



## Three Year Strategic Plan

2016 – 2019





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# Leading to Outcomes of:

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Sector trust and cohesiveness

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Increasing sector strength and capability

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Increasing and more efficient use of  
sector resources

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Evidence based investment in drowning prevention

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United advocacy

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Increasing public awareness, leading to a  
generational step change, in which every  
New Zealander enjoys the water safely

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## Sector Capability and Partnerships

- Work with members to build enduring trust
- Work with members to develop an aligned model
- Develop new partnerships
- Design and implement a robust investment process
- Support wider sector capability
- Drive behavioural and culture change

## Funding and Sustainability

- Work with Sport New Zealand and ACC to develop multi-year funding opportunities
- Work towards providing a step change in sector income towards the \$60 Million required to reduce the drowning toll
- Invest in sector capability
- Work with members to rationalise and more effectively use resources
- Add value to increased development of sustainable funding revenue streams for member organisations

## Evidence based collective impact

- Target research at agreed sector priorities
- Use data and research to make evidence based decisions and improve sector performance
- Invest in campaigns which deliver measurable outcomes
- Implement a cohesive sector approach
- Support research for which the New Zealand Water Safety sector is recognised as the world leader in aquatic safety

## Advocacy and Public Awareness

- Deliver an agreed sector engagement and communications strategy which delivers aligned messaging and public awareness campaigns
- Enduring public awareness campaigns lead to measureable public behavioural change
- Garner high level support and influence for water safety initiatives