

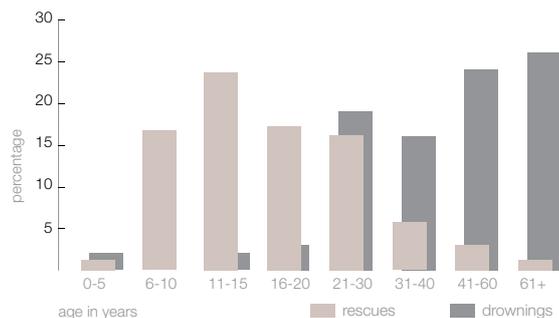
## Who relies on surf lifeguards?

Our coastline continues to be enjoyed by an increasing number of people, be it through coastal development or increased access to water-related equipment. Social commentators suggest there is an increase in 'family' orientated leisure pursuits, and a day at the beach is accessible, offers a range of activities and can be enjoyed by all. This is reflected in our statistics, which report more patrol hours than ever before.

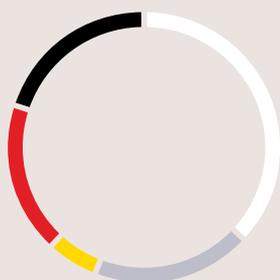
As a not-for-profit community service, the most significant aspect for Surf Life Saving is that we continue to deliver more and more.

(5 year average)

### Ages of those rescued on beaches as a comparison to drownings in New Zealand



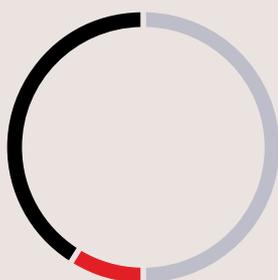
### activity when needing rescue



- 18% other
- 6% sailing / boating
- 19% surfing / bodyboarding
- 37% swimming
- 20% walking / running

Increasingly the role of the Surf Lifeguard, and indeed Surf Life Saving, is about more than just 'rescuing swimmers'. While rescues are often our core measure they account for less than half of all incidents lifeguards become involved in. Lifeguards provide first aid support and conduct searches for missing people more often than they perform 'rescues'.

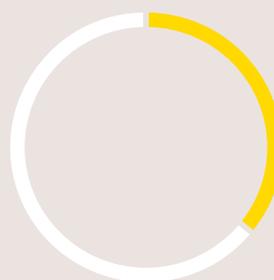
### reasons for needing assistance



- 41% rescue
- 9% search
- 50% first aid

Recording exactly why people need help from Surf Lifeguards demonstrates the variety of activities undertaken around moving water and within the lifeguards' 'turf' as our favourite playground becomes increasingly popular

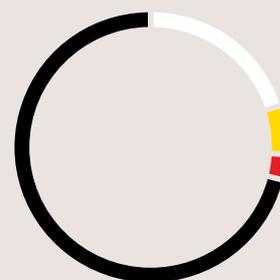
### gender of those rescued



- 64% male
- 36% female

Nearly 65% of those rescued are male. This correlates with drowning figures on our beaches and presents a challenge for us in the future as our education strategies target at-risk group

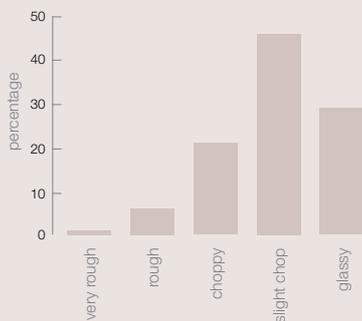
### ethnic origin of people rescued



- 71% european
- 20% maori
- 6% pacific
- 3% asian

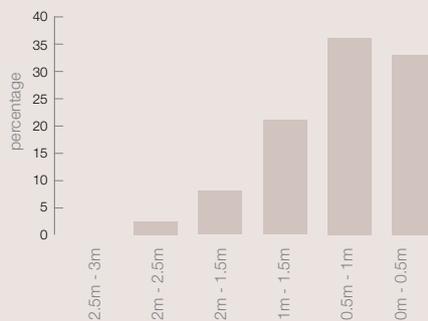
While the gender of those getting into trouble is skewed toward males, the ethnicity of those rescued is consistent with the make-up of the New Zealand population

## surf conditions during rescues



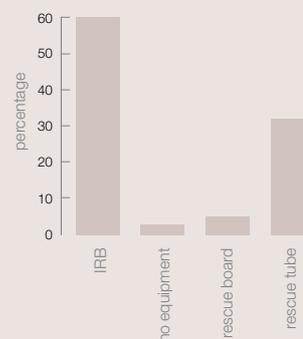
It's a myth that people only get into trouble in rough conditions. Seventy-five percent of those rescued were at beaches in conditions of 'glassy' or 'slight chop'. Just 10% of those rescued were in rough or very rough surf. These statistics indicate that 'the typical New Zealand beach', with no or small chop and a wave height of no more than 1.5m, is representative of where most people required the assistance of Surf Lifeguards last summer.

## wave height during rescues



It's a myth that it's in big surf and at rugged beaches that people get into trouble. Wave size of 'less than 1.5m' was the case in 82% of rescues this year. This reflects the conditions of a typical New Zealand beach and shows that, importantly, it's moving water that is the primary driver of 'risk' on our coastline.

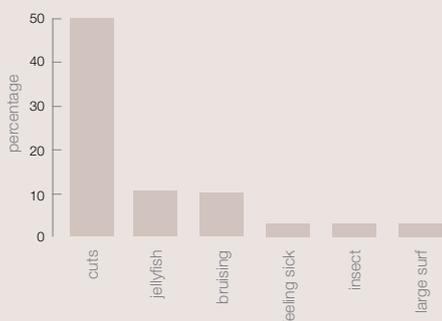
## equipment used during first aid



Statistics since the year 2000 show that the use of rescue tubes for performing rescues has dropped by 10% while the use of IRB's has increased by 10%. The use of rescue boards and no equipment has remained consistent.

The first part of the Surf Lifeguard accreditation review was undertaken this year. The review will be the most comprehensive assessment we have undertaken ensuring the core competencies are mapped to the role and incidents Surf Lifeguards are involved in.

reason for needing first aid



The graph shows the main reasons for needing first aid. Cuts are the highest cause for requiring first aid with 51%. Other reasons (totalling 3%-1% of total first aids) include breathing difficulties, exhaustion, rips & holes, poor swimming ability and equipment failure.

In essence we have been assessing what Surf Lifeguards do and therefore, what skills they require.

This project will develop a “Lifesaving specific” structured accreditation system, which will drive the shape and format of Lifeguard training and development programmes.

A possible outcome of such a thorough and robust assessment may lead to consideration of SLSNZ Lifeguard awards becoming nationally recognised standards and qualifications will become NZQA recognised.

### Public Education Review

Surf Life Saving New Zealand (SLSNZ) has prioritised the need to review its public education strategy. Like the Lifeguard accreditation review it is considered to be the first time such an in-depth analysis has been done in the aquatic sector.

The review provided a stocktake and then assessment of all education initiatives both formal and informal. An analysis of SLSNZ’s patrol and incident data as well as New Zealand drowning data over the last five years provides for a comprehensive education review.

This will provide real analysis for SLSNZ to shape its education strategy and programmes that flow from this, both for existing programmes but also new initiatives that come out of the review. The outcomes will be implemented over the next two years.

### Integrated Aquatic Programme

The Integrated Aquatic Programme (IAP), an initiative first developed by WaterSafe Auckland, became a reality when SLSNZ offered to support the project

at a national level. The initial three year development support programme came to an end this year.

Water safety education in classrooms has been a topical issue in recent times through its placement in the New Zealand Curriculum and publicity around school pool closures. A range of water safety programmes are available, but there has been little coordination and marketing of these to teachers and schools.

The IAP has pulled together existing water safety programmes offered by a range of aquatic organisations and presents these as a clear ‘one stop shop’ for teachers. It assists teachers by identifying the necessary links to the curriculum through classroom planning and learning outcomes for children in classes from years 0 to 8 (5 to 12 year olds).

### School Resources

The IAP became a catalyst for SLSNZ to review existing resources available for schools. From this flowed the development of comprehensive classroom resources which are accessed from SLSNZ’s website, ensuring the costs of producing, promoting and using these are kept to a minimum for both schools and SLSNZ. Importantly, as changes are made to resources the flow-on to the users is immediate.

### Beach Education

Beach Education continues to offer an experiential day for primary school children. The programme was delivered during Term Four of 2006 and again in Term One of 2007 by all nine Districts to 39,500 children from nearly 450 schools nationwide.

### Alignment and Capability

A 'one organisation' approach to reducing drowning requires all the member parts (Districts and Clubs) to be working together and functioning effectively and efficiently.

Commitment to 'one organisation' advanced another important step this year with SLSNZ undertaking to provide the legal support for Clubs to ensure that all 71 Constitutions were aligned to their District and SLSNZ.

Supporting and improving Districts planning processes has been the primary focus of the last 12 months. The capability improvement programme continued its pace with four more Districts completing their assessment process. Six of nine Districts now have District improvement programmes in place supported by SLSNZ. This also includes development support for District Board members and District staff.

Robust planning processes feeding through the cascade structure will ensure the organisation's goals can be achieved.

## 1. Communication

Communication is one of the key ingredients to successful organisational alignment. This year SLSNZ invested in a new web which provides the increased capacity needed to support our internal communication strategy. The web provides for each District to be integrated using the same technology and ensure easier access to information by our members of local and national activity.

In the medium term this new web platform will be used to develop and evolve a central communication system with Intranet capability and alignment through the existing web based patrol and membership database.

SLSNZ works closely with the lead provider of data management systems in the sports sector. Effective data management is becoming an increasingly complex yet important issue as capability continues to advance in the electronic age. Within this we also have advances in our own programmes and how to manage data collection more effectively. Individual access to our on-line membership system is an inevitable step for SLSNZ to consider.

Developing a data management strategy that brings all our existing data systems together, while anticipating future needs, is a priority over the coming 12 months.

## 2. Funding and Marketing

Our partners continue to be committed to Surf Life Saving. The 2006 / 2007 Financial Statements reflect an increase in income of 10% from the 2006 statements. This increase in support of Surf Life Saving can be attributed largely to our investment in building the public's awareness of our brand and our values. Equally important to growth is income diversification. The 2007 income profile demonstrates further gains have been made in this area.

Stronger community values, increasing focus upon health and well being together with corporate responsibility are shaping a bright future for Surf Life Saving as a charity. We will continue to extend the brand positioning from that of a community rescue service to a brand that facilitates New Zealanders enjoying all our aquatic environments.

Increasingly commercial and charitable supporters are placing emphasis on the values of a brand they support either through aligning their own brand or directly associating their products with a community cause. The development of a fundraising strategy this year will see a number of regular giving programmes introduced over the next 12 months as SLSNZ continues to grow its income and maintain a diversified profile and establish longer term sustainability.

Recognition and awareness of Surf Life Saving as a registered charity is important. In the 2007 Reader's Digest survey SLSNZ ranked sixth of the "most trusted charities" in New Zealand. A significant outcome as recall of Surf Life Saving as a charity has not previously rated Surf Life Saving as top of mind.

## 3. Coach Development

SLSNZ has undertaken a full review of our Coach Development programme. A Coaching Advisory Committee was established and the group has looked at the priorities for Coach Development and implemented new framework moving forward.

The new Coach Strategy has been developed to guide the direction of coaching over the next 5 years. This strategy is based on development pathways for our athletes and providing coaches with the skills needed for those athletes. The coming season will see the first part of this launched, including a National Surf Coach Conference.

#### 4. High Performance Sport

The High Performance Strategy formed the basis of an application to Sport and Recreation New Zealand (SPARC) for support of the 2008 World Lifesaving Championships (Rescue 2008) campaign. With confirmation of SPARC's commitment, valued at close to \$600,000 over the three season period, the NZ team management has an extensive high performance programme leading into Rescue 2008. Workshops and camps have been delivered and Individual Performance Plans (IPP's) have been introduced to each member of the NZ squad. This has focused their goals and is supported through access SLSNZ has created to services provided by the New Zealand Academy of Sport to help each athlete's unique needs.

As part of the preparation for Rescue 2008, increased emphasis has been placed on the pool events that make up part of the World Championship programme. In October New Zealand hosted and won the inaugural International Pool Challenge held in Christchurch. The test series of three events saw New Zealand convincingly beat Australia, breaking many NZ records in the process.

The International Surf Challenge, initially planned to be held in Perth following the Australian Championships, was delayed this year to coincide with the 100 year celebration of the Lifesaver in Australia and will now be held in November 2007.

SLSNZ was successful in gaining Prime Minister Scholarships for 10 athletes who each receive \$10,000 towards their academic fees and, if eligible, additional support through a living allowance. The successful 2006 New Zealand team athletes received Performance Enhancement Grants (PEG's) through their success at the 2006 World Lifesaving Championships. The New Zealand Coach and Assistant Coach both received Prime Minister Coach Scholarships from SPARC for their individual development.

Developing events of a higher quality at the 'local' level has driven SLSNZ investment in a number of regional events.

## 5. Sport Events

Developing events of a higher quality at the 'local' level has driven SLSNZ investment in a number of regional events. SLSNZ provided a supportive role at the 2007 Northern and Central Regional Championships. Further investment was made in regional events with the introduction of a Southern Regional Pool Championships and Southern Regional Under 16 Ocean Athlete Championships.

The Southern Regional events proved to be very successful with 250 athletes in the Pool Champs and 350 in the Under 16 Champs.

Increased support was provided to the NZ Surf Boat Series. By combining four existing independent Surf Boat events (Wellington, Whangamata, Waihi and Piha) an exciting concept was created that the 'boaties' bought into.

The Lion Foundation Surf League and NZCT Surf Life Saving Championships were televised on TV2 as eight half-hour programmes. Compared to other similar sized national sports, our sport enjoys significant public exposure through this. SLSNZ appreciates the contribution of TVNZ and our producer, Vince Gooding, for what we have achieved in this area.

## 6. Membership Protection

Following a commitment from Districts at the beginning of the season, SLSNZ has completed a review of our member protection framework. Compared with other similar organisations, SLSNZ is in a very good position with many policies and practices already in place. Much of the work in membership protection simply requires consistency of application and process across our many programmes.

Continuing in the alignment vein, a move toward a simpler and more efficient judicial system will achieve many outcomes and as a concept is progressing well.

## Rarangi Surf Life Saving Club is the northern most Surf Life Saving Club in the Canterbury region, situated 19km north of Blenheim.

Like most small town Clubs, Rarangi has struggled at times during its 50 year history. However, the strong community support and commitment of a number of dedicated volunteers has kept the proud north Canterbury Club alive.

Throughout last season one such member put her hand up and subsequently kept the Club running, leaving her the stand out candidate for the DHL Volunteer of the Year Award for 2006.



**nicole evans**  
rarangi surf life saving club

**Nicole Evans, a primary school teacher at the local Tuamarina School, was the lifeblood of the Rarangi Club in the 2005/2006 season. She performed over 70 hours of volunteer patrol – giving most weekends of the summer to patrol the beach.**

As well as patrolling, Nicole took on a vast number of duties and responsibilities over the summer. She revitalised the Club leading the development of a sound plan firstly, then following through with the commitment to ensure the Club delivered an effective lifeguarding service.

Nicole not only set up a Junior Surf programme but ensured the Club had a new group of Lifeguards on board for the season, with nine candidates gaining their Lifeguard Award. Determined to ensure these new members had every opportunity to enjoy their membership, Nicole took a group of Rarangi members to the South Island Under 14 Champs, the first time Rarangi had competed for 10 years.

Nicole epitomises the volunteer of Surf Life Saving, giving so much of their own time back. It is members like Nicole who ensure our organisation is such a successful and essential part of New Zealand communities.