

Water Safety New Zealand
Annual Report

2020





Achievements

\$2.3 million+

invested into water safety initiatives

\$650,000

invested into Kia Maanu Kia Ora water safety programmes and resources

200,000

children received Water Skills for Life, Beach Ed and Safe Boating training

95%

of Kiwi males aged 15 to 34 years see the Swim Reaper campaign

0

preventable fatal drownings of Kiwi males 15 - 34 years over summer

Our Purpose

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

Our Vision

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

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Preventable fatal drowning summary

Accidental immersion incidents, where the victims had no intention of being in the water, continues to be the largest cause of preventable drowning fatalities (21 fatalities or 25 percent in 2019, down from the five year average of 37 percent). This is followed by those who simply went for a swim which ended in tragedy (16 fatalities or 20 percent in 2019).

Research shows that while drowning is recognised as a problem by 84 percent of New Zealanders, (fifth behind child abuse, domestic violence, road safety and bullying) the reality is drowning is the leading cause of recreational death, the second highest cause of death by unintentional injury for 1 – 24 year olds and the third highest cause of accidental death in New Zealand.

In 2019 there were 82 recreational (intending to be in the water) and non-recreational (no intention of being in the water) preventable drowning fatalities. This was an increase of 16, or 24 percent, compared to the 66 preventable drowning fatalities in 2018. However per capita (100,000) statistics show a reduction in the drowning rate over time (from 2.5 in 2000), an indication that while population has increased substantially the water safety sector has improved drowning outcomes with a current rate of 1.7 per 100,000 in 2019.

2019 achievements

35 - 44
year olds



SAFEST adult cohort
on the water

Domestic
locations



REDUCING

Offshore



DOWN

Five safest regions (per 100,000):



Manawatu/
Whanganui



Canterbury



Tasman



Wellington



Auckland

Chair's Report



Tēnā Tātou Katoa,

It is my pleasure, as Chair of the Board of Water Safety New Zealand, to present this annual report.

This has certainly been a year of challenges due to COVID-19 and its impact not only on the water safety sector but on the whole country. As the lead agency of the sector Water Safety New Zealand has responded to this challenge providing sector leadership as well as guidance around aquatic recreation during lockdown.

But more challenges and change lie ahead – this global pandemic will have a lasting impact on funding streams and potentially on New Zealand's drowning problem and the organisation must be nimble and able to adapt and cope with these new challenges.

Despite these hurdles there is still much to be positive about – the successful budget funding bid has brought much needed financial relief to our frontline rescue services, a stronger funding relationship with ACC and closer ties with Swimming New Zealand means greater support for Water Skills for Life delivery and work is underway on the next iteration of the Water Safety Sector Strategy 2025 to take us into the future with confidence.

Water Safety New Zealand continues to work on and improve its cultural capability and is making great progress in addressing Māori water safety in a culturally appropriate way. A partnership with the Ministry of Education has also led to the delivery of Kaupapa Māori water safety resources for Kura.

The sector as a whole continues to work with greater cohesion meaning increased efficiency and effectiveness. Also, increased use of data in smarter ways is also helping to make safety messaging and social marketing more targeted and effective.

The core collective responsibility of the sector remains the same - to ensure all New Zealanders enjoy the water safely. Too many New Zealanders continue to lose their lives or get injured in our waterways at great cost to New Zealand. However, without the efforts of our members and sector organisations the numbers would be catastrophic.

At the 2019 Drowning Prevention Summit we began the discussion around how we will create a step change for New Zealand's drowning problem, and how the sector needs to evolve, innovate and adapt in a changing world. These conversations will feed into the work underway on the Water Safety Sector Strategy 2025 planned for release in December 2020.

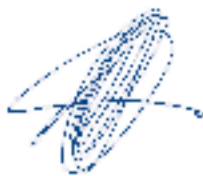
A new strategy also means change at the helm of the organisation with Jonty Mills stepping down as CEO after four and a half years. On behalf of the Board I would like to thank Jonty for his outstanding leadership during this period. He has led Water Safety New Zealand through a period of evolution and leaves it in a strong position to take on what lies ahead. His ability as a communicator has helped to boost Water Safety New Zealand's profile and helped bring greater unity to the sector.

The Board would also like to express our thanks and gratitude to NZ Lottery Grants Board, ACC, Sport New Zealand and our commercial partners The Warehouse, Protector Aluminium and supporting trusts and foundations for your ongoing support and investment.

The Board is confident in the financial performance of the organisation during a period of growth and increased capacity, and as population and participation continues to grow.

I thank my fellow Board members and wish to also take this opportunity to acknowledge and thank Water Safety New Zealand staff, core members namely Coastguard New Zealand, Surf Life Saving New Zealand and Swimming New Zealand, general members and our numerous sector volunteers for your service, commitment and contributions.

Nga mihi ki te whanau whānui,



Danny Tuato'o
Board Chair

CEO's Report



Tenā Koutou,

In a year punctuated by the impact of COVID-19 for everyone, it has certainly been one of unforeseen change, with the need to respond and think differently.

Water Safety New Zealand was well prepared and responded quickly, ensuring the wellbeing of our people as the first priority. The direct impact on our operations was minimal and was supported by a robust business continuity plan. We were also fortunate the vast majority of our activity could continue from remote locations, and we were not met with the same revenue shocks that many have experienced. This enabled us to continue with our work, whilst also responding to and supporting the wider sector.

Following on from the 2018 drowning toll, the second lowest since records began, was always going to be hard to replicate, and so it proved. 2019 saw 82 preventable drownings occur during the calendar year which is back up around the five-year average. Encouragingly though, is the continued downward trend when taking into consideration growing population and increased participation, as a per head of capita measure.

Water Safety New Zealand was able to invest \$2.2m into the community via our contestable funding round during the financial year. We considered 96 funding applications from 77 organisations for funding from the Drowning Prevention Fund. This was a 160 percent increase in the number of applications on 2018/19 and applicants sought a total of \$5.2 million. As always, our funding round is significantly over-subscribed, and priority was given to those funding applications that demonstrated the greatest ability to meet the drowning prevention priority areas and objectives described in the 2019/20 Water Safety New Zealand Investment Prospectus.

For the third consecutive year we saw older males dominating the statistics, with those over 55 years contributing a significant 34 percent towards drowning fatalities. We also continue to see more activities undertaken by a more diverse population across a wider range of environments. It adds to the challenge we all face.

Outside of COVID-19, a highlight for the sustainability of the

wider water safety sector, particularly our frontline rescue services, was the successful outcome of our collaborative budget bid 2020, which saw \$63m invested into our sector over the next four years. This was the culmination of several years' work, involving cross agency collaboration with many people contributing. It was a fantastic outcome, particularly within the context of the current environment.

We've formed new and improved existing partnerships with ACC, Government, Sport New Zealand and Māori among many others. We have also continued to work with our Kaihautū Māori to further develop our internal cultural capability, as well as advise on better Māori engagement and strategy.

Our 'Swim Reaper' summer campaign, targeting young males, again proved immensely successful, exceeding all metrics and importantly having a measurable impact. Last summer was the fourth consecutive summer we have run this campaign, as it retains its' relevance and impact.

Importantly we commenced the development of the next iteration of the Water Safety Sector Strategy 2021-25 following the inaugural version developed in 2015. This work is being led by Water Safety New Zealand in collaboration with the Cross Sector Reference Group, combined with wide ranging sector consultation, and is due for release at the end of 2020. Despite the challenges of COVID -19 hindering progress, we've managed to keep the momentum going.

The refreshed strategy will set direction, a roadmap for the wider sector without being too prescriptive. This in turn will support sector alignment and allow organisations to cross reference with their own plans. We think much of the previous strategy's intent remains valid. However, better monitoring and evaluation, and a reporting framework will also be developed to inform progress and effectiveness. We'll use data, research and insights to drive interventions and create tangible and realistic goals, as well as measurable outcomes.

As a sector we face many challenges as we look to the future and what lies ahead. Financial sustainability and the impact of vulnerable revenue streams creates uncertainty. Adapting to the new "normal" and modifying business and operational models will be a necessary consequence.

Our diverse demographics, population growth and participation rates will all impact the wider sectors' capacity to meet growing demand for services. The changing shape of volunteering will be a factor to consider, as will be the ongoing evolution of technology. Each of these things are part of an Environmental outlook we all need to take into consideration.

I remain a strong advocate for all children coming out of the education system with the foundational skills and competence to enjoy the water safely. Our Water Skills for Life (WSFL) programme aims to make this a reality, but it will need more influential support at both central and local government level. We have ambitions to expand this programme in the coming year through wider partnerships and better advocacy.

As Chief Executive, this is my final contribution to the Annual Report before handing over the reins to my successor at the end of 2020. After four and a half years at the helm, the timing is right for the next person to lead the organisation forward. Thanks to one and all for your guidance, wisdom and support, as well as your willingness to work together for the greater good.

I'm very proud of what we have collectively achieved as a water safety sector during my time. We've had many

successes, as well as many challenges. We're more joined up and the sector has a great platform moving forward, albeit in a challenging environment. Water Safety New Zealand is also in great shape with a solid and sustainable foundation into the future. Together, we're a sector of genuinely passionate people who care.

I'd like to thank the Board for their guidance and continued drive to ensure we make a difference. To the fantastic team at Water Safety New Zealand; I genuinely believe we 'punch above our weight' because each and every staff member cares and is prepared to go beyond the call of duty. Thank you.

To our acknowledged funders and generous supporters; Protector Aluminium, G8 Safe, The Architects Choice and The Warehouse and all our members; collectively we share the vision and no one party could do this alone. Thank you.

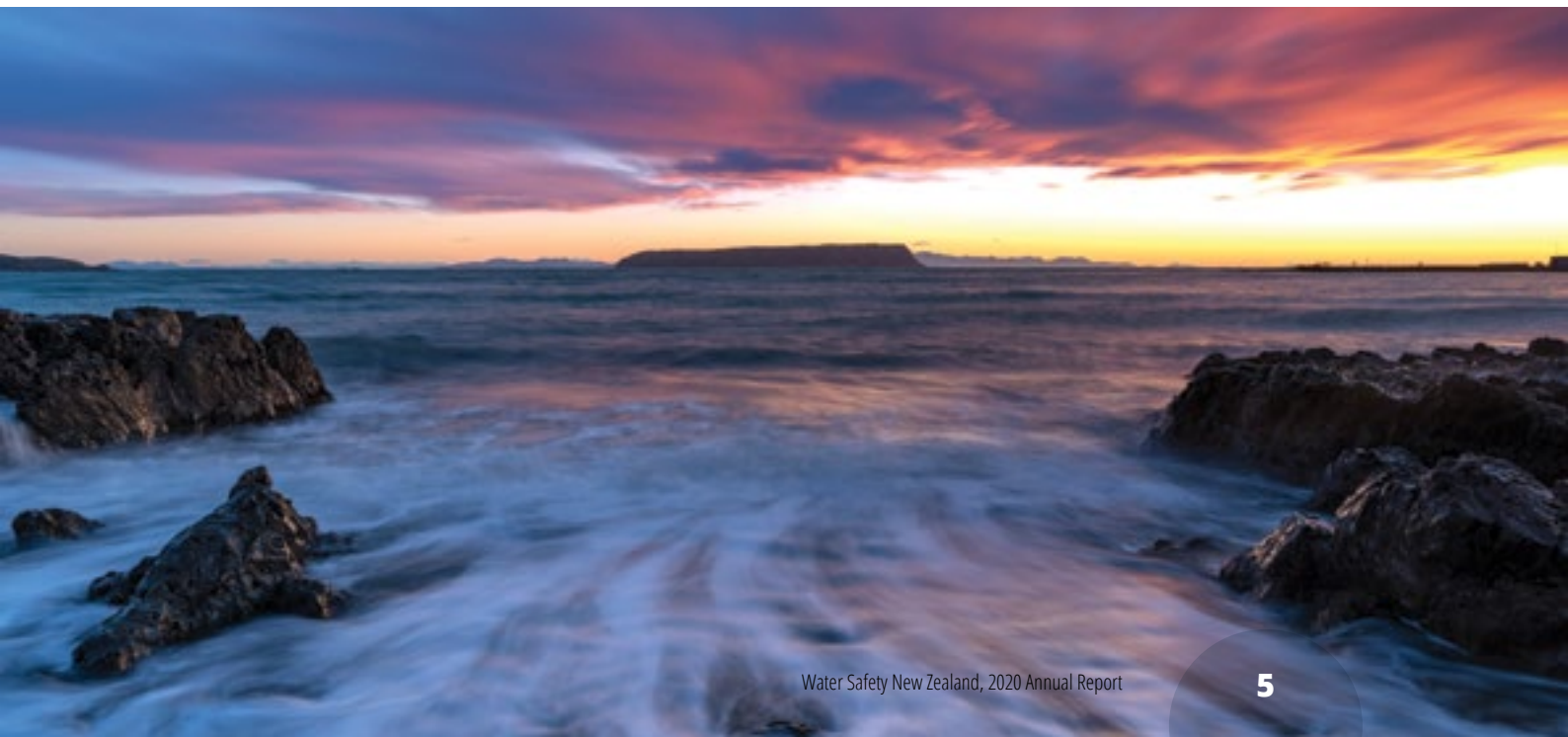
Naku noa, na



Jonty Mills

CEO

Photograph: Peter Ambrose



Water Safety New Zealand

Water Safety New Zealand is an incorporated society established in 1949. It has a membership structure with an elected board and recruited management team. Its operating budget is funded by Sport New Zealand and ACC, while Lotteries Grants funding, via Sport New Zealand, funds water safety providers through the Water Safety New Zealand annual investment round. Funding from corporates, trusts and foundations also support community initiatives and programmes.

Water Safety New Zealand has a broad reach across the country. We work with government and regulatory agencies, drowning prevention and rescue agencies, professional and national sport and recreation organisations, child and youth support organisations, schools, swim schools, local authorities, regional sports trusts, harbourmasters and more.

Our charity is reducing the incidence of drownings by ensuring evidence-based water safety policies, investment funding, initiatives and aquatic education are delivered throughout the country.



The Board



Danny Tuato'o
Independent chair



Matt Barker
Member delegate



Michael Bassett-Foss
Surf Life Saving
New Zealand delegate



Jennifer Gill
Independent director



Maurice Kidd
Independent director



Dean Lawrence
Coastguard New Zealand
delegate



Margaret McKee
Swimming New Zealand
delegate



Kate Wareham
Independent director

Staff

Jonty Mills
CEO

Sheridan Bruce
Strategic Partnerships
and Communications Manager

George Bulleid
Marketing Coordinator

Ben Christie
Senior Communications and Media
Advisor

Felicity Fozard
Advisor Information and Data

Joanne Kinnaird
Fundraiser

Christine Lim
Accountant

Ants Lowe
Funding and Relationships Manager

Neil McInnes
Capability and Investment Manager

Michelle Reidy
Team Administrator

Sally Walker
EA/Office Manager

Karen Wells
Policy and Research advisor

Members

Members cover a wide range of water activities and initiatives that have water safety and drowning prevention fundamental to their missions.

ACC

Aotearoa Women's Surfing
Association

Coastguard Boating Education

Coastguard New Zealand

Drowning Prevention Auckland

Education Outdoors New Zealand

Girl Guiding New Zealand

Jet Boating New Zealand

Kiwi Association of Sea Kayakers
(KASK)

Maritime NZ

NZ Marine

Motutapu Outdoor Education
Camp Trust

NZ Jet Sports Boating Association

NZ Outdoor Instructors' Association
(NZOIA)

New Zealand Rivers Association for
Professional Guides

New Zealand Recreation Association

NZ Recreational Fishing Council

NZ Sport Fishing Council

New Zealand Stand Up Paddling

NZ Swim Coaches & Teachers

New Zealand Trailer Boat Federation

New Zealand Underwater Association

New Zealand Water Polo Association

Royal Life Saving Society,
New Zealand

Royal New Zealand Plunket Trust

Royal Port Nicholson Yacht Club –
Wellington Ocean Sports

Safekids Aotearoa

Scouts New Zealand

Sir Peter Blake Marine Education
& Recreation Centre

Surf Life Saving New Zealand

Surfing New Zealand

Swimming New Zealand

Te Toki Voyaging Trust

Vector Wero Whitewater Park

YMCA North

Waka Ama NZ

Whitewater NZ

Windsurfing New Zealand

Yachting New Zealand

Youthtown

Water Safety Sector Strategy 2021 - 2025

The New Zealand Water Safety Sector Strategy, released in 2015, is currently under review and being refreshed for the next five year period. This work is being led by Water Safety New Zealand in collaboration with the Cross Sector Reference Group.

The Drowning Prevention Summit was the catalyst for starting the development of the refreshed Strategy. There was also strong feedback at the Summit to provide the opportunity for input into the strategy.

Its development commenced in February 2020 and despite the challenges of COVID-19, momentum continued during lockdown, with Zoom workshops and a further 'in person' workshop held in July 2020. At this workshop a draft of the framework was created and a consultation approach planned to be rolled out in the second half of 2020 with a launch target of December 2020.

The refreshed strategy will set direction, and be a roadmap for the wider sector without being too prescriptive and support sector alignment.

2019 Drowning Prevention Summit

Water Safety New Zealand's Drowning Prevention Summit was held in Auckland in October. It focused on the need for a step change in the focus and delivery of drowning prevention activities in New Zealand in order to address the drowning problem.

Drowning is the number one cause of recreational death, the second highest cause of death by unintentional injury for 1 – 24 year olds and the third highest cause of accidental death in New Zealand.

On the agenda were a number of presentations on the need for the water safety sector to secure long term support to ensure sustainability, and to adapt and become smarter and more dynamic. A widening gap between the water safety sector's ability to meet growing expectation and demand was emerging. This was evidenced by a sector which relies on volunteers, has vulnerable funding sources and has resources which are stretched beyond their capability.

The summit promoted a clear and compelling vision of a changed future and identified the challenges the sector must overcome to meet its goals. The vision of the summit was to inspire those in attendance to become change-makers in their own organisations and participate fully in the development of the 2025 sector strategy.

“A shift in the focus and delivery of drowning prevention activities in New Zealand is upon us. This summit is about beginning the conversation. Preparing ourselves for change and how we can be most effective at drowning prevention. The future starts today.” WSNZ CEO Jonty Mills

The future shape of the sector is part of the work of The Water Safety Sector Capability Plan and the New Zealand Water Safety Sector Strategy 2021 – 2025. The development of this work is planned for the 20/21 year and will inform the future direction of the water safety sector.

The Impact of Covid-19

OUR OPERATING ENVIRONMENT

Water Safety New Zealand's initial response to COVID-19 was focused on ensuring the health and wellbeing of staff and transitioning to home-based working. A COVID-19 Business Continuity Plan was developed early and implemented and there was very little business interruption. Water Safety New Zealand's income was not affected by COVID-19 and our organisation received an indication from funders that its core revenue streams would continue at similar levels in 20/21.

COVID-19 did disrupt the operating environments for many funded providers and members necessitating them to focus heavily on their financial sustainability and ability to complete contracted delivery.

Contracted providers were surveyed at the onset of COVID-19 Level 4 lockdown in March 2020 to understand their current level of delivery and communication lines remained open to provide support and guidance as providers navigated delivery interruption and established continuity plans.

Water Safety New Zealand's move through the COVID-19 alert levels was guided by the Business Continuity Plan, and staff worked from home while Booth House (Water Safety New Zealand's offices) remained closed. A Working From Home policy has since be developed.

PUBLIC AWARENESS

In consultation with sector partners, at the onset of Level 4 lockdown in March 2020, Water Safety New Zealand provided the Prime Minister's Office water-based recreational advice and worked closely with Sport NZ, Maritime NZ and members, through alert levels to provide public guidance about water-based recreation do's and don'ts. Water Safety New Zealand supported the Mountain Safety Council initiative of a new website which provided public awareness information on what activities were allowed or not, across the lockdown levels and this website remains active while New Zealand continues to move through the levels.

Investment into the Community

Water Safety New Zealand invests in community partnerships that deliver drowning prevention interventions that make a difference to New Zealand's high drowning toll and align with the goals of the New Zealand Water Safety Sector Strategy 2020. Projects that demonstrate clear impacts and the organisational capability to deliver effectively are considered.

Water Skills for Life

Water Skills For Life is Water Safety New Zealand's priority education programme. It was developed for children to learn life saving water skills that they can take with them throughout their life. The initiative was developed five years ago by water safety experts in New Zealand and was based on evidential international and national research. Water Skills for Life comprises a combination of learnt water survival skills and swimming skills. Based on 27 core skills in seven categories, it establishes broad fundamental competences for life-long water safety.



A total of \$1,444,165 was invested in 2019/20, with 23 providers delivering water survival competencies training for children in Years 1 – 8. Representing 61 percent of Water Safety New Zealand's investment programme, emphasis on the delivery of Water Skills for Life remains an important focus of future investment.

For some providers COVID-19 did have an impact on their delivery of skills training. Delivery of Water Skills for Life was facilitated by Swimming New Zealand, a number of Regional Sports Trusts, some councils, swim schools and over 500 schools. A cultural shift is now emerging away from the established view that learning to swim means being safe in the water as Water Skills for Life is becoming the preferred skills training programme for swim schools and schools alike.

The most cost efficient form of delivery is through Swimming New Zealand educators who provide aquatic professional development to school teachers and swim teachers nationally. Their 'teach the teacher' role means more children can be reached by training and influencing others about water safety education.

The continued support of CBE, with Safe Boating and Surf Life Saving New Zealand with Beach Education contributes to students learning practical water safety skills in authentic learning environments for real life situations.



\$1,444,165
Investment in WSFL

23
Providers

200,000
children in Years 1 – 8



Water Skills for Life competencies



WATER SAFETY AND AWARENESS



GETTING IN AND OUT OF THE WATER SAFELY



SUBMERSION (GETTING UNDER THE WATER)



PERSONAL BUOYANCY



ORIENTATION IN THE WATER



SAFETY OF SELF AND OTHERS



PROPULSION (MOVING THROUGH THE WATER)



Water Skills for life achievement levels (Y1 – 8 students)

Floating on back for 3 mins

86%

Sculling and raising arm for help

63%

Treading water for 3 mins

55%



Children reached through the investment programme for water survival competencies

200,000

16,800

children participated in Coastguard Boating Education's Safe Boating programme.



27,500

children participated in Beach Education run by Surf Life Saving New Zealand.





Water Skills for Life delivered to Manaia View School students. Photo courtesy Sport Northland.

CASE STUDY: WATER SAFETY IN NORTHLAND

Sport Northland, Water Safety New Zealand's only Water Skills for Life provider in Northland has a purpose of enriching lives through play, active recreation and sport. Serving a population of over 180,000 people that includes 132 primary schools, this Regional Sports Trust has delivered water safety education to over 85 percent of these schools since 1997.

The Northland WaterSafe Programme, supported by Top Energy, provides free Water Skills for Life education, along with support to teachers to build their own competency and confidence so they can extend delivery with their students.

In addition, Sport Northland coordinated the use of two portable pools for schools without pools and for which access to an aquatic centre or safe natural water just isn't possible.

Brent Eastwood, Sport Northland CE, says through its programme they are teaching water safety fundamentals and foundation skills so students can feel confident about experiencing aquatic activities safely. "This programme is vital as it contributes to students developing sound knowledge, good attitudes and behaviour around water. The dryland sessions increase students confidence and competence around identifying and making good decisions about hazards in, on and around water. The sessions also give school teachers the tools to draw on to further their students learning and this is supported with online resources. We ensure student and teacher learnings are passed on to parents and care givers with schools promoting water safety through their newsletters and websites."



Te Waiariki Pūrea Trust delivering kaupapa Māori water safety in Rotorua.

Kia Maanu Kia Ora supported by ACC

The ACC Kia Maanu Kia Ora (KMKO) water safety programme is a two year pilot, funded by ACC in collaboration with Water Safety New Zealand and supported by Tangaroa Ara Rau. Its objective is to identify what is the most effective way to help reduce Māori drownings.

The programme uses Dr Chanel Phillips' Wai Puna water safety framework, in programme delivery and evaluation. The Wai Puna model draws on three core pillars: Whakapapa, (the first drop or mātāpuna, the source), Mātauranga (the inner ripple or tūpuna, the traditional knowledge) and Tikanga (the outer ripple, or mokopuna, representing engagement), as they pertain to wai. Wai Puna provides the foundation for conceptualising Māori water safety and is pivotal for flourishing health and wellness for whānau in, on and around the water.

It is proposed that a strengthened connection with wai through Wai Puna, will improve water safety knowledge, attitudes and behaviour and provide a metaphorical life jacket for drowning prevention. Read about Dr Phillips' work at <https://kmko.nz/wai-puna>

Eleven kaupapa Māori programmes were funded to deliver a wide range of water safety programmes targeting various demographics, regions and activities and Kia Maanu Kia Ora was also present at Waka Ama Nationals in January and during the Waitangi celebrations in February 2020.



Goat Island (marine reserve).

CASE STUDY: MANA MOANA TIAKI DIVE PROGRAMME

The Mana Moana Tiaki Dive Programme focuses on traditional tikanga related to kai gathering for marae events and is offered to whānau in the Ngati Wai region in Northland. Participants receive basic water safety knowledge while enriching their mātauranga (knowledge) through interactions with the moana (sea).

In this two day programme, participants are taught on the Marae and at Northland Polytechnic. In water training takes place at Tikipunga School pools and Whangarei Aquatic Centre and in open water at Tutukaka Bay and Whangarei Harbour.

Two sessions are delivered on the first day, one session focused on theory working through the Mana Moana booklet which is a resource that helps record each individuals journey and acts as a guide to monitor growth for their future. The other session is a half day in the pool, where participants learn basic water safety and snorkelling skills techniques. This part of the programme is all about participants gaining competence, getting to know each other and forming relationships to foster trust.

Day two of the programme occurs at the beach where participants put their new-found skills to the test in an ocean setting. Whānau are encouraged to come and support their tamariki and see what skills they have learnt - these include water safety, snorkelling and kai gathering techniques including setting a long line, netting and kina collecting.

Local kaumātua provide support with korero about customary harvest and permits. Whānau gather for shared kai for lunch and all participants are kitted out with a wet suit, snorkel and flippers for the day.

Regional water safety strategies

As part of the 2020 Sector Strategy, Water Safety New Zealand has been developing three regional strategies in the high risk regions of Auckland, Waikato and Bay of Plenty. Focused on local ownership, the strategies identify the importance of coordinated community support and local resources to tackle the drowning problem.

The strategies have been developed by the community for the community and focus on needs that are unique to that region with all initiatives developed and driven by data and evidence.

Each regional strategy address unique needs and opportunities:

AUCKLAND INITIATIVES INCLUDE:

- A focus on primary school aquatic education with more cost efficient and managed delivery of Water Skills for Life;
- International student water safety delivery through New Zealand's leading provider of international education, Aspire2. A combined SLSNZ, DPA, WSNZ and Aspire2 developed programme to reach 3,500 international students;
- An innovative drowning prevention programme targeting Pacific, Māori and Asian youth through the WaiWise programme, a collaborative programme agreed between DPA, WSNZ, SLSNZ, CBE and Vector Wero.
- A managed safety advice, signage and data gathering programme at Hunua Falls. A collaborative programme between Auckland City Council, DOC, DPA and WSNZ.

WAIKATO INITIATIVES INCLUDE:

- A focus on primary school aquatic education with more cost efficient and managed delivery of Water Skills for Life;
- Engagement with local iwi and Māori organisations and investment in kaupapa Māori water safety programmes;

BAY OF PLENTY INITIATIVES INCLUDE:

- A focus on primary school aquatic education with more cost efficient and managed delivery of Water Skills for Life;
- Engagement with Iwi and Māori organisations and investment in Kaupapa Māori water safety programmes across the region;
- Enigmatic Global's Community Water Safety for Tertiary International Students and Beach Experience (for International students). These courses will empower international students to better protect themselves and to become active advocates for water safety within their community;
- Tauranga Swim School's Water Safety Community Day during Water Safety Month on October.

In September 2019 David White was appointed to implement the Bay of Plenty Water Safety Strategy. David coordinates, facilitates and reviews the delivery of water safety programmes and initiatives according to the Strategy's priority actions. Special thanks to Sport Bay of Plenty, TECT, Western Bay of Plenty Regional Council, BayTrust and Tauranga City Council for supporting this role.

Social marketing initiatives

Social marketing differs from marketing in a number of ways. Marketing campaigns are relatively easy to implement and can create high reach and awareness through mainstream media channels over relatively short periods of time. They are more informational and transactional focused rather than implemented to address systemic attitude and behaviour change.

Social marketing takes a more pragmatic approach and teases out barriers and benefits based on audience predilections and employs multiple tools and channels, possibly over a long period of time, to influence sustainable and enduring behaviour change.

Water Safety New Zealand implemented two social marketing campaigns this year: The Bathmat Campaign and The Swim Reaper campaign.

Water Safety for Under Fives

Under Fives continue to be vulnerable to drowning fatalities and injuries and a specific drowning reduction target of zero was included in the Water Safety Sector Strategy 2020. In 2019 seven infants fatally drowned and 32 were hospitalised following a non-fatal drowning incident.

The bathmat campaign acts to improve parents' knowledge, attitudes and behaviour around water safety for Under Fives over a period of time. Knowledge, attitude and behaviour change is monitored through market research biannually.

HOW THE PRINCIPLES OF SOCIAL MARKETING WORK

The Transtheoretical Model or Stages of Change Model identifies parents of babies and children as information seekers when it comes to child rearing, child education, health and wellbeing. Further, this audience will seek and respect information from high trust environments such as specialists and those with influence, as well as peers.

Not only is the bathmat campaign an information campaign, Plunket nurses are the instruments of influence and information who provide comfort and certainty about best practice water safety in a high trust environment – a Plunket nurse visit or clinic.

It is an evidential campaign where measures of use, message recall and water safety behaviour are gauged across changing samples of between 500 and 1000 parents and caregivers. The survey itself is a social marketing tool too, which reinforces the objectives of the campaign while providing opportunity to deliver another water safety message.

The campaign allows parents to view themselves as change makers which makes demands of their personal responses and accountabilities, a strategy to reinforce change at the source.




Always supervise children near water
...ALWAYS!
Tiakina ngā tamariki
ki te taha wai i ngā
wā katoa



plunket
whānau āwhina




plunket
whānau āwhina

The bathmat is a gift to parents providing value in an exchange relationship. Bathmats exist to reduce slipping in the bath or shower. The Plunket bathmat satisfies this need by stopping baby slipping when baby sits in the bath. It is commonly known, useful and informative.

On an ongoing basis, the bathmat is a constant reminder of water safety and parents' responsibility to be accountable and responsible for their children's health and wellbeing and acts as an instrument to improve water safety.

Systemic change can take generations and the most successful social marketing campaigns usually involve legislation as well as voluntary accountability – think seat belts, stopping smoking and speeding campaigns.

The bathmat campaign has benefited by time - a ten year campaign – which shows little sign of wearing out with 78 percent of parents using the bathmat and a supportive partner – Plunket to deliver and reinforce the campaign.

The impact on the stats is salient. Twenty years ago, in 2000, the average rate for Under Fives fatal drowning was 12 children per year. Of these, there were an average of eight (67 percent) who drowned around the home environment which included baths, pools, buckets and other vessels. Eleven years on, in 2011, the average rate had dropped to eight per year. Five (63 percent) of these occurring around the home.

In 2019, the average rate for Under Five drownings was four per year, of which two (50 percent) occurred in the home environment. And in the last five years (2015-2019), there has been one bath drowning of an Under Five. Over this five year period there were 20 drowning deaths made up of 10 home pool and 10 Inland Still Waters (ponds, lakes, drains) drowning deaths.

WATER SAFETY AMBASSADOR

Ameliaranne Ekenasio has been working with Water Safety New Zealand as our water safety ambassador. Ameliaranne is mother to little Ocean, the 2020 Silver Ferns captain, 2019 World Champion and Central Pulse netballer. She has been the face and voice of our 'eight ways to keep little ones safe' campaign featured in print and online reinforcing the importance of active adult supervision of toddlers and babies around water at all times.

Ameliaranne has fronted a series of Water Safety New Zealand and Recreation Aotearoa water safety videos about supervision at bath time, by and at the pool and by the river. Our Facebook campaign has reached 80,000 people and has been successful in spreading the word and reminding parents and caregivers that it takes less than a minute for a toddler to drown.

“Eight ways to keep babies and toddlers water safe”



Amelianne Ekenasio
Central Pulse and Silver Fern netballer, Water Safety New Zealand ambassador

1. Active adult supervision is imperative. Always keep them within arms' reach around water.



2. If you're in a group, have an active adult supervision roster. Don't rely on children or teenagers, they are easily distracted.

3. Identify water hazards in and around the home. Empty water from unused baths, paddling pools and buckets.



4. Use your Water Safety bathmat at bath times.



5. Put your phone away. Avoid distractions such as texting and using social media.



6. Teach your children water safety behaviour.

7. Lifejackets. These are essential on a boat, must fit snugly and have a crotch strap.



8. Support your child to have enjoyable and positive early experiences around water.

SUPPORTED BY



watersafety.org.nz

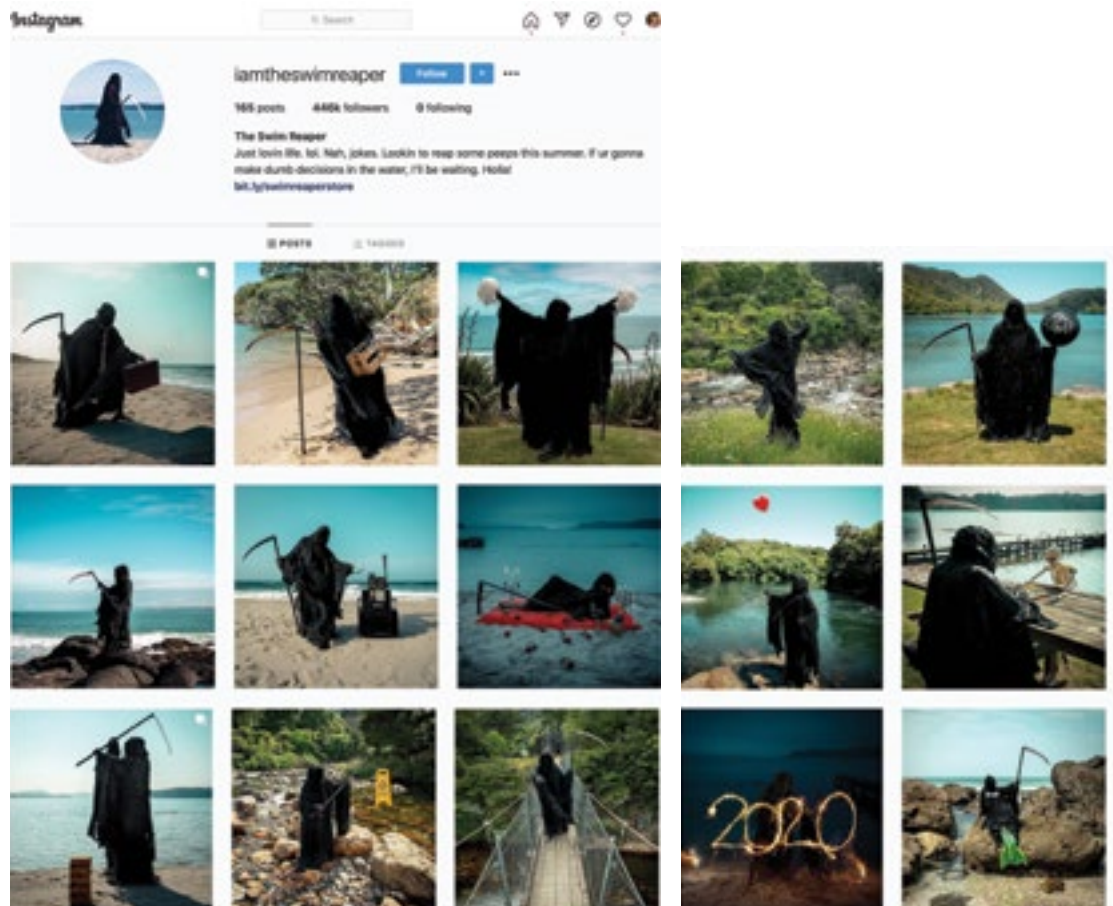
Confronting young men with the Swim Reaper

The Swim Reaper made its fourth annual appearance on social media over the 19/20 summer. Funded by ACC and supported by NZSAR, this social marketing campaign targets young Kiwi males who historically have made up around a third of all preventable drowning fatalities despite being only 25 percent of the population.

The campaign continued to extend its reach and increase awareness of the potentially deadly consequences of making bad decisions around water using humour and irony.

This evidence based campaign used a data model leveraging years' worth of location and weather conditions to generate insights for content creation and geo-targeted social media placement. Predictions were run on a two week cycle to leverage current weather forecast information and aligned with historical data provided activity location and times when there was the most risk of drowning. Copy and imagery was then targeted to reach those most at risk at those locations.

Follow The Swim Reaper on
Instagram @iamtheswimreaper



6.2 million

digital impressions were generated. The campaign exceeded its key performance target by reaching 95 percent of males aged 15 to 34 (672,000).

50 %

Fatalities for this cohort were down 50 percent on the previous summer following two summers of declining fatality numbers. Hospitalisations were also down 50 percent on the previous summer.

6.2 million

Overall NZ digital Impressions

1.12 million

Completed Video Views

95%

reach of males 15 – 34 in New Zealand



Keeping water safety top of mind in the media

Our work maintaining a high profile for water safety and New Zealand's drowning problem continues with coverage across all media channels. Media coverage during the peak summer months of February and March was impacted somewhat by the emergence of the COVID-19 global pandemic. However we maintained a presence across national media through TV, radio, in newspapers and online.

High-profile media opportunities included:

- A live appearance alongside Minister of Transport Phil Twyford on TVNZ Breakfast for the launch of the inaugural Water Safety Month in October 2019.
- An interview on the lead story for the 6pm news on Newshub around water safety during the COVID-19 lockdown.
- An interview on a One News at 6pm with a story on open water aquatic education for New Zealand children.
- Three interviews on Newshub at 6pm urging Kiwis to respect the water during the summer holidays, promoting a new safety initiative at Auckland's Hunua falls and discussing the installation of life rings on wharves.

Further coverage included feature interviews on Radio New Zealand's Morning Report and The Panel, on Radiolive, NewstalkZB, The Hits, Radio Waatea, Radio 531 PI, Kapiti FM and Plains FM.

Our water safety ambassador Ameliaranne Ekenasio also enjoyed a high media profile during the Silver Ferns win at the 2019 Netball world champs. Ameliaranne appeared in a two-page spread in the Women's Day profiling her support for water safety.

Water Safety New Zealand's social media presence continued to grow over the year through Facebook, Instagram, Twitter and LinkedIn.

448,000

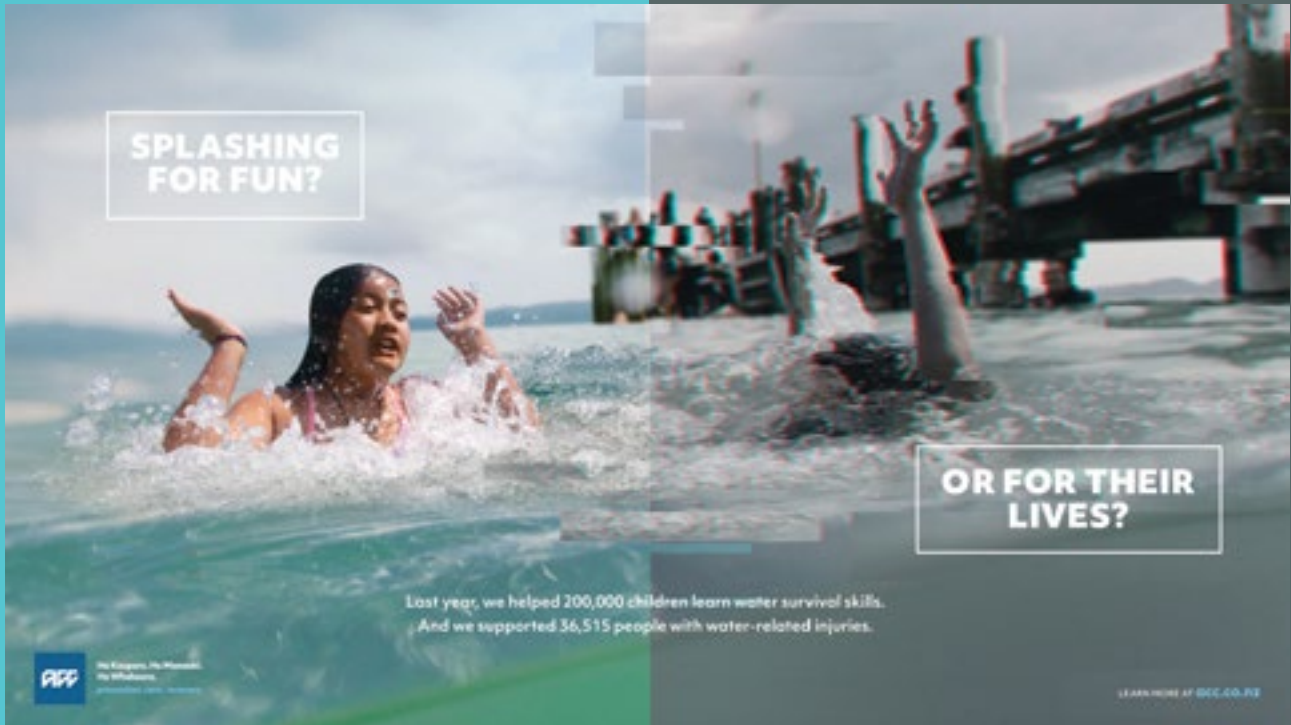
Swim Reaper
followers

60,100

water safety
website views

17,692

followers
Facebook page



Partnerships and collaborations

ACC

One of ACC's purposes is to work with New Zealanders helping them stay safe and a natural partnership exists between our two organisations as a result.

ACC has supported the work of Water Safety New Zealand for many years and this was further strengthened this year with ACC's support of the Kia Maanu Kia Ora water safety programme.

As well as funding the summer safety campaign, The Swim Reaper, ACC also invested in its own water safety campaign promoting Water Skills for Life.



Sport New Zealand

Sport is engrained in our Kiwi culture but societal changes and global trends towards inactivity are impacting this. Sport New Zealand is the guardian of New Zealand's world-leading sporting system, from grassroots through to elite sport. While Water Safety New Zealand is an incorporated society, Sport New Zealand is the 'government home' for the water safety sector and is Water Safety New Zealand's reporting agency.



NZ Lottery Grants Board

The Statutory grantmaker, Lottery Grants Board distributes the profits made from New Zealand state lotteries, such as Lotto and Instant Kiwi, for the benefit of New Zealand communities. Through Sport New Zealand, Water Safety New Zealand receives funding from Lottery Grants Board for its operating budget and community investment programme.



Ministry Of Education

The development of Kaupapa Māori water safety resources for Kura to support or establish water safety for tamariki was supported by the Ministry of Education through their Health Active Learning programme.

Healthy Active Learning is focused on providing tamariki with quality physical experiences and supporting schools in delivering healthy food and water only policies. It's based on a successful pilot programme and in 2020 was rolled out to 300 schools nationwide.

Healthy Active Learning is a voluntary initiative, at no cost to schools, kura and early learning services. It contributes to one of the Government's key priorities – improving the wellbeing of children and young people – and is part of the Government's Child and Youth Wellbeing Strategy.

The initiative has three components to drive better education and health outcomes for young New Zealanders:

- New Health and Physical Education and Hauora curriculum resources (Ministry of Education)
- Toolkits and a health promotion workforce to support the adoption and implementation of healthy food and water-only policies (Ministry of Health)
- A physical activity workforce (Sport New Zealand)

The comprehensive water safety resources include learning plans and material, aligned with Te Marautanga o Aotearoa and developed based on the Wai Puna framework of Dr Chanel Phillips, incorporating the three core pillars of whakapapa, mātauranga and tikanga as they pertain to wai.

The resources are available digitally from WSNZ's Kia Maanu Kia Ora website and from the Ministry of Education's Kauwhatareo learning portal. Visit kmko.nz/rauemi-resources for both English and Māori language resources.

The Warehouse

The Warehouse works with community organisations that support families and young people in education, wellbeing and youth employment. The Warehouse has proudly supported Water Skills For Life with much needed funding and promotion to ensure every child has the opportunity to learn water safety.



Protector Aluminium

Pool fencing providers, Protector Aluminium, Architects Choice and pool latch specialists Gate8 are all about water safety around pools. With a long history of water safety advocacy in New Zealand and Australia, Protector Aluminium and companies provide valuable funds and in kind support to our Under Fives campaigns and community programmes. Products are available at Bunnings.



Special thanks to our funders which have supported community programmes:

Auckland City Council

Bay Trust

Bay of Plenty Regional Council

Infinity Foundation

Lion Foundation

NZ Search and Rescue

One Foundation

Pub Charity

Tauranga City Council

Wellington Community Trust

Winton and Margaret Bear Trust

Water Safety New Zealand leads or is represented on the following groups:

Cross-Sector Reference Group (CSRG)

The Cross Sector Reference Group was established in 2014 and provides input and advice to the water safety community on current and future initiatives around the sector plan. It is based on a collaborative partnership between organisations within the water safety sector, operating as an advisory, focussed on informing and progressing solutions to the drowning problem in New Zealand. The three priorities are:

1. Identifying and advising members on alignment of delivery, data collection and analysis, policy and advocacy;
2. Providing advice and support to initiatives;
3. Building an understanding of the collective impact approach.

WSNZ provides backbone support; guiding the vision and strategy; supporting a aligned activities; establishing shared measurement practices; building public will; advancing policy and mobilising funding.

New Zealand Safer Boating Forum

The New Zealand Safer Boating Forum is a formal network representing a cross-section of national and regional government agencies, local body groups, organisations and the marine industry, involved in promoting recreational boating safety in New Zealand. Water Safety New Zealand is an active contributor.

The purpose of the Forum is for the sector to work together to develop and implement a common safety recreational boating strategy for New Zealand and to support agreed boating safety policy, communications, education, compliance and regulation. Maritime New Zealand (MNZ) leads the Forum and works with Forum members to coordinate safe boating activities.



Water Safety New Zealand
Financial Statements

2020



Statement of Comprehensive Revenue and Expense

For the Year Ended 30 June 2020

	Notes	2020 \$	2019 \$
Revenue from Non-Exchange Transactions			
Accident Compensation Corporation		1,400,000	900,000
Sport New Zealand	5	2,677,314	2,838,177
Ministry of Education		150,000	-
Sporting Organisations and Trusts		240,500	65,000
Donations		455	1,385
Sponsorship		164,503	192,429
		4,632,722	3,996,991
Revenue from Exchange Transactions			
Interest Income		39,380	59,468
Other Income		6,745	487
		46,125	59,955
Total Revenue		4,678,897	4,056,946
Expenses			
Leadership	6	2,265,348	1,983,876
Partnership and Investment Programmes	7	2,315,425	2,228,311
Governance	6	113,365	94,478
Total Expenses		4,694,138	4,306,665
Net Surplus/(Deficit) From Operating Activities		(15,241)	(249,719)
Other Comprehensive Revenue and Expense		-	-
Total Comprehensive Revenue and Expense		(15,241)	(249,719)

This statement is to be read in conjunction with the notes to the financial statements and the accompanying auditor's report

Statement of Changes in Equity

For the Year Ended 30 June 2020

	Notes	2020 \$	2019 \$
Accumulated Comprehensive Revenue and Expense	3.14		
Opening Accumulated Comprehensive Revenue and Expenses		795,239	795,849
Total Comprehensive Revenue and Expenses for the Year		(15,241)	(249,719)
Less: Transfer (to)/from Partnership Investment Reserve		(29,470)	175,631
Less: Transfer from Capability, Information Management and Social Marketing Reserve		37,522	48,478
Less: Transfer from Research Reserve		-	25,000
Closing Accumulated Comprehensive Revenue and Expense		788,050	795,239
Partnership Investment Reserve	3.14		
Opening Partnership Investment Reserve		42,865	218,496
Less: Transfer (to)/from Accumulated Comprehensive Revenue and Expense		29,470	(175,631)
Closing Partnership Investment Reserve		72,335	42,865
Capability, Information Management and Social Marketing Reserve	3.14		
Opening Capability, Information Management and Social Marketing Reserve		111,522	160,000
Less: Transfer (to) Accumulated Comprehensive Revenue and Expense		(37,522)	(48,478)
Closing Capability, Information Management and Social Marketing Reserve		74,000	111,522
Research Reserve	3.14		
Opening Research Reserve		166,088	191,088
Less: Transfer (to) Accumulated Comprehensive Revenue and Expense		-	(25,000)
Closing Research Reserve		166,088	166,088
Total Equity		1,100,473	1,115,714

This statement is to be read in conjunction with the notes to the financial statements and the accompanying auditor's report

Statement of Financial Position

As At 30 June 2020

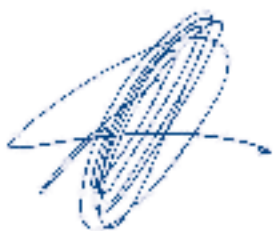
	Notes	2020 \$	2019 \$
Current Assets			
Cash and Cash Equivalents		1,069,381	1,019,319
Short Term Investments	9	212,074	205,209
Receivables from Non-Exchange Transactions		64,508	46,312
Prepayments		12,758	24,964
Interest Receivable		1,499	1,682
GST Receivable		24,964	24,576
		1,385,184	1,322,062
Non Current Assets			
Intangible Assets	10	-	-
Property and Equipment	11	16,910	15,266
		16,910	15,266
Total Assets		1,402,094	1,337,328
Current Liabilities			
Trade Creditors and Accruals		195,599	99,744
Partnership and Investment Creditors		33,348	63,375
Employee Annual Leave and Salary Entitlements		72,674	58,495
		301,621	221,614
Total Liabilities		301,621	221,614
Total Net Assets		1,100,473	1,115,714

Statement of Financial Position *continued*

As At 30 June 2020

	Notes	2020 \$	2019 \$
Equity			
Accumulated Comprehensive Revenue and Expenses	3.14	788,050	795,239
Partnership Investment Reserve	3.14	72,335	42,865
Capability, Information Management and Social Marketing Reserve	3.14	74,000	111,522
Research Reserve	3.14	166,088	166,088
Total Equity		1,100,473	1,115,714

Signed for and on behalf of the Board who authorised these financial statements for issue on 18 September 2020



Danny Tuato'o
(Chair)



Jonathan Mills
(Chief Executive)

This statement is to be read in conjunction with the notes to the financial statements and the accompanying auditor's report

Statement of Cash Flows

For the Year Ended 30 June 2020

	Notes	2020 \$	2019 \$
Cash Flows from Operating Activities			
Receipts			
Grants from Government Organisations		4,169,814	3,738,177
Grants from Community Trusts and Foundations		199,500	35,000
Grants from Sporting Organisations and Trusts		41,000	45,000
Sponsorship		164,024	191,950
Interest Income		39,563	60,778
Donations		455	1,385
Other Income		6,746	487
		4,621,102	4,072,777
Payments			
Suppliers and Employees		1,174,162	1,343,583
Partnerships and Investment Programmes		2,385,535	2,172,019
Research		205,058	92,844
Water Safety Media Campaigns and Communications		592,264	521,463
Regional and Risk Group Strategies		193,389	115,064
Net GST Paid/(Received)		(389)	(11,803)
		4,550,109	4,233,170
Net Cash Flows from Operating Activities		71,083	(160,393)
Cash Flows from Investing Activities			
Receipts			
Investments in Short Term Deposits		-	594,790
Sale of Property and Equipment		-	-
		-	594,790
Payments			
Investments in Short Term Deposits		6,864	-
Purchase of Property and Equipment		14,156	6,978
		21,021	6,978
Net Cash Flows from Investment Activities		(21,021)	587,812
Net Increase/(Decrease) in Cash and Cash Equivalents		50,062	427,419
Cash and Cash Equivalents at 1 July		1,019,319	591,900
Cash and Cash Equivalents at 30 June		1,069,381	1,019,319

This statement is to be read in conjunction with the notes to the financial statements and the accompanying auditor's report

Notes to the Financial Statements

For the Year Ended 30 June 2020

1. Reporting Entity

Water Safety New Zealand Incorporated (WSNZ) is domiciled in New Zealand and is an incorporated society registered in New Zealand under the Incorporated Societies Act 1908 and the Charities Act 2005.

For the purposes of complying with generally accepted accounting practice in New Zealand (NZ GAAP), WSNZ is a public benefit entity.

The financial statements represent WSNZ as an individual entity.

2. Statement of Compliance

These financial statements comply with NZ GAAP. WSNZ elect to report in accordance with Tier 2 Public Benefit Entity International Public Sector Accounting Standards Reduced Disclosure Regime (PBE IPSAS RDR). WSNZ is eligible to report in accordance with Tier 2 PBE IPSAS RDR because it does not have public accountability and has operating expenditure between \$2 million and \$30 million.

3. Summary of Accounting Policies

The significant accounting policies used in the preparation of these financial statements are set out below.

3.1 Basis of Measurement

These financial statements have been prepared on the basis of historical cost.

3.2 Functional and Presentation Currency

These financial statements are presented in New Zealand dollars (\$), which is WSNZ's functional currency. All financial information presented in New Zealand dollars has been rounded to the nearest dollar.

3.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefit will flow to WSNZ and revenue can be reliably measured. Revenue is measured at the fair value of the consideration received.

WSNZ receives revenue from both exchange and non-exchange transactions. An exchange transaction is defined as a transaction in which one entity receives assets or services (or has liabilities extinguished) and directly gives approximately equal value to another entity in exchange. A non-exchange transaction is a transaction in which WSNZ receives an asset (such as cash), but does not provide an approximately equal value in return.

The following specific recognition criteria must be met before revenue is recognised.

Revenue from Non-Exchange Transactions

Revenue from non-exchange transactions includes grants given by government agencies, other charitable organisations and businesses. Where a non-exchange transaction has an associated condition (which is a requirement to return assets that have not been used for the purposes specified to the other party to the transaction), a liability is recognised. Revenue is then recognised (and the liability extinguished) as the condition is met. Where a non-exchange transaction does not have any associated conditions, revenue is recognised when it is received or becomes receivable.

Revenue from Exchange Transactions

Revenue from exchange transactions includes interest revenue. Interest revenue is recognised as it accrues using the effective interest method.

3.4 Financial Instruments

Loans and Receivables

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. They are recognised when WSNZ becomes a party to the contractual provisions of the instrument. They are initially recognised at fair value plus transaction costs. They are measured subsequently at amortised cost using the effective interest method.

WSNZ assess at each balance date whether there is objective evidence that a financial asset is impaired. Loans and receivables are de recognised when the right to receive cash flows from the investments have expired or have been transferred and WSNZ has transferred substantially all the risks and rewards of ownership.

Loans and receivables comprise of cash and cash equivalents, short term investments, receivables from non-exchange transactions, receivables from exchange transactions and interest receivable.

Financial Liabilities

All financial liabilities are initially recognised at fair value less transaction costs and are measured subsequently at amortised cost using the effective interest method.

Financial liabilities comprises of trade creditors, creditor accruals and partnership and investment creditors.

3.5 Cash and Cash Equivalents

Cash and cash equivalents represent highly liquid investments that are readily convertible into a known amount of cash with an insignificant risk of changes in value.

Cash and cash equivalents comprise of cash in hand, on call accounts and term deposits with maturities less than three months held with banks.

WSNZ has no overdraft facilities with a bank. WSNZ has a credit facility with VISA totaling \$17,000 with an interest rate of 19.5% per annum applicable on late payments, of which there were none during the financial year.

3.6 Short Term Investments

Short term investments comprise term deposits which have a term of greater than three months and less than one year, therefore do not fall into the category of cash and cash equivalents.

3.7 Resources and Printed Materials

Purchases of resources and printed materials are recognised as an expense in the year of purchase. Resources include copyrights and brands. No account is taken of stocks on hand at balance date.

3.8 Property and Equipment

Items of property and equipment are measured at cost less accumulated depreciation and impairment loss.

Depreciation is charged at rates calculated to allocate the cost of the asset less and estimated residual value. Depreciation methods, useful lives and residual values are reviewed at each reporting date and are adjusted if there is a change in the expected pattern of consumption of the future economic benefits or service potential embodied in the assets.

Assets are classified at cost less residual value and depreciated on a straight line basis over the estimated useful life of the asset as follows:

Office Equipment and Furniture	5 years
Computer Hardware	2 years
Leasehold Improvements	3 years

3.9 Intangible Assets

Intangible assets acquired separately are measured on initial recognition at cost. The cost of intangible assets acquired in a non-exchange transaction is their fair value at the date of the exchange.

Following recognition, intangible assets are carried at cost less any accumulated amortisation and accumulated impairment losses.

The useful lives of intangible assets are assessed as either finite or indefinite. WSNZ do not have any intangible assets that have an indefinite life.

Intangible assets with finite lives are amortised over the useful economic life and assessed for impairment whenever there is an indication that the intangible asset may be impaired. The amortisation period and method are reviewed at each reporting date and are adjusted if there is a change in the expected useful life or the expected pattern of consumption of future economic benefits or service potential embodied in the asset.

Intangible assets are amortised on a straight line bases as follows:

Computer Software	1 year
Website	1 year
Databases	1 year

3.10 Leases

Payments on operating lease agreements (net of incentives received from the lessors), where the lessor retains substantially the risk and rewards of ownership of the leased items, are recognised as an expense in equal instalments over the lease term.

3.11 Employee Benefits - Wages, Salaries, Annual Leave and Kiwisaver

Liabilities for wages and salaries and annual leave are recognised as an expense during the period in which the employee provided the related services. Liabilities for the associated benefits are measured at the amounts expected to be paid when the liabilities are settled.

Kiwisaver defined contribution plans are post-employment pension plans under which WSNZ pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an employee expense during the period in which the employee provided services.

3.12 Income Tax

Due to its chartable status, WSNZ is exempt from income tax.

3.13 Goods and Services Tax (GST)

Revenues, expenses, liabilities and assets are recognised net of the amount of GST except for receivables and payables which are stated with the amount of GST included.

The net amount of GST receivable from the Inland Revenue Department is included as part of current assets in the statement of financial position.

Cash flows are included in the statement of cash flows on a net basis and the GST arising from investing activities, which is recoverable from or payable to, the Inland Revenue Department is classified as part of operating cash flows.

3.14 Equity

Equity is the community and WSNZ member's interest in WSNZ, measured as the difference between total assets and total liabilities. Equity is made up of the following components:

Accumulated Comprehensive Revenue and Expenses

Accumulated comprehensive revenue and expenses is the accumulated surplus or deficit since WSNZ's formation, adjusted for transfers to and from specific reserves.

Research Reserve

The research reserve was established in September 2007. The reserve will be utilised for water safety research projects as approved by the Board.

Partnership Investment Reserve

The partnership investment reserve was established in June 2017. This reserve holds funding received during the year from sponsorships, sporting organisations and trust and returned funding from partnership investments. The reserve will be redistributed as new partnership investments in subsequent financial years.

Capability, Information Management and Social Marketing Reserve

The capability, information management and social marketing reserve was established in June 2017. This reserve is for development of DrownBase and the Water Skills for Life databases to ensure accurate and timely data is captured and used for policy and investment decisions, with data sharing ability. As well as development of water safety strategies in regionals.

4 Significant Accounting Judgements, Estimates and Assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income, expenses, the accompanying disclosures and the disclosure of contingent liabilities. Uncertainty about these assumptions and estimates could result in outcomes that require a material adjustment to the carrying amount of assets or liabilities affected in future periods.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revision to accounting estimates are recognised in the period in which the estimates are revised and in any future period affected.

Judgements

In the process of applying the accounting policies, management has made the following judgement which has the most significant effect on the amounts recognised the financial statements.

Revenue recognition of non-exchange transactions – WSNZ recognises revenue from non-exchange transactions with a use or return condition only when the conditions specified by the other party have deemed to be extinguished.

Contingent liabilities – a liability will be recognised when it is likely to eventuate and the amount of the liability can be reliably quantified.

Estimate and Assumptions

Useful lives and residual values of plant and equipment and intangible assets are assessed using the following indicators to determine potential future use and value from disposal:

- The condition of the asset
- The nature of the asset, its susceptibility and adaptability to changes in technology
- The nature in which the asset is utilised
- Whether a market exists for its disposal

5 Sport New Zealand Revenue

In 2019 income from Sport New Zealand included \$2,477,314 (2019: \$2,638,177) sourced from the New Zealand Lotteries Grants Board.

6 Leadership and Governance Expenditure

The financial statements have been reported on an output basis, with expenditure allocated on a factual or assessment bases where practical. Expenditure includes the following specific expenses:

Leadership Expenditure	2020 \$	2019 \$
Depreciation of Property and Equipment	12,513	15,261
Travel Expenses	70,302	65,690
Office Operating Expenses	158,143	163,136
Water Safety Media Campaigns and Communications	555,470	551,248
Kiwisaver Defined Contribution Plan Expenses	29,124	25,888
Employee and Contractor Expenses	1,055,723	940,372
Research and Policy Expenses	205,058	92,844
Regional and Risk Group Strategy Expenses	179,015	129,437
Total Leadership Expenditure	2,265,348	1,983,876

Governance Expenditure	2020 \$	2019 \$
Audit Fees	15,301	14,731
AGM and Annual Report Expenses	38,471	19,294
Board Honorarium	32,700	33,750
Board Travel Expenses	13,681	23,878
Other Governance Expenditure	13,212	2,825
Total Governance Expenditure	113,365	94,478

7 Partnership and Investment Programmes Expenditure

	2020 \$	2019 \$
Under 5's		
Royal New Zealand Plunket Trust	150,000	160,000
Te Taitimu Trust	25,000	-
Other Providers	20,000	20,000
5 to 13 Year Olds		
Aktive – Auckland Sport and Recreation	187,500	195,000
Swimming New Zealand	295,000	200,000
Surf Life Saving New Zealand	200,000	200,000
John Waker Find Your Field of Dreams	100,000	100,000
Sport Otago	95,000	105,000
Sport Northland	90,000	90,000
Porirua City Council	75,848	65,000
Bay Venues	55,000	50,000
RecreActive Ltd	47,500	49,980
Sport Hawke's Bay	40,000	47,500
Christchurch City Council	42,500	45,000
Sir Peter Blake Marine Education and Recreation	-	33,527
Sport Tasman	28,000	30,000
Rotorua Lakes Swim School	-	30,000
Te Ripo Tapui Ltd	15,000	30,000
Community Leisure Management – Waitomo District Aquatic Centre	20,000	14,024
Sport Southland	22,500	25,000
Swim for Life Tairāwhiti Charitable Trust	22,500	20,000
Hamilton City Council	-	20,000
Waimakariri District Council	15,000	15,000
Hutt City Council	-	10,000
Community Leisure Management – Rotorua	22,500	-
Community Leisure Management – Otorohanga	20,000	6,000
Waipa Community Facilities Trust	20,000	-
Other Providers	30,317	13,130

7 Partnership and Investment Programmes Expenditure *continued*

	2020	2019
	\$	\$
High Risk Groups, Activities and Environments		
Coastguard Boating Education	200,000	225,000
Recreation Aotearoa	30,000	-
Second Nature Charitable Trust	47,500	65,000
Te Taitimu Trust	30,000	30,000
Nga Kaihue O Aoterarua Inc	30,000	25,000
New Zealand Stand Up Paddle Boarding Incorporated	-	20,000
Te Whare Wananga O Awanuiarangi	50,000	-
Te Waiariki Porea Trust	50,000	-
Moana Futures Ltd	25,000	-
Splash Save	20,000	-
Internal Strength	25,000	-
Raukawa Moana Voyaging Trust	30,000	-
Ngati Porou Surf Life Saving	17,500	-
YMCA North	17,500	-
Other Providers	103,760	62,400
Innovation, Research and Value-Added Opportunities	-	226,750
Total Partnership and Investment Expenditure	2,315,425	2,228,311

8 Committed Expenditure

Lease – Premises

WSNZ has a lease for the rental of premises at Booth House, 202-206 Cuba Street, Wellington from the Salvation Army Property (NZ) Trust Board. The lease was renewed on 1 October 2019 for three years from that date.

A lease commitment of \$81,670 exists not later than one year, \$163,340 not later than two years and \$183,758 not later than three years.

9 Short Term Investments

The short term investment are bank deposits with terms of between three months and one year.

10 Intangible Assets

	Cost*	Accumulated Amortisation	2020 Net Book Value	2019 Net Book Value
	\$	\$	\$	\$
Computer Software	21,137	21,137	-	-
Website	19,668	19,668	-	-
DrownBase	16,380	16,380	-	-
	57,185	57,185	-	-

* There have been no additions or amortisation of intangible assets during the year (2019: Nil).

11 Property and Equipment

	Cost \$	Accumulated Amortisation \$	2020 Net Book Value \$	2019 Net Book Value \$
Leasehold Improvements	32,899	31,691	1,208	2,152
Office Equipment	36,336	25,229	11,107	3,666
Computer Hardware	42,406	37,811	4,595	9,448
	111,641	94,731	16,910	15,266

2020	Opening Balance \$	Additions \$	Disposals \$	Depreciation \$	Closing Balance \$
Leasehold Improvements	2,152	-	-	944	1,208
Office Equipment	3,666	10,520	-	3,079	11,107
Computer Hardware**	9,448	3,637	-	8,490	4,595
	15,266	14,157	-	12,513	16,910

** \$3,887 of fully depreciated computer hardware was disposed of during the year (2019: \$19,120).

12 Categories of Financial Assets and Liabilities

The carrying amounts of financial instruments presented in the statement of financial position relate to the following categories of assets and liabilities. They are measured at amortised cost using the effective interest method.

	2020 \$	2019 \$
Financial Assets		
Loans and Receivables		
Cash and Cash Equivalents	1,069,381	1,019,319
Short Term Investments	212,074	205,209
Receivables from Non-Exchange Transactions	64,508	46,312
Interest Receivable	1,499	1,682
	1,347,462	1,272,522
Financial Liabilities		
Trade Creditors and Accruals	180,599	84,744
Partnership and Investment Creditors	33,348	63,375
Employee Annual Leave and Salary Entitlements	72,674	58,495
	286,621	206,614

13 Related Party Transactions

There are some WSNZ Board members that are also on the board of Member Organisations that receive partnership investment funding from WSNZ. Processes are in place to manage any potential conflict of interest.

Key Management Remuneration

The key management personnel, as defined by PBE IPSAS20 Related Party Disclosures, are the members of the governing board and other persons having authority and responsibility for planning, directing and controlling the activities of WSNZ. This consists of WSNZ's Board of Directors and Senior Management Personnel.

Key management personnel is classified into two classes and have the following basis of remuneration:

- Members of the governing board. The Board Chairperson is entitled to claim an honoraria of up to \$15,000 per year. Other Board Directors are entitled to claim an honoraria of up to \$3,000 per year
- The senior management personnel responsible for the operations of WSNZ. These personnel are employed as employees on normal employment terms.

The following was paid to key management personnel:

	2020 Number of Individuals	Remuneration	2019 Number of Individuals	Remuneration
Board of Directors	8 people*	\$ 32,700	8 people	\$ 35,250
Senior Management Personnel	3 positions	\$451,511	3 positions	\$444,719

* Not necessarily full-time equivalent positions during the year

14 Capital Commitments

At reporting date WSNZ has no capital commitments. (2019: Nil).

15 Contingent Liabilities

There are no known contingent liabilities at the reporting date. (2019: Nil).

16 The Impact of Covid-19

We implemented our business continuity plan which ensured little business interruption over various Covid-19 alert levels. However, it did disrupt the operating environments for many of our programme providers. Partnership programmes were assessed for ability to complete delivery and in some instances, extensions were agreed.

We recognise the financial and operating landscape in New Zealand has altered considerably as a result of Covid-19. Our core funding in 2020 was not impacted by Covid-19, nor will it be for the 2021 financial year. We will endeavor to diversify our funding sources to safeguard future funding for ourselves and water safety sector partners.

Risk assessments continue to form an integral part of our business operations. These are reviewed and revised as our operating landscape changes throughout the year.

17 Events After the Reporting Date

The Board and management is not aware of any other matters or circumstances since the end of reporting period, not otherwise dealt with in these financial statements that have significantly or may significantly affect the operations of WSNZ. (2019: Nil).

Independent Auditor's Report

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To the Members of Water Safety New Zealand Incorporated

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Water Safety New Zealand Incorporated (the "Society") on pages 30 to 43 which comprise the statement of financial position as at 30 June 2020, and the statement of comprehensive revenue and expense, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Society as at 30 June 2020 and of its financial performance and cash flows for the year then ended in accordance with Public Benefit Entity International Public Sector Accounting Standards Reduced Disclosure Regime (PBE IPSAS RDR) issued by the New Zealand Accounting Standards Board.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Society in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, the Society.

Other Information Other than the Financial Statements and Auditor's Report thereon

The Board Members are responsible for the other information. The other information comprises the information included within the Annual Report but does not include the financial statements and our auditor's report thereon. The Annual Report is expected to be made available for use after the date of this auditor's report.

Board Members' Responsibilities for the Financial Statements

The Board Members are responsible on behalf of the Society for the preparation and fair presentation of these financial statements in accordance with PBE IPSAS RDR issued by the New Zealand Accounting Standards Board, and for such internal control as those charged with governance determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, those charged with governance on behalf of the entity are responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board Members either intend to liquidate the Society or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of the auditor's responsibilities for the audit of the financial statements is located on the External Reporting Board's website at: <https://www.xrb.govt.nz/assurance-standards/auditors-responsibilities/audit-report-8/>

Restriction on use of our report

This report is made solely to the Members, as a body. Our audit work has been undertaken so that we might state to the Members, as a body, those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and its Board Members, as a body, for our audit work, for this report or for the opinion we have formed.

Grant Thornton New Zealand Audit Partnership



B Kennerley
Wellington

18 September 2020

OUR VISION

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



**He Kaupare. He Manaaki.
He Whakaora.**
prevention. care. recovery.



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Water Safety New Zealand is registered with
Charity Services with registration number CC33799.