



NEW ZEALAND MOUNTAIN SAFETY COUNCIL ANNUAL REPORT

2013-2014



OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

DISCOVER
MORE, SAFELY.▲

ABOUT MSC

The New Zealand Mountain Safety Council (MSC) is a national organisation and incorporated society with a mandate from our member organisations to encourage safe participation in land-based outdoor activities.

We facilitate the setting of standards, offer training and education opportunities, create and distribute resources, lead public awareness campaigns and foster positive support in the community so that more people can discover and enjoy New Zealand's outdoors safely.

OUR MISSION IS TO:

- ▲ enable people to enjoy their recreation safely in the outdoors
- ▲ foster positive community support for outdoor safety
- ▲ promote the development and maintenance of national outdoor safety standards for land-based activities.

More information regarding the Mountain Safety Council's objectives, responsibilities and current projects can be found at www.mountainsafety.org.nz

OUR OUTCOME:

MORE PEOPLE PARTICIPATING SAFELY IN LAND-BASED OUTDOOR ACTIVITY

OUR GOALS:

- ▲ an increased number of leaders, teachers, instructors and guides are inspired, inspiring, competent and retained as leaders
- ▲ groups and clubs effectively promote and deliver increased safety in the outdoors
- ▲ commercial operators operate safely
- ▲ the community is more aware of outdoor safety
- ▲ the MSC is financially strong.

MSC MEMBER ORGANISATIONS



MSC STRUCTURE



MEMBER AND ASSOCIATE MEMBER ORGANISATIONS

Accident Compensation Corporation (ACC) | Boys' Brigade New Zealand | Christian Camping NZ | Department of Conservation (DOC) | Duke of Edinburgh's Hillary Award | Education Outdoors New Zealand (EONZ) | Federated Mountain Clubs (FMC) | Girls' Brigade New Zealand | GirlGuiding New Zealand | Heliski Operators New Zealand | Land Search and Rescue New Zealand (LandSAR) | Ministry of Business, Innovation and Employment (previously Department of Labour) | New Zealand Alpine Club (NZAC) | New Zealand Deerstalkers' Association (NZDA) | New Zealand Defence Force (NZDF) | New Zealand Mountain Guides Association (NZMGA) | New Zealand Mountain Radio Service | New Zealand Outdoor Instructors Association (NZOIA) | New Zealand Police | New Zealand Shooting Federation | New Zealand Snowsports Council | New Zealand Sports Industry Association (NZSIA) | Search and Rescue Institute New Zealand (SARINZ) | SCOUTS New Zealand | Tourism Industry Association New Zealand (TIANZ)

Published by the New Zealand Mountain Safety Council, October 2014. All information correct at time of printing.

CHAIRPERSON'S REPORT | GEOFF ENSOR



A handwritten signature in black ink that reads "Geoff W. Ensor".

Geoff Ensor
Chairperson
September 2014

CEO'S REPORT | MIKE DAISLEY



A handwritten signature in blue ink that reads "Mike Daisley".

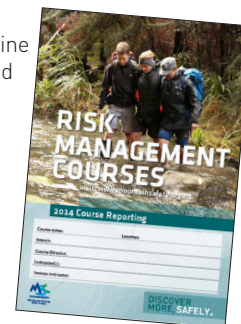
Mike Daisley
Chief Executive
September 2014

KEY ACHIEVEMENTS

The New Zealand Mountain Safety Council has delivered a number of significant achievements in the last 12 months that contribute to our overall goal of 'more people participating safely in land-based outdoor activity'.

BUSHCRAFT & RISK MANAGEMENT

- ▲ Four Collaborative Leader Development Initiative residential courses were delivered to 66 participants from seven youth-orientated organisations.
- ▲ Significant new collaborative work was undertaken with the William Pike Challenge Award (WPCA) and Boys' Brigade/ICONZ.
- ▲ New Bushcraft and Risk Management course reporting packs were created which led to improved post-course reporting.
- ▲ Renewed relationship with Wilderness Magazine resulting in contribution of regular articles and editorial.
- ▲ Transitioning of all Outdoor Leader Trainees onto the nationally recognised National Certificate pathway.



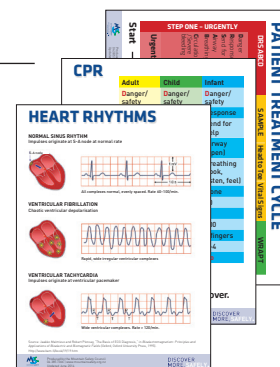
SAFETY MANAGEMENT SYSTEM

- ▲ SMS Instructor Field Resource created and distributed to 1500 members.
- ▲ New member portal launched, which improved member's access to critical SMS documentation, communication and operational tools, forms and resources.
- ▲ Creation of SMS training videos which improved understanding and led to increased SMS awareness by members.
- ▲ Implementation of a new organisation-wide SMS that meets Government required audit standards.



OUTDOOR FIRST AID

- ▲ We ran 60 first aid related courses with almost 500 participants attending.
- ▲ Successfully transitioned to the Skills Active ITO unit standard processing.
- ▲ New wall charts were created to enhance the delivery of key outdoor first aid teaching points.
- ▲ The national instructor workshop took place at the Silverstream Retreat in June, allowing 28 outdoor first aid instructors/trainees to refresh skills, discuss best practice and undertake further personal and professional development in this discipline.



FIREARMS & HUNTER SAFETY

- ▲ Almost 10,000 people attended firearms safety courses throughout New Zealand. More than 480 volunteer firearms and Whakatūpato instructors delivered approximately 7000 hours of firearms safety instruction to participants.
- ▲ We participated in NZ Police Community Advisory Forum meetings and attended the NZ Police Arms Officer Conference. We worked closely with Arms Officers who provided firearms to our firearms safety instructors to use as teaching resources on their courses.
- ▲ Range Officer courses and Range Days have been run throughout the country, prompting great public and member support. Highlights include a practical firearms experience for Police National Headquarters policy staff and also Trade Me staff.
- ▲ MSC supported the New Zealand Deerstalkers' Association (NZDA) by attending their annual conference, guest speaking at various branch meetings, assisting at the Auckland branch's public range safety day, and being a part of the HUNTS Technical Advisory Committee.
- ▲ The programme's public outreach initiatives included exhibiting at the Tahr Show, Sika Show, Motueka AMP Show and the Nelson Shows and attending various shoots around the country.
- ▲ The programme has also raised public awareness of firearms safety via the media and other channels including producing media releases, magazine and newspaper articles, as well as providing expert comment in TV and radio interviews.



AVALANCHE

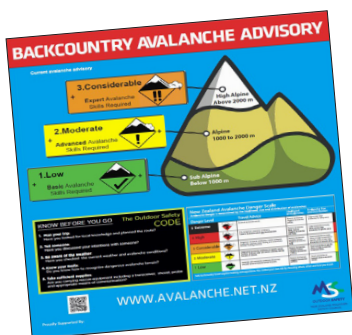
▲ Individuals visiting the MSC's Avalanche Advisory website (www.Avalanche.net.nz) increased by 29% to 43,116. Better links to social media platforms (Facebook and YouTube) were implemented. The increase is attributed to greater awareness of the website through the media, public outreach and educational courses as well as improvements in the information and resources available.



▲ The number of participants attending Avalanche Awareness and Backcountry Avalanche courses around the country increased by 15.5%. This included an increase in the number of external organisations that are delivering MSC courses on a pay-per-participant agreement.

▲ New instructor risk management planning tools were developed using Google Earth to map hazards, information access and course delivery locations.

▲ An Avalanche Forecaster workshop was held in Christchurch to ensure best practice and consistency across the twelve forecast regions around the country.



▲ A new Avalanche Advisory sign was designed and distributed to ski areas and the Department of Conservation for use at information areas and popular access points to the backcountry. The new sign reflects information available on the website and provides users with improved information on the daily avalanche danger at three distinct elevation bands.

ALPINE

▲ Ongoing collaboration with the New Zealand Outdoor Instructors Association (NZOIA) has led to a successful transition of the MSC Backcountry Avalanche Risk Management course as the pre-requisite for their Alpine 1 instructor assessment.

▲ Alpine instructor training sessions to enhance professional development were held at Mt Ruapehu, North Island and Temple Basin, Canterbury.

▲ New Instructor resources and course reporting packs were developed for the Alpine courses, a primary aim of which is to assist instructors with the new safety management requirements and enable consistency of content delivery across the country.

▲ Further collaboration with NZOIA and the NZ Mountain Guides Association (NZMGA) saw the continuing development of a single qualification pathway for Alpine instructors. The government review of all qualifications has provided the framework for the new Alpine instructor pathway and the involvement of the many interested parties.



MARKETING & COMMUNICATIONS

▲ Media activity increased as 915 media reports mentioning MSC were generated. This coverage reached a cumulative audience/circulation of 7,384,493 people. The vast majority of coverage (708 reports) were broadcast by radio outlets (77.4%), followed by 195 press articles (21.3%) and 12 reports on television (1.3%). Source: iSENTIA



▲ Increased MSC's visibility in key outdoors publications by providing articles on key issues such as Outdoor Safety Code, outdoors intentions, river safety, survival, firearms safety (roar, ducks) and general outdoor safety. Renewed and improved relationships with existing publications as well as extending reach to new audiences via new publications.



▲ More than 180,000 items of Outdoor Safety Code promotional collateral were distributed (as part of the Outdoor Safety Recreation Partnership project) and in excess of 120,000 safety pamphlets were distributed nationwide via MSC branches, DOC visitor centres, iSITEs, Regional Sports Trusts, Member Organisations and outdoors retailers.

▲ New resources were designed to further raise awareness of outdoor safety initiatives. This included a full suite of course posters and DL flyers for branches to use in their community as well as a set of four new outdoors intentions posters. Other items included an MSC branded brochure holder, SMS wallet card MSC's remaining pamphlets (including Going Outdoors?, Plan to Survive and Outdoor Cooking Safety Guide) were redeveloped and reprinted, ensuring that the entire collection is accurate and consistent.



▲ The MSC website was refined to improve usability and further development occurred when four revolving advertising banners were introduced on the home page. This was complemented by a strong social media strategy on Facebook which resulted in 1320 new likes, bringing the total to 3667 engaged followers – an increase of 56%.

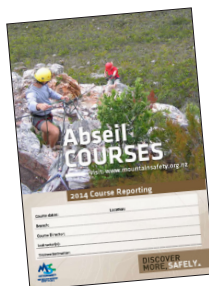


ABSEIL

▲ North Island Abseil workshop/national assessment was delivered, resulting in 21 instructors/assessors gaining valuable professional development experience.

▲ Creation of Abseil course reporting packs, which led to improved post-course reporting.

▲ Completion of four externally audited abseil courses as part of the SMS.



ONE MSC FOR TOMORROW'S WORLD

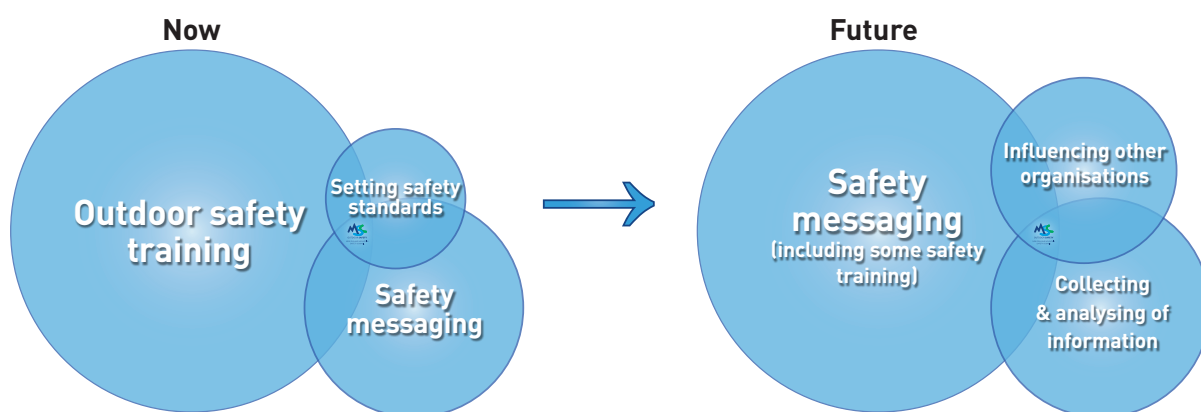
Changing what we do so more people can discover the outdoors safely

For almost 50 years, our dedicated, experienced and skilled volunteers have been teaching people how to stay safe outdoors. However, as the world changes, we recognised that we needed to look at a broader range of actions to achieve our goal of more people participating safely in land-based outdoor activities.

The journey we embarked upon began formally at 2013's AGM where the Board received a clear mandate to redefine and reposition the MSC, to ensure it remains effective, relevant and sustainable.

The appointment of new CEO Mike Daisley in January 2014 started the ball rolling on what became the 'One MSC' initiative, which set about engaging with our members and key stakeholders to identify how we could take the organisation forward.

When we refocus our efforts in this way, we will help far more people make good decisions about where to go, what to do, when to do it, and how to be prepared in the outdoors. More people will know about the information and services we offer and will look to us for advice and the latest updates. Our aim is that more people will understand their limits, and will be able to challenge themselves while staying safe.



Why do we need to change what we do?

- ▲ What we do now is not reaching enough people
- ▲ The way people experience the outdoors is changing
- ▲ The way people access and absorb information has changed
- ▲ Very few volunteers are joining us each year
- ▲ Our funders are questioning what we do and the impact we have.

To reach more people, we need to focus on three broad tasks:

1. Collecting information on where people go and when, and what hazards they might face
2. Letting people know how to stay safe in the outdoors, using a variety of media (including some safety training)
3. Influencing other organisations to provide the best possible safety information and training.

For more information about the One MSC initiative, visit www.mountainsafety.org.nz/onemsc or contact Chief Executive Mike Daisley.

MSC COLLABORATION

National office staff contribute to a significant number of committees, working groups, advisory groups and forums across the outdoor sector. Our input is recognised, valued and appreciated.

▲ ACC Bikes in Schools Project ▲ ACC Track Standards and Signage Collaborative Group ▲ Alpine Technical Advisory Committee ▲ Avalanche Education Working Group ▲ Bushcraft and Risk Management Technical Advisory Committee ▲ Collaborative Leader Development Project ▲ DOC Recreational Advisory Forum ▲ EMQUAL members forum, AGM & Stakeholders Meeting, LandSAR Qualifications Advisory Group for TRoQ ▲ Firearms Technical Advisory Committee ▲ International Avalanche Programme Leaders Group ▲ LandSAR Backcountry Technical Rescue Committee ▲ Ministry of Education: Education Outside the Classroom Reference Group ▲ National Incident Database (NID) Review Group, ONZ MBIE Contract ▲ NZ Mountain Radio Service Committee ▲ NZ Police Firearms Community Advisory Forum ▲ NZ Register of Recreation Professionals (NZRRP) Interim Governance Group ▲ NZDA HUNTS Technical Advisory Committee ▲ NZSAR Council Consultative Committee ▲ NZSAR Council Recreational Safety Partnership Committee ▲ Outdoor First Aid Technical Advisory Committee ▲ Outdoors NZ: CEO Forum ▲ Outdoors NZ: World Outdoors Summit ▲ SAANZ Member Forum ▲ SAANZ Snow Safety Committee: Ski Area Snow Safety Group ▲ Skills Active Industry Training Organisation: Shareholders Meeting ▲ Skills Active ITO TRoQ Snowsport Working Group ▲ Skills Active Senior Assessor Moderator (SAM) Review Panel ▲ Snow and Avalanche Committee ▲ Standards New Zealand ISO Risk Management Advisory Group ▲ Targeted Review of Qualifications (TRoQ) Alpine Technical Advisory Group ▲ Targeted Review of Qualifications (TRoQ) Bush/Tramp Technical Advisory Group ▲ Targeted Review of Qualifications (TRoQ) Outdoor Experiences Technical Advisory Group ▲ Targeted review of Qualifications (TRoQ) Outdoor Recreations Working Group ▲ Targeted Review of Qualifications (TRoQ) Rock/Abseil Technical Advisory Group ▲ Tongariro Alpine Crossing Technical Advisory Group (TACTAG) ▲

FINANCIAL STATEMENTS

The summary financial statements for the New Zealand Mountain Safety Council ('Council') have been prepared in accordance with Financial Reporting Standard FRS-43: Summary Financial Statements.

The information contained in the summary financial statements has been extracted from the full financial statements authorised for issue by the Executive Committee on 29 August 2014. The summary financial statements cannot be expected to provide and do not provide as complete an understanding as provided by the full financial statements.

A copy of the full financial statements can be obtained by contacting the Council.

The full financial statements have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand. A full description of the accounting policies adopted by the Council is provided in the full financial statements. The full financial statements have been audited and an unqualified opinion has been expressed in respect of the Council.

The presentation currency is New Zealand dollars (NZ\$).

SUMMARY STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2014

INCOME	2014	2013
	\$	\$
New Zealand Lottery Grants Board	1,351,143	1,305,900
New Zealand Police	316,000	316,000
Other income	585,517	653,074
	2,252,660	2,274,974
LESS OPERATING EXPENDITURE	2,195,786	2,246,390
Operating profit/(loss)	56,874	28,584
Less other expenses		
Branch income	(241,417)	(243,427)
Branch expenses	252,130	250,213
Stock written off	1,250	1,127
Bad debts expenses	-	1,261
Low-value assets written off	5,564	123
Depreciation	103,149	69,990
NET LOSS FOR THE YEAR	(63,802)	(50,703)

SUMMARY STATEMENT OF MOVEMENTS IN EQUITY FOR THE YEAR ENDED 30 JUNE 2014

	2014	2013
	\$	\$
Opening equity	761,437	812,140
Net (loss)/profit	(63,802)	(50,703)
Closing equity	697,635	761,437

SUMMARY STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2014

	2014	2013
	\$	\$
CURRENT ASSETS		
Cash	808,151	642,242
Other	149,723	242,132
Total current assets	957,874	884,374
TOTAL NON-CURRENT ASSETS	236,967	333,990
TOTAL ASSETS	1,194,841	1,218,364
TOTAL CURRENT LIABILITIES	497,206	456,927
TOTAL NON-CURRENT LIABILITIES	0	0
NET ASSETS	697,635	761,437
REPRESENTED BY:		
Equity	697,635	761,437

AWARDS RECIPIENTS

Congratulations to our members and branches who were recognised internally and externally for their dedication, hard work and achievements within their respective communities.

NEW YEAR'S HONOURS

Derek Beveridge is a firearms coordinator based in Oamaru, and was awarded the Queen's Service Medal (QSM) for services to the community. Derek's contribution to the community includes his efforts with NZ Police, LandSAR, Scouts, Air Training Corps and MSC. We congratulate Derek on his award and acknowledge the significant contribution he makes to the Firearms programme and the Oamaru community.

MSC LIFETIME AWARD

Ross Meder joined MSC in 1975 and over the years became an instructor for Bush, Abseil, Alpine and Outdoor First Aid. He has attained numerous national qualifications and used them to great effect via the Canterbury branch. From 2004 to 2012 Ross also served as Chair of the MSC Board. The volunteer service Ross has given Canterbury branch and MSC goes above and beyond the norm. Thank you and well done.

Bruce Postill has been a member since 1990, however his association with the outdoors goes back many years before this through the course of his employment as a Conservation Officer. Bruce led the Outdoor First Aid programme for many years and has been highly involved in abseil and bushcraft instruction. Bruce holds a Bush 2 warrant and is a Bush Moderator. Congratulations to Bruce and thank you for all your hard work.

COMMUNITY AWARDS

MSC Manawatu – Trustpower Manawatu Region Winner of Education and Child/Youth Development Category.

The Manawatu branch of MSC has been promoting safe practices in land-based recreational, educational and adventure activities for a number of years. Each year the popular courses benefit a large number of people and help ensure that they enter the outdoors fully prepared. This year the branch's efforts have been recognised by their local community with this award. Over the past 12 months, more than 40 volunteer instructors have devoted a substantial amount of time to deliver courses and training to 1200 local people. This includes running the popular Bushcraft course 23 times, delivering the firearms safety course to more than 400 firearms licence applicants and training around 200 students on the bushcraft component of their Duke of Edinburgh programme.

MSC COUNCIL AWARDS

Warren Crawford Taranaki
Geoffrey Furborough Taranaki
George Gallop Taranaki
Rebekah Wright Wellington
Terry Ericson Southland
Ian Arnott West Coast
Helen McLean Waikato
Ian MacGregor Nelson
Chris Tews Horowhenua
Andy Brooke Manawatu

VOLUNTEER OF THE YEAR

Heather Grady The Mountain Safety Council congratulates Heather Grady for winning the MSC Volunteer Award at the Outdoors Awards 2013. Outdoors New Zealand hosted the event as part of the World Outdoors Summit at the Energy Events Centre in Rotorua last November. Heather has been an active member of the Manawatu branch since 2002 and is currently its chairperson. As well as leading the branch, Heather is an instructor in Bushcraft, Risk Management and Outdoor First Aid. She spends much of her time running courses for young people working towards their Duke of Edinburgh's Hillary Award.

THANK YOU!

Thank you to our funders for their generous support.



Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY



New Zealand
POLICE
Nga Pirihimana O Aotearoa



ACC
PREVENTION. CARE. RECOVERY
Te Kaporehaka Ahina Hanga Whare



Department of Conservation
Te Papa Atawhai



NZSAR
New Zealand Search
and Rescue



Trust
power.



SPORT
NEW ZEALAND



ILT
Your City. Your Trust.
Invercargill Licensing Trust



* new zealand snowsports council



Community Organisation
Grants Scheme (COGS)



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www.mountainsafety.org.nz | www.avalanche.net.nz | www.adventuresmart.org.nz | www.incidentreport.org.nz