

# WaterSafe Auckland Inc. (WAI)

## Strategic Plan

2008 – 2011

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**Vision**

To enjoy safe aquatic experiences

**Mission**

Build a water safety culture through effective collaboration, education and promotion

**Values**

Passion and Enjoyment  
Direction and Purpose  
People Focused  
Effectiveness  
Excellence  
Openness and Transparency

**Strategic Intent**

WaterSafe Auckland has been recognised regionally as the coordinating body for drowning prevention, including water safety promotion and education. This plan will grow the organisation's delivery of innovative and needs based education to the community and formal education settings.

**Background**

Our region's water safety needs are unique – geographically, demographically and statistically. No single organisation or intervention can ensure the safety in, on and around water for the 1.4 million people living in our region. Organisations and individuals must work together to build safe communities. This multilateral collaborative approach to drowning prevention modeled on the Spectrum of Prevention<sup>1</sup> is actively promoted throughout this Strategic Plan.

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<sup>1</sup> World Health Organisation Ottawa Charter Spectrum of Prevention (see Appendix I)  
WaterSafe Auckland Inc (WAI)

## Principles

The following principles

- (i) reflect our Values,
- (ii) guide the work and relationships WAI has with central, regional and local government, iwi, the water safety sector, community and individuals, and
- (iii) are part of how we relate and operate with both stakeholders and community

**Recognition:** the Strategy recognises the special relationship with Māori under Te Tiriti o Waitangi together with the value that our stakeholders bring to WAI's mission of building a water safety culture

**Inclusive and collaborative participation:** This principle incorporates both cross-sector and inter-sector collaboration. It ensures respect for alternative points of view, will empower communities to develop their own solutions and make responsible decisions for themselves

**Appropriateness:** Initiatives and partnerships will recognise the diversity of our communities and reflect their differing needs

**Effectiveness and Efficiency:** The continuing existing programmes and implementing of best practise interventions will be based on evidence and evaluation so as to ensure best use of both human and monetary resources

## SUMMARY STATEMENT

By 2011, WaterSafe Auckland will.....

GOAL	OUTCOME
<p>1. <b>Through effective governance and leadership WaterSafe Auckland will have resources to meet its mission</b></p>	<p>Have capacity and capability to provide effective governance and leadership, engage all stakeholders and provide consistent support to the water safety, injury prevention, health and safety sectors.</p>
<p>2. <b>To lead the collaboration of safe aquatic participation throughout the greater Auckland region</b></p>	<p>Have priority actions in place to meet the identified water safety needs and aquatic wellbeing of our diverse communities.</p>
<p>3. <b>Be the first choice organisation for provision of quality aquatic education</b></p>	<p>Best practice in all areas of water safety education is in place and supported in the formal education settings for those aged 0 – 24 years.</p>
<p>4. <b>To raise the profile of water safety</b></p>	<p>Have achieved a shared commitment to a water safety culture contributing to the prevention of drowning and water-related injury.</p>
<p>5. <b>To continue to lead the regional provision of knowledge and evidence-based research in water safety</b></p>	<p>Have evidenced the need and evaluated successful interventions to continue to drive future best practise initiatives.</p>

## **Strategic Goal 1:**

### **THROUGH EFFECTIVE GOVERNANCE AND LEADERSHIP WATERSAFE AUCKLAND WILL HAVE RESOURCES TO MEET ITS MISSION**

*This goal is about the provision of effective governance, leadership and sustainable funding to ensure the continuity of WaterSafe Auckland.*

1. To achieve a representative and inclusive governance and advisory capacity
2. To develop a broad and sustainable funding base to support infrastructure and projects
3. To actively promote and support equitable regionally based funding e.g. Regional Amenities Funding Bill
4. To ensure appropriate reporting to funders and partners
5. To have a management and staff structure in place and supported to deliver the outcomes required

STRATEGIC INTENT - capacity and capability is in place to provide leadership, engage all stakeholders and provide consistent support to the water safety, injury prevention, health and safety sectors.

## **Strategic Goal 2:**

### **TO LEAD THE COLLABORATION OF SAFE AQUATIC PARTICIPATION THROUGHOUT THE GREATER AUCKLAND REGION**

*This goal is about collaboration so as to build a solid base of information and foster coalitions and networks with aquatic partners, injury prevention groups, emergency services, councils and iwi to raise awareness, promotion and education of the community about water safety. (see Spectrum of Prevention Appendix 1)*

1. Implementation of the Regional Water Safety Priorities and align planned priorities with rescue organisations, ARPASS, IP and health sector, local and regional bodies and aquatic partners where appropriate
2. Continued alignment with NZIPS and DPS
3. Efficient communication with stakeholders – development of a Stakeholder Plan
4. Community Education – aquatic injury and drowning prevention, beach and boating, bath safety, swim school safety, whanau nui, pool safety, youth alcohol, new settler, rock fishing and special projects
5. Māori relationship building
6. Pasifika and other ethnic minorities

STRATEGIC INTENT – a water safety culture is established to prevent drowning and improve the health, safety and wellbeing of our diverse communities together with priority actions in place to meet the identified water safety needs and aquatic wellbeing of our diverse communities.

### **Strategic Goal 3:**

#### **FIRST CHOICE ORGANISATION FOR FOR PROVISION OF QUALITY AQUATIC EDUCATION**

*This goal relates to provision of quality water safety education in the formal settings for those aged 0 -24 years in order to educate providers and strengthen individual knowledge and skills.  
(Spectrum of Prevention Appendix 1).*

1. Membership of the Drowning Prevention Council and its Education Committee
2. Continuing Development, Implementation and Promotion of the Integrated Aquatic Programme (IAP)
  - Adding value to stakeholder partnerships
  - Actively engage new partners on the IAP
  - education and training to better engage with the education sector to consolidate the IAP
  - Future initiatives/ growth
  - Updating WAI's IAP resources
  - DVD Development on implementation of the IAP
3. Provide Excellence in Professional Development to
  - Schools – teacher education and training, target audiences, early childhood
  - Tertiary sector – work with providers to influence 'beginning' teachers
  - Advocate for a Government priority on aquatic education in schools

STATEMENT OF INTENT – best practice in all areas of water safety education is in place and supported.

## **Strategic Goal 4:**

### **TO RAISE THE PROFILE OF WATER SAFETY**

*This strategic goal relates to advocacy for drowning prevention and raising the profile of water safety in the community so as to build a solid base of information, change organisational practices and influence policy and legislation. (see Spectrum of Prevention Appendix I).*

1. Actively advocate to regional and local bodies around the water safety issue
2. Seek cross sector advocacy partnerships
3. Membership of the DPC Environment Committee and align to appropriate regional and national strategies
4. Develop and implement a media strategy – improving links with the media, support for the youth focus
5. Develop and implement a stakeholder communications plan – efficient database, quarterly newsletters
6. Develop and implement a website development plan
7. Develop and implement promotional initiatives and events – promotion of individual programmes, messaging tools and profile to funders and government

**STATEMENT OF INTENT – A shared commitment to a water safety culture contributing to the prevention of drowning and water-related injury.**

## **Strategic Goal 5:**

### **TO CONTINUE TO LEAD THE REGIONAL PROVISION OF KNOWLEDGE AND EVIDENCE-BASED RESEARCH IN WATER SAFETY**

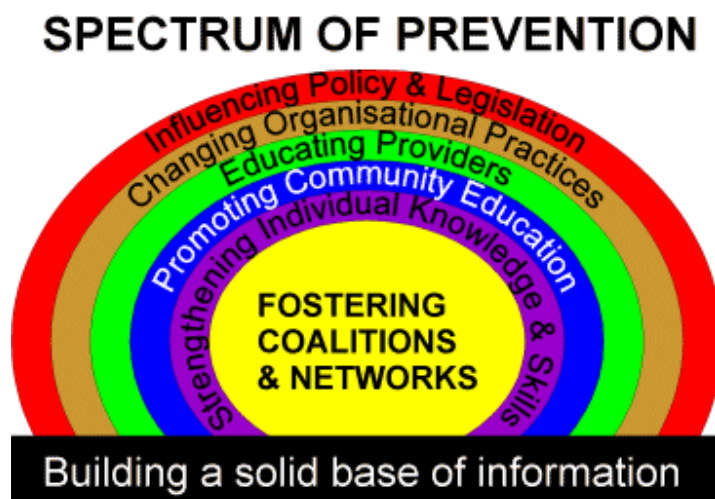
*This goal underpins the four previous goals. Action research is a part of all outputs of WaterSafe Auckland.*

1. Continued membership of the DPC Research Committee
2. Develop and contribute to a comprehensive knowledge base through continual monitoring and evaluation of programmes and the identification of research needs
3. Utilisation of research and evaluation to communicate and show-case WAI's commitment to best practise and an evidence based approach
4. Collection and dissemination of relevant research and information

**STATEMENT OF INTENT – evidence of need and evaluation of successful interventions driving future best practise initiatives**

## **DELIVERY MODEL**

The delivery model for WAI's work is based on the *World Health Organisation's* "Spectrum of Prevention". This model is a continuum of strategies which are aligned to the objectives and philosophy of the *Ottawa Charter*. These following strategies are a framework for stakeholder links and planning:



(a) Strategies to **“build a solid base of information”**

- community co-ordination to
  - extend education
  - encourage behaviour and attitude change
  - ensure information sharing
  - enlist good communication
  - promote innovative programmes
  - consultation

(b) Strategies to **“foster coalitions and networks”**

- inter-sectorial agencies to foster
  - cross cultural communication
  - coordination
  - inclusion
  - networking opportunities
  - active promotion

(c) Strategies to **“strengthen individual knowledge and skills”**

- inter-agency professional development via
  - leadership
  - professional development / capacity building
  - dissemination of statistical information
  - best teaching practice
  - best aquatic practice

(d) Strategies to **“promote community education and educate providers”**

- provide initiatives, programmes, projects and promotional opportunities to
  - meet community needs
  - reach identified target groups
  - train leader groups
  - encourage partnerships
  - identify and utilize potential funding and sponsorship opportunities

(e) Strategies to **“change organisational practices and influence policy and legislation”**

- liaise with local, regional and national government and non government organisations to
  - review present policy and direction
  - explore innovative practices and policies
  - communicate evidence for change and/or innovation
  - collaborate and coordinate on community issues
  - present evaluations and research evidence

**Glossary:**

ARPASS	Auckland Regional Physical Activity and Sport Strategy
Auckland Region	Rodney District, North Shore, Waitakere, Auckland, Manukau, Papakura District and Franklin District Councils' areas as defined under the Auckland Regional Council boundaries
Cross-sector	Those sectors who are stakeholders in drowning prevention but not part of the water safety sector, for example health, safety and injury prevention
DPS	Drowning Prevention Strategy
Formal Education Settings	Those education settings from 0 – 24 as defined by the Ministry of Education and including, Early Childhood, Primary, Secondary, Special Education, Māori, Pacific, International and Tertiary
IP	Injury Prevention
NZIPS	New Zealand Injury Prevention Strategy
Pasifika	Inclusive term for people of Pacific Island descent
Vision	A declaration of the ideal, for how things would be if the issues important to you were perfectly addressed
Water safety sector	A general term covering all the individuals, groups, agencies and organisations with interest in and/or responsibility for drowning prevention and water safety issues
Whanau Nui	A free water safety and learn to swim partnership initiative involving parental participation and education around their children's learn to swim and water safety. The focus of this process is on Māori, Pacific Island, New Settler and low decile families