

Funding Round

2022/23 Drowning Prevention (DP) Fund and Kia Maana Kia Ora (KMKO) Putea Funding Round

The purpose of our annual funding round is to co-invest in community-led initiatives that respond to the drivers of drowning in New Zealand. The funding round aims to improve New Zealanders opportunities to learn water survival skills which over time this should improve New Zealanders competencies to survive in, on or around water. Longer term this should contribute to increasing New Zealanders water safety competencies and may modify behaviors and may also result in interventions that help reduce drowning fatalities and hospitalisations.

The 2022/23 funding round was different from previous years, changed driven by our focus on evidence-based interventions, and greater accountability from those we fund.

The most significant change was the establishment of the Kia Maanu Kia Ora Putea – dedicated to stimulating and supporting interventions for Te ao Māori. This change acknowledged the disproportionate rate of Māori drowning (Māori drown at more than double the rate when compared to their proportion of New Zealand population). We also made several smaller continuous improvement changes to our funding round by streamlining the application process, and ensuring successful funders were enabled and supported to achieve success.

We had a total of \$2,077,812 to fund in 2022/23 through key partner delivery (National Infrastructure Agreements), and the Kia Maanu Kia Ora Putea and Drowning Prevention Fund.

The funding round generated a total of 60 applications, 20 for Kia Maanu Kia Ora (seeking investment of \$797,717) and 40 for Drowning prevention fund (seeking investment of \$1,995,957). In addition, Swimming NZ sought \$500,00 (for WSFL –pool) and Surf Life Saving NZ (\$150,000 for WSFL beach) through national infrastructure agreements. The total funding sought across the above 3 categories was (\$3,443,674) – which is 1.66 times the total funding available (\$2,077,812).

How we allocated this \$2,077,812 is shown in the table below.

2022/23 funding allocation

Funding Mechanism	2022/23 Allocation
Key partner delivery	31% of available funding. \$650,000 (reduced from \$850,000 in 21/22). Funding was given to Swimming New Zealand and Surf Life Saving New Zealand
Kia Maanu Kia Ora Putea	25% of available funding. \$513,742 (mostly reinstated or new initiatives) via 13 partners.
Drowning Prevention Fund	44% of available funding. \$914,070 (mostly Water Skills for Life subsidized programs) via 20 partners.

We supported and monitored successful funding recipients throughout the financial year.