes must continue to be realistically supported.

As Chairman of WAI, I sit on central government's Drowning Prevention Council (DPC) along with representatives from Surf Life Saving NZ, Coastguard NZ, Maritime NZ, ACC and Water Safety NZ. Set up in 2008, the Council offers the promise of collaboration and focus on reducing the drowning record. Theoretically such a body should be a significant contributor to drowning prevention.

In line with the thrust of evidence-based policy and practice, I am delighted the staff of WAI has made their mark in the research field. Teresa Stanley was recently invited onto the International Task Force on

Open Water Drowning Prevention. Her research and that of other staff has been presented and published nationally and internationally on a wide variety of topics including, parental knowledge of CPR, their perceptions around the water safety of their pre-schoolers together with links between youth alcohol consumption and aquatic participation.

Last year the Board reviewed our Constitution and Strategic Plan ensuring that our Goals are outcome focussed. This has reinforced our principles and values of openness, inclusiveness and transparency. These guide the organisation's work and relationships with our stakeholders and the region in general - they are reflected in how we do business. I am sure these and our positive evaluations and outcomes have been major factors in WAI's inclusion in the Auckland Regional Amenities Funding Act.

We are a leading, valued and contributing organisation to the wellbeing and world class status of the Auckland Region.

Dr. Kevin Moran, Chairman, WaterSafe Auckland Inc
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From the CEO

Looking ahead, changes will undoubtedly come with the 'super city' tag for Auckland. It is worth reflecting back on what WaterSafe Auckland (WAI) has contributed as 'a leading and valued contributing organisation to the wellbeing and world class status of Auckland' and the positives that have and will continue to be achieved to build a water safety culture and reduce drownings.

Reflecting back

WAI was formed in 1994 to coordinate water safety education across the greater Auckland region. This role is vital to our core business. Region-wide coordination of forums, workshops and meetings engage our broad stakeholder membership across aquatic, early childhood, education, health, safety and injury prevention areas. In excess of 480 stakeholder organisations and individuals ensures a broader reach for water safety education and awareness across the region. This community engagement coupled with outcome focussed evaluations, research, drowning statistics and demographics, sets regional drowning

prevention and water safety education priorities. Our Auckland Regional Water Safety Education Action Plan delivers on these community priorities.

Looking ahead

We have taken a long hard look at our Strategic Plan 2008-2011 and outcomes we want to achieve from 2011 on. Cognizant of the present economic situation, the Auckland governance changes and the mandate that comes with the Amenities Funding, we have reflected in particular, on the strategic intent of our goals. Are they still relevant? Are they still achievable?

The answer is definitely yes but to achieve our goals we must move national funding away from what we have seen as a focus on developing endless strategic plans and frameworks to funding for grass roots delivery based on evidence and achieving safer learning outcomes.

Auckland is defined internationally and regionally by its aquatic focus. Tourism and businesses alike highlight this through visuals and print material, on websites and incoming flight videos to both visitors and new migrants making their home in Auckland.

Social, economic and health issues also impact water safety education and learning to swim. SPARC research identifies swimming as the most popular recreational activity for all young people. Areas of low income also have the lowest determinants of health and give rise to low decile schools that cannot afford to maintain or build a school pool. Their parents often cannot afford private swimming lessons for their children. However, there are good things happening in schools across our region around aquatic education. Addressing the development of skills, knowledge, attitudes and behaviours is a priority action area – see our 'Schools' initiatives on page 4.

Statistics NZ's demographics cite the changing face of our region - 37% of the population were not born in NZ, 79% of Pacific people live in our region, over 50% are under 24 years of age. The diversity and youthfulness of the population creates challenges

together with the drowning facts around Maori and Pasifika.

- Pacific and Maori peoples' over-representation at the lower end of the socio-economic spectrum.
- Maori children accounting for 44% of all children under five who drown (DrownBase™); and
- Pasifika children appearing to be the most at risk as they make up 11% of the population but 13% of drowning deaths (Safekids Fact Sheet July 2007).
- Maori drowning deaths continuing to rise while generally drowning deaths are reducing (DrownBase™).

Addressing these issues continues to further challenge those of us involved in drowning prevention leadership, resourcing, research, rescue and education. Addressing engagement with diverse communities and delivering water safety education is a priority action area - see our targeted initiatives on pages 2, 3 and 4.

In line with this we are delighted to have signed Memorandums of Understanding with the region's Pacific Island Advisory Boards and to have endorsement for our work from Ngati Whatua as manawhenua.

Projects developed regionally continue to be recognised as best practice and are in place and available – see Home Pool Safety p.3. and Schools Integrated Aquatic Programme p.4.

Sandy Harrop, Chief Executive Officer
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Pacific Island Advisory Group MoUs - Jonathon Webber, WAI Board Member (R) and Karl Gatoloi, North Shore City Pasefika Forum (L) signing the North Shore City Pasefika Forum MoU



"Water safety has been identified as a subject that all teachers can teach effectively and is much more than teaching stroke progression."

Teacher, Wesley Intermediate

Wise Up To The Water Campaign – 2008-2009

How do you address poor decision making, lack of safety knowledge and lack of active adult supervision for children – all too common factors in the drowning-related deaths and injuries in New Zealand?

Regional promotion initiatives take a multi-level, collaborative approach to raising awareness for both the wider community and specific identified at-risk groups. These short term initiatives provide opportunities to foster coalitions and networks and strengthen individual knowledge and skills.

The key messages – Adult supervision of children near water; Learning to swim; Wearing a lifejacket and Swimming between the flags – continue. Feedback from our regional community engagement forums endorses these as consistent and valid community messages across the water safety sector:

In the field promotions

Personal, direct delivery using interactive and collaborative approaches continues to be a successful and fun way of raising water safety awareness for the wider community and specific at-risk groups, with over 350,000 indirect contacts being made.

In-the-field promotions have resulted in more than 32,000 direct contacts through events as varied as: The Great Pram Stroll with Sport Auckland; Southern Cross Health Expo; North Shore Surfcasting Club kids fishing competition; Farmers Santa Parade; Safekids Campaign launch; Hutchwilco Auckland Boat Show; Waitangi Day Celebrations in Manukau and Okahu Bay; Auckland University International Student Information Day; 'Safe in the City' International Student expo; National Children's Day events at Devonport 'Kids fishing competition and Maritime Safety day', Waitakere 'Toddlers Day Out' and Manukau 'Dingwall Trust Family Day'; Pasifika; Polyfest; Auckland Migrant Expo, Pacific in the Park and Whanau Whanui Day (Waitakere).

Thanks to our local body, aquatic, recreation, health and injury prevention partners whose support enables a broader reach into the community.

Interactive water safety for littlies at Ranui



Tattoos are still our top messaging tool and in preparation for summer we produced another 70,000 including two Maori – Kia Manu, Kia Ora!® and Akona te Kauhoe® - reinforcing learn to swim and survival. Another highly sought-after messaging tool has been the cell phone bag, promoting the essentials of being prepared – with a weather forecast, effective communication, lifejacket and emergency numbers. The 30,000 bags have been disseminated well throughout the Auckland and Northland regions. Thanks to Maritime NZ, Coastguard Northern Region, Burnsco Marine and Water Safety NZ for their partnership in these initiatives.



Tattoos...always a winner...Pacific in the Park



Multimedia campaign

The thought-provoking 'Don't Leave your Common Sense Behind' visuals, created by Young & Rubicam, continued. Fairfax Media promoted the Learn to Swim, Supervise Children and Wear a Lifejacket ads regularly as fillers in the Sunday StarTimes and Sunday News. Billboards were strategically placed across the region in North Shore, Waitakere, Auckland and Manukau Cities. Buses gave wide coverage and longevity with the eye-catching side panels marrying the four water safety messages with a road safety theme – e.g. You wear a seatbelt. So wear a lifejacket; You drive on the left-hand side. So swim between the flags; You keep your eyes on the road. So supervise children by the water - across the region.

Radio promotion focused on Pasifika and Youth. The Radio Network (FLAVA) and Pacific Media Network (531pi and Niu FM) continue to provide great added value to the campaign and FLAVA created great ads in their own unique way around safe swimming, boating and alcohol, these supported by the Street Team's activities.

The Pacific campaign included messaging in both English and Pacific languages (Samoan, Tongan, Cook and Niuean) and a weekly water safety chat discussing concerns and current issues for the Pacific community. WAI also partnered with Niu FM in promotions at Pasifika and Polyfest.

Web presence

Our website www.watersafe.org.nz has seen huge growth in the past year as we endeavour to meet the increasing demand for online resources. The Education section has an extensive array of tools and resources for teachers and the Kids section is full of games and activities. The Community section includes a wealth of research, setting-specific safety information and multi-lingual resources.

Barbara Venville, Regional Promotions Manager
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Bus panel

From the WAI Office

The steady demand for resources continued throughout 2008 and into 2009 with a dramatic increase over the summer – averaging ten requests per week – indicating that our water safety messages are reaching schools, diverse communities and at-risk groups.

Requests are still high for the multi-lingual New Settler Water Safety DVD launched in 2007.

Lifejacket requests are constant. Over 900 were sent out in 2008 for use within school and community initiatives. In the first term of this year we lent out 332 lifejackets to schools - all in all resulting in more than 7700 student



lifejacket experiences. School staff indicate that having these resources and lifejackets available is a real bonus. What better way to learn about the need for safety in the aquatic environment than by discovering different aspects of the water environment, e.g. buoyancy and flotation, rips and tides, in the classroom then experiencing wearing a lifejacket in the school pool or better still in the deep water at their local public pool.

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Drowning Prevention

Direct delivery at community level is a key to success in building a water safety culture.

New Settler Water Safety Strategy and Priority Actions Implemented:

Following the successful community engagement forum in August 2008, the New Settler Water Safety Strategy was developed and priority actions implemented. The following initiatives assist with addressing the needs of our diverse communities and the 37% of the region's population who were not born in New Zealand.

Whanau Nui and Whanau Swim:

'Learn to swim and water safety' targeting Maori, Pacific, New Settler and Refugee communities.

What better way for a child to learn water safety, confidence and beginnings of swimming than with Dad, Mum, Tupuna or Aunty in the water with them. This is Whanau Nui - a partnership initiative with

WAI, local body Injury Prevention and swim schools, first delivered in 2005. In January 2009 over 500 children and 200 parents participated in Whanau Nui at eight facilities throughout Manukau, Papakura and Franklin. A further Whanau Nui ran at Lagoon Leisure and Fitness in Panmure, with 92 participants taking advantage of the five free

swimming and water safety lessons. Three water safety initiatives targeting Asian families were also run in the Howick/Pakuranga Region. Following the success of the Whanau Nui, Auckland City's Communities Living Injury Free ran Whanau Swim at Mt Roskill's Cameron Pool. Over 80 children and parents participated with over 90% being new settlers.



September school holidays.

Auckland's refugee community has long advocated for culturally appropriate 'learn to swim' opportunities. Thanks to the NZ Olympic Committee over 95 children from Somalia, Myanmar, Burundi, Congo and Afghanistan had the opportunity to participate. This will be repeated in the

In order to ensure those children who would most benefit from these programmes attend, publicity was targeted to Housing NZ, low decile schools and early childhood education areas.

An extensive evaluation was undertaken, results include:

- 87% of parents now feel comfortable teaching their children basic swimming and survival skills.
- many parents now recognize the importance of swimming tuition for their children.
- up to 50% of participants at some locations signing up for paid lessons.

Our special thanks to all the participating partners.

East Health Water Safety Project Targeting Asian families

A Marine VHF Radio Course was delivered in Mandarin to 25 participants – the first time the course had been run in a language other than English. This, coupled with an Active Movement in Water programme for mothers, assisted with meeting the water safety needs of this new settler community.

West Coast Rock Fishing Safety Project



Angel rings were installed at high-risk rock fishing spots on the West Coast adding another layer of protection to the project that has been in place since the summer of 2005/2006. This partnership between the Auckland Regional Council

(ARC), WaterSafe Auckland Inc. and Surf Life Saving Northern Region has reduced rock fishing fatalities at high-risk coastal areas. Together with the strongly recommended wearing of lifejackets, angel rings play an important part in the 'layers of protection' at sites such as Whatipu, Piha and Muriwai, Karekare, Bethells Beach and Whites Beach. Safety signs and brochures (in English, Mandarin, Korean, Samoan and Tongan) were installed along with the angel rings so fishers are aware of how to use these rings in the event of an emergency. Asian and Pacific Island language speaking safety advisors continue to be employed as part of community education.

Discount Vouchers offering \$60 off the purchase of Hutchwilco, Safety at Sea and RFD lifejackets were popular with fishers – promoting and increasing the use of lifejackets and in particular the less bulky inflatable design.

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- Orakei Water Sports Waka Ama
- Nga Mahi ki a Tupato o Tamaki Makaurau, the regional injury prevention coalition including Maori Women's Welfare League, various marae, kohanga reo, kura kaupapa, Manukau Urban Maori Authority,
- Injury Free Counties Manukau, Tapa Toru Trust and others.

Delivery is underway to Kura, Maori immersion units and schools with high Maori rolls. Waka participation has been identified as an appropriate Kaupapa to address water safety issues to youth and community. The growth in the sport of Waka ama broadens the reach of water safety education.

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Improving knowledge through evaluation, research and development

Auckland Regional Pool Safety Forum Partnership Highlights Exceptional Results

Home pool and spa compliance rates for the Auckland region are 15% above the national average - 85.6% regional compliance rate compared to 70.5% nationally.

(Survey of local authorities regarding compliance with and enforcement of the Fencing of Swimming Pools Act (1987) A replication; Injury Prevention Research Unit, University of Otago 2007).

The *Your Pool Your Responsibility* education project around home pool safety has been in place region-wide for over five years. This project, initiated, led and coordinated by WAI, has involved all local body home pool regulatory and compliance, home pool designers and manufacturers and interested individuals resulting in this increased compliance and safer home pool environments. Over the past two years WAI has shared this *Your Pool Your Responsibility* best practice model of success nationally. Five other local or district councils now have this in place.

Do Alcohol and Aquatics Mix?

Youth drownings associated with alcohol consumption are on the rise. In an attempt to gain a greater understanding of the situational contexts and motivations of youth to consume alcohol and engage in aquatic activity, the insights and experiences of 21 Auckland youths was sought. The results highlighted the extent of the problem within Auckland City, particularly around public events near aquatic environments. Significant gender differences in safety practices were also observed.

WaterSense Wai Ora Online Water Safety Game

WaterSense is designed for children aged 5 to 8 and utilized in schools and swim schools. It



focuses on key water safety messages such as having an adult supervisor; swimming between the flags, wearing a lifejacket and wearing the correct clothing when fishing from land. All users receive a personalized certificate upon completion of the game. It is a learning outcome tool and teachers receive an evaluation report to track the progress of their student's learning.

www.watersense.org.nz

CPR Knowledge of Parents of Toddlers Attending Swim Lessons?

CPR is a critical skill, essential for increasing survival rates and drowning prevention. New guidelines were introduced in 2007. A study, developed by the University of Auckland and WaterSafe Auckland, has been underway in an effort to determine the extent of parental CPR knowledge and training and how best to promote CPR skills. Many thanks to the 21 swim schools in our region who participated in collating the information. Final results of the research will be available mid-2009.

Kaiwhakahaere, Maori Drowning Prevention

Maori are over-represented in the drowning statistics. DrownBase™ highlights drowning in NZ decreasing overall, while the number of Maori drowning is increasing.

Tamariki account for 44% of under-fives who drown and nearly all (95%) Maori babies who drown, do so because they aren't properly supervised, (WSNZ).

To address this issue for our region's urban Maori WAI engages with and delivers education initiatives in partnership with

- Maori health and safety providers
- Kaiwhakahaere Health and Wellbeing Team
- at-risk Maori youth at Te Whanau O Waipareira
- Ngati Whatua Orakei Trustee Board

Since the launch of the Integrated Aquatic Programme (IAP) three years ago a number of excellent best practice models have evolved.



Maori youth being able to contribute to and participate in the community.

WAI is continuing their leadership role developing a sustainable approach to address the area of aquatic education, learn to swim and water safety to meet the needs of the NZ Curriculum's Vision.

NEW SCHOOL RESOURCE – The Integrated Aquatic Programme DVD

This free DVD was introduced at PD workshops in Term 4 2008 and Term 1 2009 and delivered to all schools across the region. The new and updated IAP resources are full of ideas from practising teachers to assist colleagues to plan, resource and teach a holistic aquatics programme designed for a range of environments. Classroom shots include students working across several learning areas with the WaterSense programme (Yrs 1 – 3) and practical water safety learning looking after self and others from In At The Deep End. Both programmes align with the 2007 Curriculum and the DVD includes a section on community engagement and involving parents. FAQs help with those who still feel reticent about teaching aquatics.

Has this resource support made a difference? Is it meeting the needs of teachers?

Since the start of Term 1, website activity has greatly increased with 112 downloads of programmes compared to 40 for the same period last year. PD was delivered to the full staff of 12 schools in the first three weeks of Term 1 2009. Anecdotal evidence from teachers indicates that the DVD has been very helpful with ideas and planning. An evaluation to randomly selected schools is planned shortly.

Teacher Guides:

Are these meeting the need of students? In association

with the launch of the DVD we developed a wide range of teacher guides and published these on our website. Topics include environments, hazards, language, lifejackets, pedagogy, pool activities, kaupapa Maori and tides. These bite-sized topics reflect teacher's needs for information to assist in the planning and delivery of aquatics education for their students. Over 200 were downloaded in January/ February 2009.

SECONDARY

Research (Moran K., 2002 and 2006 (see Fact Sheets on www.watersafe.org.nz)) into what youth do during aquatic activity, where and what constitutes their water safety learnings, highlights the aquatic risk taking of youth. This research has provided the evidence to trial/pilot the In At The Deep End Senior in three secondary schools. The programme has been reformatted and updated to align with the NZ Curriculum 2007. It is now ready for focus group consultation prior to publishing.

TERTIARY

Over the past two years the WAI education team has forged stronger links with both Auckland University Education Faculty and the AUT Sport and Recreation degree course.

- Teaching water safety for post and under-grad primary school pre-service
- As associate teachers with the Faculty of Education's 3rd year student placement scheme
- Early Childhood and National Nanny Certificate 2 day water safety module
- Course development and delivery for AUT Physical Education and Health modules

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Aquatic Education – developing a sustainable approach

How can schools develop sustainable aquatic education programmes or modify existing ones, to build "basic aquatic skills" (NZ Curriculum 2007), water safety skills, attitudes and knowledge to meet the needs of their school community? After WAI's and Team Solutions' successful partnership pilot in 2007, eight low decile schools worked with WAI on a year long contract last year.

In December each school shared their learnings, experiences, resources and planning ideas to develop and improve their teaching and learning outcomes for their students. These schools continue to work together to consolidate their progress and have been joined by 12 new schools including a Kura.

Parallel with these schools WAI continues to deliver PD to schools through staff meetings, practical sessions, teacher-only days and planning learn to swim and water safety programmes and community events. We work closely with Team Solutions and local Sports

Trusts delivering workshops for teachers. In 2007 and 2008 over 213 Auckland (63,900 students) and 30 Northland schools were supported in their delivery of aquatics education meeting the needs of their students.

The following quotes highlight the shift in learning for both teachers and students

"Students and teachers have identified that they are around different kinds of aquatic environments a lot. They are more aware of key water safety skills and how they could save your life." Teacher, Wesley Intermediate

Student reflections, Hay Park School

I thought I was not good at swimming..... I felt very happy. I learnt how to make a starfish and how to put water on my face. - Shirley Y3

I thought I was going to drown. I was frustrated. I thought I was going to collapse... [then] I learnt how to do backstroke - I felt marvellous, I felt better. - Joshua Y3

I enjoyed every single bit of the programme because I learned how to swim and I hope it will come in handy once in my life time. Plus I am thankful for this opportunity. - Vanessa Y5

It's not difficult to develop and achieve a sustainable

approach to aquatic education. This evidence of success, coupled with progressive long term planning, leads to sustainable practices within school communities.

Given the tools, knowledge, confidence and direction, schools can and have developed holistic aquatic programmes for their students. This has achieved community buy-in and valuing of water safety education as part of life-long learning together with health and safety benefits.

Our thanks must go to ASB Community Trust for their ongoing funding and local bodies such as Manukau City and Papakura District Council for their far-sighted approach.

Partnerships such as support from Ngati Whatua and the Pacific Community Advisory Boards linking schools with their community will no doubt contribute to the long term sustainability of aquatic education and building a safety culture.

We gratefully acknowledge the support of:

ASB Community Trust
Alcohol Healthwatch
Auckland Airport
Auckland City Council
Auckland Regional Council
Auckland Regional Public Health
Child Safety Foundation NZ
Coastguard Boating Education
Coastguard Northern Region

Communities Living Injury Free
East Health Trust PHO
Environment Waikato
Franklin District Council
Giltrap City Toyota
Hutchwilco
Injury Free Counties Manukau
Injury Prevention Research Centre
Injury Prevention Network Aotearoa NZ
Manukau City Council
Maritime New Zealand
NZ Community Trust

New Zealand Post
Northland District Health Board
North Shore City Council
New Zealand Lottery Grants Board
NZ Schools Waterwise
Pacific Media Network
Papakura District Council
Perry Foundation
RFD New Zealand Ltd
Regional Sports Trusts
Rodney District Council
Safekids New Zealand

Safe Communities Foundation NZ
Safety at Sea
Safe Waitakere
Surf Life Saving New Zealand
Surf Life Saving Northern Region
Swimming New Zealand
Team Solutions
The Radio Network
Waitakere City Council
Water Safety New Zealand
Yachting New Zealand
Young & Rubicam