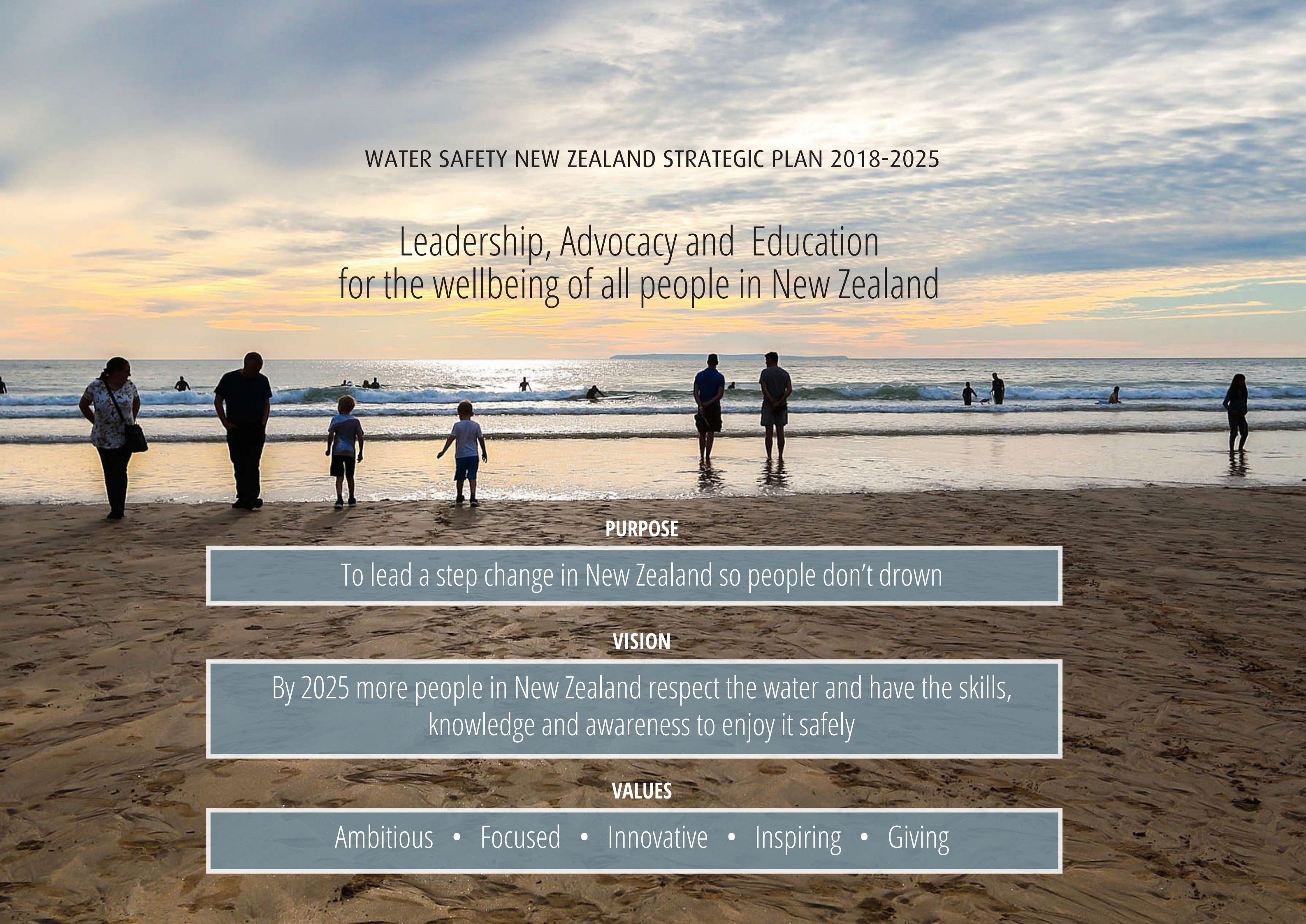




# Strategic Plan

2018 – 2025





WATER SAFETY NEW ZEALAND STRATEGIC PLAN 2018-2025

Leadership, Advocacy and Education  
for the wellbeing of all people in New Zealand

**PURPOSE**

To lead a step change in New Zealand so people don't drown

**VISION**

By 2025 more people in New Zealand respect the water and have the skills, knowledge and awareness to enjoy it safely

**VALUES**

Ambitious • Focused • Innovative • Inspiring • Giving

# Strategic Priorities

## Leadership

- Lead Government engagement to ensure long-term financial sustainability of the sector
- Lead evaluation with relevant partners to demonstrate a fit for purpose water safety sector
- Deliver a collaborative Investment Pathway to Government on behalf of core agencies



## Financial Sustainability and Fundraising

- Secure multi-year funding agreements
- Leverage funding and support from corporates and other philanthropic sources
- Lead the development of Government budget proposal

## Capability and Partnerships

### CAPABILITY

- Lead the implementation of the Sector Strategy including the Capability Plan
- Deliver a robust investment process against agreed priorities

### PARTNERSHIPS

- Build enduring trust with partners to underpin collective impact
- Foster new strategic partnerships to support and deliver the sector strategy
- Secure high-level support for water safety from key influencers

## Evidence Based Collective Impact

- Create data informed insights to drive initiatives which have the greatest impact
- Prioritise research needs to attitude/behaviour change, cause and effect
- Use data and research to inform decisions to improve sector performance
- Develop a longer-term data and insights plan, including predictive modelling
- Establish a performance framework for funded agencies to measure delivery of effective outcomes

## Social Marketing - Knowledge, Attitudes and Behaviour Change

- Deliver an agreed social marketing and communications strategy aligned to sector priorities
- Invest in public awareness campaigns which are enduring and lead to measurable knowledge, attitude and behaviour change
- Work with Māori and Iwi groups to identify ways of improving drowning prevention outcomes
- Identify ways of improving drowning prevention outcomes for high risk and hard to reach groups

## Education

- Lead the development and implementation of a 'life stage' education plan with like-minded partners
- Identify education initiatives with the greatest impact on drowning prevention outcomes at each life stage
- Identify innovations and opportunities which will enhance the national reach of water safety education
- Foster new strategic partnerships to work collaboratively in support and delivery of the plan

PRIORITY

FOCUSED ACTIONS - WHAT WE WILL DO



# Measures of Success

OUTCOMES

## Financial Sustainability and Fundraising

- A world leading water safety sector able to meet growing demand and adapt to changing circumstances
- A sustainable Water Safety Sector of resilient agencies working together
- Social and economic costs are minimised
- A capable sector of collaborative agencies tackling a complex problem
- Activities and objectives of the water safety sector are consistent and unified
- The wellbeing of all New Zealanders

## Capability and Partnerships

## Evidence based Collective Impact

- The sector's resources are applied to achieve best collective results.
- A high performing sector which uses evidence to inform strategies, policies and partner operations.

## Social Marketing - Knowledge, Attitudes and Behaviour Change

- A changing culture in which people enjoy the water safely
- People modifying their behaviours around water based on knowledge, risk awareness and wise decision making

## Education

- More people have water safety competence, understand the risks and make wise decisions
- People have the skills to survive in, on and around the water
- A life-long and inter-generational culture of water safety is evident

## High Performing Organisation

LEADING TO

- A genuine leadership body of influence and change, providing resources and delivering impactful interventions and activities
- Has real authority and mandate while maintaining high trust and reputation
- Has the internal capability to deliver objectives and support different groups who have key roles in the sector and wider community



