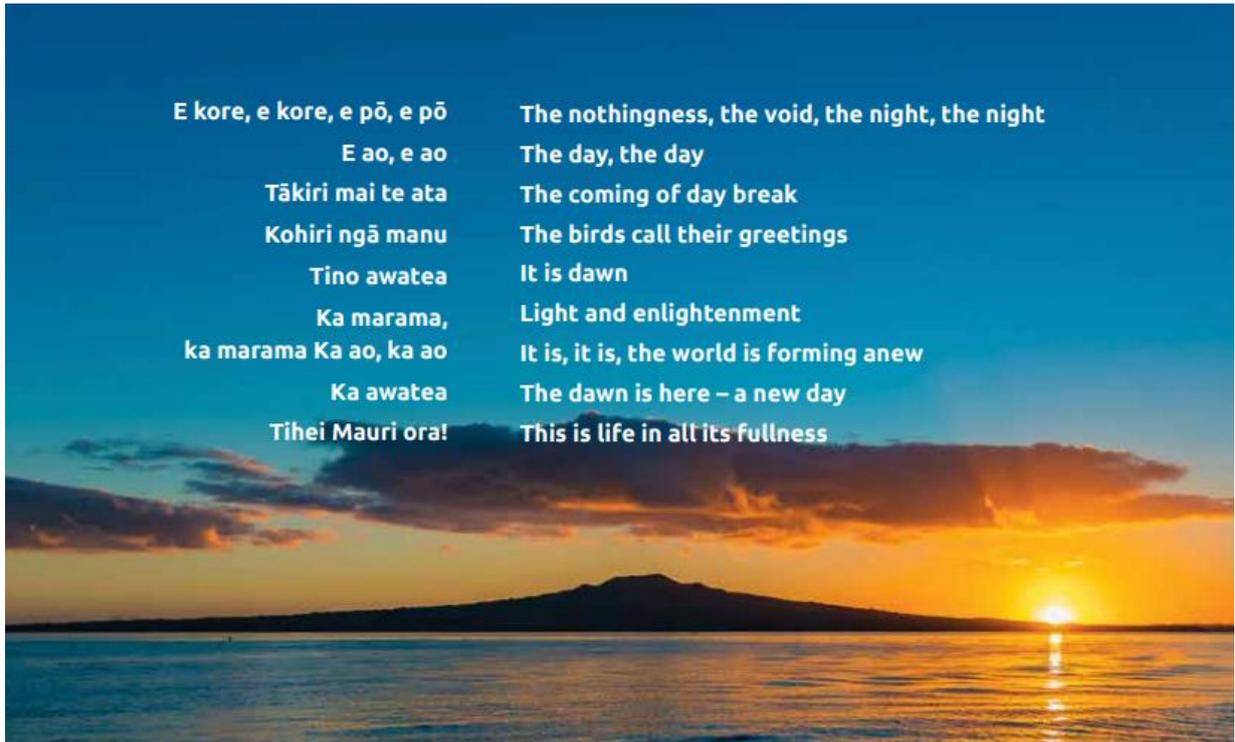




**2022 – 2023 Funding Prospectus**

**April 2022**





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# FOREWORD

Drowning is the leading cause of recreational death and the third highest cause of accidental death in Aotearoa New Zealand.

The water safety sectors strategy **Wai Ora Aotearoa 2025: Navigating to a Safer Future** commits WSNZ and sector partners to work collectively towards common goals with greater impact and efficiency to bring down Aotearoa New Zealand's high drowning numbers.

The strategy is based on the Wai Puna model which highlights three Māori focus areas that encapsulates the importance of strengthening connection to water through **Whakapapa: Attitudes & Beliefs, Mātauranga: Knowledge and Tikanga: Behaviour**, reflecting a Māori worldview<sup>1</sup>. Wai Puna is an evidence-based model that is grounded on the importance of strengthening people's connection to the water for positive health outcomes and subsequently improving water safety knowledge, attitudes and behaviour. From a Wai Puna approach, water safety is not merely about teaching water skills alone. It starts with a deeper understanding and respect for wai, an understanding inherent for Māori, that can also lead to the provision of more purposeful drowning prevention for all New Zealanders.

WSNZ will reflect true Treaty partnership with Māori by allocating funding determined by an evidence-based approach. As a result, this year Water Safety New Zealand will be looking to run two funding rounds simultaneously, the WSNZ Drowning Prevention Fund and the Kia Maanu Kia Ora Drowning Prevention Fund.

We recommend that your application focus on the strategic areas that have been highlighted for investment in this year's funding rounds, so together we will make a real difference to water safety and drowning prevention in Aotearoa.

This prospectus must be read in conjunction with information contained on our website listing other important material such as accountability reporting requirements, Child Protection, Code of Conduct, Kia Maanu Kia Ora Ko te Mana o te Tangata, and other application details that can be found online at: <https://watersafety.org.nz/Get Funded>

## INTRODUCTION

WSNZ's primary sector partnership funding continues to be provided via New Zealand Lottery Grants Board (through Sport NZ) and ACC. ACC supports the efforts of the sector by its investment in WSNZ's leadership and co-ordination of sector activities and as principal partner for *Water Skills for Life*. We would like to acknowledge their support and commitment to WSNZ and the WSFL programme.

Covid-19 continues to cause disruption and impact delivery of funded programmes. WSNZ will continue to work alongside our partners to help support them through this time to ensure that there is a no surprises approach and communication is open and timely regarding any delivery

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<sup>1</sup> Phillips, C. (2020). Wai Puna: An Indigenous Model of Māori Water Safety and Health in Aotearoa, New Zealand, International Journal of Aquatic Research and Education, 12(3) Article 7. <https://scholarworks.bgsu.edu/ijare/vol12/iss3/7/>

difficulties. Due to the possibility of further disruption for the 2022/23 delivery period, WSNZ will be requiring assurance from funded organisation that they have a detailed Business Continuity Plan in place. This will show that organisations have considered potential delivery difficulties and that they are still able to pivot and provide alternatives to reach delivery objectives.

WSNZ has identified key funding priorities for 2022/23 to which it will direct this year's investment across both funding rounds. Focusing on the sector's highest priority strategic objectives will ensure that programmes that are funded will make a difference. Given that these are contestable funding rounds, it would support your application to show different scalable levels of delivery at different levels of funding ie. reach, outcome, benefits. It is our expectation that applicants **do not** apply for 100% funding for a programme. If your application is for a pilot programme, please highlight this and what the proposed scaled up programme would look like.

The key to achieving effective outcomes is monitoring and evaluation, this is so we can see that our investment is having an impact. Applicants to the WSNZ and KMKO funding rounds are required to monitor and report on performance measures and to assess the effectiveness of the project and the achievement of outcomes. Monitoring and evaluation will be a significant consideration when the applications are being assessed. WSNZ and our Kaihautū will support partners in this process should advice be needed and there will be an opportunity to meet *kanohi ki te kanohi*, face to face, to discuss.

Through the WSNZ 2022/23 Investment Programme we look forward to ensuring the water safety sector works with greater collaboration and effectiveness to ensure *everyone connects to and enjoys the water safely*.

Ngā mihi,



Daniel Gerrard  
Chief Executive Officer  
Water Safety New Zealand

## **WSNZ 2022/23 FUNDING ROUND**

### **OVERVIEW**

Water Safety New Zealand will be looking to run two funding rounds simultaneously, the WSNZ Drowning Prevention Fund and the Kia Maanu Kia Ora Drowning Prevention Fund.

WSNZ is inviting funding applications from suitably qualified organisations to deliver water safety and drowning prevention interventions that make a real difference in New Zealander's lives.

Please consider carefully which funding round your application would be most appropriate for **prior** to selecting the round and filling in the application form. Reviewing the assessment criteria below will help you with your decision as to which fund to apply to.

WSNZ will look to invest in organisations and projects that demonstrate strong drowning prevention rationale with clear impact that can be measured, and the organisational capability to deliver best practice in water safety initiatives.

Evidence of clear benefits, effective delivery, scalability, and partnerships to deliver water safety outcomes in the community is critical to this funding round.

Funded organisations are expected to collect information to enable accountability/ monitoring and an evaluation of how the proposed project has had a long-term impact on reducing drowning in Aotearoa New Zealand.

WSNZ will look favourably at initiatives that clearly demonstrate that they are aligned to identified priority areas, provide value for money and help implement the strategic objectives of the Wai Ora Aotearoa - New Zealand Water Safety Sector Strategy 2025. This document can be downloaded from our website: <https://sector.watersafety.org.nz>

## **FUNDING CRITERIA 2022/2023**

### **STEP ONE: FUNDING PRIORITIES**

The following funding priority areas are where it is considered WSNZ and KMKO drowning prevention funded initiatives will provide the greatest impact on drowning prevention in New Zealand. These priorities sit under the Education and Communication, Collaboration and Partnership pillars of the Wai Ora Strategy. If your programme is/ was a pilot in one of these priority areas, please ensure that this is highlighted in your application.

#### **1. Under-Fives**

This age group continues to be vulnerable to drowning fatalities and injuries, and projects and initiatives that focus on parental education on active supervision will be preferred.

This includes expanding existing initiatives and developing effective campaigns to improve the knowledge/mātauranga, attitudes/whakapapa and behaviours/tikanga of parents and caregivers.

#### **2. Water Skills for Life**

WSFL focuses our education funding on 5 to 13 year-old children learning a fundamental set of water survival competencies by year eight. WSNZ will again prioritise the ongoing implementation of WSFL and would particularly welcome applications from those looking to provide WSFL in localities where it has not been provided before.

For first time organisations intending to apply for WSFL funding, it is recommended that they upskill themselves on the objectives and operation of the WSFL and WSNZ's contractual and accountability reporting requirements. More information can be found by following this link:

[www.watersafety.org.nz/Get Funded](http://www.watersafety.org.nz/Get Funded)

The seven WSFL skills sets and other supporting information, including a teachers' guide, can be found on the WSNZ website at: <https://watersafety.org.nz/forlife>

### 3. Māori water safety education

*Kia Maanu, Kia Ora* focuses on improving water safety outcomes especially for Māori. It outlines a portfolio of projects and initiatives focused on the way WSNZ partners with Māori and on key Māori drowning prevention.

WSNZ is seeking proposals for initiatives that aim to reduce Māori preventable drowning through a strengthened connection with wai/water, as aligned with Dr Chanel Phillips' Wai Puna model (<https://kmko.nz/wai-puna>). These are programmes that reflect Māori values and strengthen the connection to wai through a Wai Puna lens by,

- Increasing the awareness of water safety risks amongst Māori,
- Providing Māori with opportunities to learn water safety survival skills and knowledge,
- Providing Māori with the opportunity to learn about Māori water safety i.e. kaupapa Māori approaches,
- Using Māori-led research and evaluation to identify new drowning prevention interventions for Māori.

### 4. Reducing male drowning and improve decision making in the 15-34 age range.

Males in this age group are at heightened risk of drowning. WSNZ has been running a targeted social media campaign for this group over the past five summers. Targeted water safety projects and initiatives aimed at changing the risk-taking behaviour around water of males aged 15 – 34 years are welcomed.

### 5. Programmes and tools that aids people's awareness of the difference between their perceived competencies and real competencies.

Analysis of drowning fatality data has identified that many drowning victims over-estimate their in-water ability and underestimate the conditions, particularly when undertaking high-risk activities e.g. free diving, snorkelling and scuba diving. Projects and initiatives that focus on practical education and awareness raising about effective competency assessment, will be preferred.

### 6. Targeted interventions for overrepresented groups, activities and environments.

WSNZ invests in projects that reduce drowning deaths and injuries in priority areas. Applications are invited for projects that deliver strong water safety outcomes for High-Risk Communities, Activities and Environments, particularly related to one or more of the following:

- **Communities** where there is a disproportionate risk of poor water safety outcomes and participation in water safety training activity is low, including: Māori, Pacific peoples, Asian, new immigrants, and hard to reach or remote communities.
- **High risk activities** including scuba and free diving, snorkelling and rock fishing. An example of what is sought would be the design and provision of training programmes for activities where water safety interventions are not well developed.
- **Environments** that pose particular drowning hazards such as high-risk rivers, dangerous swimming holes, beaches or high drowning incident fishing areas.

## STEP TWO: ASSESSMENT CRITERIA

Please review the following assessment criteria of the two rounds to help you chose which to apply through.

### WSNZ Drowning Prevention Fund

#### 1. Benefits and Evidence

Applications must state why there is a need to undertake this project, and demonstrate that it will address a particular drowning problem/s.

- Benefits: How will this project meet the Funding Goal and Funding Priorities and how will it increase water safety? Who, and how many people, will receive those benefits?
- Evidence: How do you know your project will deliver these benefits?

*Tip for applicants: This is the most important assessment criteria, so applications should provide enough information for WSNZ to form a view of what the benefits being sought are and how the project will deliver them.*

#### 2. Monitoring and Evaluation

Applicants are required to monitor and report on performance measures to assess the effectiveness of the project and the achievement of outcomes.

- How will you monitor the project and demonstrate its effectiveness?
- How has your project made a difference to the drowning numbers?
- Project budgets must include provision for monitoring and evaluation.

*Tip for applicants: Applications should indicate to WSNZ how the achievement of the project benefits will be measured and how you will know what you are doing has worked. WSNZ will support organisations if they need upskilling in evaluation.*

#### 3. Warranty

Applicants are required to demonstrate that their organisation has the track record and capability to deliver the project to the standards it has proposed, efficiently and effectively.

- How is your organisation able to demonstrate its mana in relation to warranty i.e. the confidence in the ability of your organisation to deliver based on previous engagement with individuals and the communities you engage with.

*Tip for applicants: Information is needed on the likelihood of successful project delivery, past programme delivery and any references from other organisations or communities if relevant.*

#### 4. Collaboration and Leverage

WSNZ is interested in how applicants can add value to the initiative and 'scale up' the impact through other partnerships and resourcing.

- What additional investment will this project achieve? What partnerships opportunities will it leverage?

*Tip for applicants: This is about the ability of the project/applicant to generate collective effort and buy-in, or additional funding from other stakeholders. It is worth noting that WSNZ would*

*look to see that the provider had other funding sources available, rather than relying solely on WSNZ's funding support. It would be helpful to note how, over time, the initiative would develop to be self-sustaining.*

## **Kia Maanu Kia Ora Drowning Prevention Fund**

The KMKO Drowning Prevention Fund criteria will be based on the three principles of the Wai Puna model. Your application will need to address the three Māori focus areas that demonstrates the importance of strengthening our connection to the water, reflecting a Māori worldview.

### **1. Whakapapa: Attitudes & Beliefs**

The source of water safety knowledge

### **2. Mātauranga: Knowledge**

The deepening of water safety knowledge

### **3. Tikanga: Behaviour**

The application of water safety knowledge

If you are unsure how to relate your programme/initiative to these focus areas, please get in touch with us at [funding@watersafety.org.nz](mailto:funding@watersafety.org.nz) and our WSNZ kaihautū will be able to help and advise.

## **INFORMATION FOR ALL APPLICANTS**

### **ELIGIBILITY**

1. All organisations with programmes and initiatives focused in the priority areas are eligible to apply for funding. Collaboration and partnership-based applications are particularly welcome. These should identify one responsible lead organisation for application and accountability purposes.
2. Organisations delivering programmes that reflect Māori values and strengthen the connection to wai through a Māori lens are encouraged.
3. WSNZ will only fund approved water safety and survival programmes, or specific water safety components of other aquatic activities.
4. WSNZ does *not* fund the following:
  - Search and Rescue. Funding for this may be available through the New Zealand Lottery Grants Board Outdoor Safety Committee
  - Costs arising from changes to government policies, regulations, or legislation
  - Core rescue capability
  - Professional development for organisations or individuals

- Research
- Capital expenses such as pool maintenance and development
- Clubs if they are affiliated to a national organisation
- Schools

In general, applications for capital expenditure, debt repayments and an organisations' day to day operational/running costs will not be funded.

## **POLICIES**

### **Business Continuity Plan with Covid included**

WSNZ requires that all funded organisations have a Business Continuity Plan in place which includes a consideration for Covid. Below is a link showing the types of questions you should be thinking about when drafting your policy if you do not already have one.

<https://www.business.govt.nz/risks-and-operations/planning-for-the-unexpected-bcp/continuity-and-contingency-planning/>

### **Child Protection Policy**

WSNZ requires that all funded organisations working with children and young people have a child protection policy in place that is consistent with the Children's Act 2014. It is considered best practice to have a child protection policy as they help build a strong culture of child protection across a workplace by encouraging early identification and referral of vulnerable children. All organisations who work with children and young people are encouraged by Oranga Tamariki and Sport New Zealand to adopt a child protection policy.

Note that this requirement is in addition to the legal requirement under section 31 of the Children's Act 2014 to ensure that all people who work with children are safety checked before their employment or engagement commences, and that these safety checks updated every three years.

### **Code of Conduct**

Funded organisations are required to adhere to WSNZ's Code of Conduct for Funded Partners. This Code of Conduct has been developed to ensure that those organisations receiving funding from WSNZ for drowning prevention initiatives act in way consistent with WSNZ's obligations to its funders.

### **Kia Maanu Kia Ora, Ko te Mana o te Tangata**

Funded organisations delivering Māori drowning prevention programmes are required to adhere to WSNZ's Statement of Practice - Kia Maanu Kia Ora, Ko te Mana o te Tangata. This statement is to be read in conjunction with WSNZ's Code of Conduct for Funded Partners. The statement has been included in the terms of WSNZ's 2022/23 funding contract for Māori initiatives and when signing the funding contract, successful applicants will be agreeing to adhere to the terms. WSNZ needs to ensure that the delivery of Māori programmes is culturally appropriate and supports the Wai Ora strategic objectives of partnering with Māori.

WSNZ will take your organisation at face value when considering your application. We expect the principles of whakapono (transparency, good faith and trust in each other), tūmanako (aspirations), and aroha (protection and care for people) to be at the forefront of your programme. As such we expect there to have been positive engagement with the Māori community in which the programme will be run in order to ensure tangible ongoing benefits in the community.

Copies of WSNZ’s Code of Conduct and Kia Maanu Kia Ora, Ko te Mana o te Tangata are available at: [www.watersafety.org.nz/Get Funded](http://www.watersafety.org.nz/Get Funded)

**KEY DATES for both the WSNZ Drowning Prevention Fund and KMKO Drowning Prevention Fund**

The following table summarises the application process and dates:

Stage	Date
Applications open	Monday, 16th May 2022 (10.00am)
Applications close	Wednesday, 15 <sup>th</sup> June 2022 (3.00 pm)
Notification of outcomes to applicants	Friday, 19 <sup>th</sup> August 2022 (indicative)

**DISCLAIMER**

Water Safety New Zealand (WSNZ) has prepared this 2022/23 Funding Prospectus in good faith based on information it has to hand at the date it was published. It also reflects the aspirations that WSNZ must ensure its sector partners can contribute to the objectives of Wai Ora Aotearoa Water Safety Sector Strategy 2025 promoting the vision that everyone connects to and enjoys the water safely.

It is, however, acknowledged there is considerable uncertainty around the amount of funding WSNZ will receive for 2022/23 partnerships and it is not known at this stage what amount will be available for distribution. Given this, WSNZ is unable to provide a guarantee that funding allocations will be the same level as in the past years, and organisations should prepare a funding case with this in mind.

For all information on the WSNZ funding process please visit [Water Safety New Zealand Get Funded](http://Water Safety New Zealand Get Funded)  
 For specific application questions please contact: [funding@watersafety.org.nz](mailto:funding@watersafety.org.nz)