



OUTDOOR SAFETY

NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

New Zealand Mountain Safety Council Annual Report 2014-15



SAFER PLACES, SAFER
ACTIVITIES, SAFER PEOPLE ▲

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Welcome from our Chairman and Chief Executive

On behalf of the Board, our staff, volunteers, and member and partner organisations, it gives us great pleasure to introduce the New Zealand Mountain Safety Council's 2014–15 Annual Report.

The last 12 months represent one of the most critical periods of the organisation's history. Not only have we been celebrating our 50th anniversary, we've also been on a journey of considerable change. We've significantly altered what we do and how our organisation functions to make sure we're best placed to help keep people safe in the outdoors for another 50 years.

This Annual Report summarises our journey over the last year, highlighting our key milestones and achievements and the significant decisions we've made along the way. Even though the focus for 2014–15 was on redefining the MSC, we still achieved a lot of other great results. We've highlighted the best of those in this Annual Report.

We would like to acknowledge and thank all the dedicated people who have been part of our history – from the founding members of 50 years ago to our present-day volunteers and our member and partner organisations. Each and every one of you has played a role in shaping this organisation, contributing to its successes and investing in its bright and positive future. We hope you enjoy taking some time to reflect on the past year, and are as excited as we are about what's just around the corner.



Geoff Ensor, Chairman

A handwritten signature in blue ink that reads "Geoffrey W. Ensor".



Mike Daisley, Chief Executive

A handwritten signature in blue ink, appearing to be "Mike Daisley".

What we've achieved

Over the year we achieved some great results, often by working in partnership with others. Here's a sample of our key highlights.

We've built significantly on the 'One MSC' initiative that we started in 2013-14, and we've defined some strong strategic goals to work towards. These changes will make sure our organisation is fit for the future and able to help a great deal more people stay safe outdoors.

During 2014 and 2015, we:

- looked deeply at what we've done in the past
- looked at who our audience is now, who it could be in future, and how we can reach them better
- stopped delivering our traditional training courses
- closed our local branches and started coordinating volunteers as a national network
- changed how we seek advice from industry experts
- worked out the detail of our four new strategic platforms.

Using targeted communication channels to increase our messaging

We've been exploring using new communication channels throughout the year, significantly increasing our presence in print and digital media, as well as on radio. We've noticed some excellent results from this.

We published articles and adverts in a range of publications

We continued our presence in a wide range of outdoor-interest publications, such as Wilderness magazine, Adventure magazine and New Zealand Hunting World. We also made the most of large daily newspapers, popular local papers, and well-read magazines such as New Zealand Geographic and KiaOra magazine.

As well as publishing articles and advertisements, we ran pieces in a range of widely read newspapers during Volunteer Awareness Week 2015, to thank volunteers in the outdoor sector for contributing to keeping people safe outdoors.

We increased our presence on social media

We steadily increased our Facebook presence across the year, with our page likes growing 13 percent. Our average post reaches over 1,000 people and our average daily reach is over 3,000 people. Several of our posts reached more than 10,000 people, with our strongest-performing post reaching 26,400 people. Another post was shared 65 times.

ADVENTURE MAGAZINE



KIAORA MAGAZINE



DOMINION POST



 Likes since July 2014

↑ 13%

Average Facebook post reach

1,000

Most people reached in a single post

26,400

We advertised online

We used high-traffic websites trademe.co.nz and stuff.co.nz to promote our safety messages.

On Trade Me, we had a million page impressions in April 2015 to support firearms and hunter safety during the roar, and two million page impressions in May during duck shooting season.

On stuff, we advertised on alternate weeks in May and June (four weeks total). We promoted the Outdoor Safety Code and the importance of letting someone know where you're going. In June, we promoted avalanche.net.nz.

These campaigns resulted in more visitors to our websites.

WEB BANNER - TRADEME.CO.NZ



We ran radio campaigns

We used high-volume radio stations to broadcast information to a large number of people. In the two weeks leading up to and over Queen's Birthday weekend 2015, we ran a radio campaign across a range of popular stations. By the end of the two weeks, a huge 32 percent of the population aged 10 years or older (945,408 people) had heard our advertisement one or more times. Twenty percent had heard it three or more times.

We increased visitors to our websites

We continued to provide essential information at mountainsafety.org.nz, attracting more people than ever. Compared with last year, we had around 4,200 more site visits (up almost six percent), and around 4,800 more unique visitors (up nearly 10 percent).

At avalanche.net.nz, we gained a modest 200 more unique visitors than last year (up 0.5 percent). However, we had a massive jump in both site visits (up almost 89 percent) and unique visitors (up just over 84 percent) in June 2015 compared with June 2014. This is due to the advertising we ran on stuff.co.nz.

MOUNTAINSAFETY.ORG.NZ



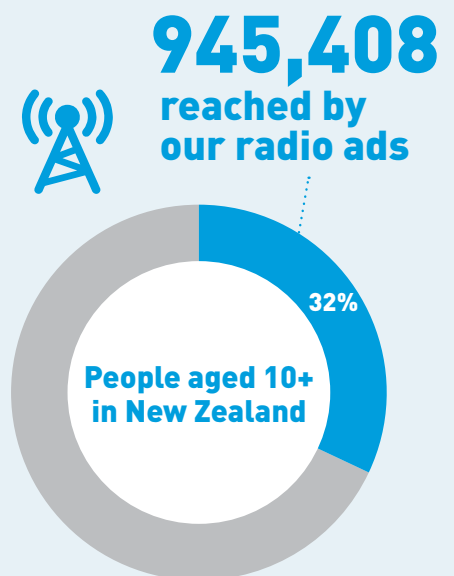
Site visits **↑6%** Unique site visits **↑10%**
Total unique site visits **53,173**

AVALANCHE.NET.NZ



Site visits **↑89%** Unique site visits **↑10.5%**
Total unique site visits **43,315**

WEB BANNERS - STUFF.CO.NZ



Working closely with the Department of Conservation

In 2014–15, our already strong partnership with the Department of Conservation (DOC) developed even further as we tackled some exciting work together.

We helped DOC redevelop their Queenstown Visitor Centre

Our involvement in this project focused on developing a new 'Know before you go' wall. The wall includes an 'extreme environment' screen, which shows footage of various weather conditions. The wall also includes an interactive display with critical advice on topics such as avalanches, rivers and communications. The updated Visitor Centre opened early September 2015.

“Working with the MSC was very inspiring, and the engaging approach to safety information will support the work that the MSC and DOC do in encouraging safe recreation.” – Kaja Vetter, Queenstown Visitor Centre Supervisor

We helped DOC update safety information on hut welcome signs

New Zealand has approximately 900 backcountry huts, and each one has a welcome sign with information for visitors. We worked with DOC to review and update the safety information on the signs. Together, we made significant improvements. These new signs will be rolled out across all backcountry huts over the next 12 months.



Department of Conservation
Te Papa Atawhai

OPENING OF THE QUEENSTOWN DOC VISITOR CENTRE



DOC HUT WELCOME SIGN

Haere mai, welcome

This hut is provided for your enjoyment and managed by the Department of Conservation

HUT USERS' CODE
Huts are for everyone. Please be considerate of other users and make space for themselves.

- 1. A good night's sleep is important. Be quiet! Others are sleeping.
- 2. Keep huts clean and tidy – as you would be in your home. A broom and brush are provided.
- 3. Leave your dishes or wet boots and equipment outside.
- 4. Take your rubbish with you. Rubbish and food scraps encourage rats and other pests which can harm wildlife. Pick up rubbish you come across.
- 5. **Close doors and windows securely when you leave.**

Always respect wildlife. If you trip to the Visitor Information book, even if you are not staying. It is because lost or injured information will assist with search and rescue.

Camps are not permitted inside huts. Keep your dog tied up during your stay and do not let it wander.

Dogs are only permitted in National Parks, National Reserves or Wildlife Sanctuaries with written approval from DOC. A permit may be required for other places.

NO SMOKING in huts

HUT FEES & MAINTENANCE
Make an appointment to maintain. Please pay your fees and encourage others to do the same.

WARNING
Wood heaters
Keep fire contained and never leave unattended. Fully extinguish the before leaving and close the door and chimney. Put ashes in the metal bucket provided. Use brush to rub ash and scrub from the floor. Only use dead wood for fire.

The heater is not treated. You may wish to treat it before sleeping.

Use caution
Qualified foot cooks

Using these appliances in unventilated spaces can be highly dangerous and can cause death by carbon monoxide poisoning. Always have a window or door open to ensure adequate ventilation.

IN CASE OF EMERGENCY
If things go wrong, think STAN
STOP. Take a breath, sit down and remain calm.
THINK. Look around you, listen and brainstorm options.
ACT. Evaluate the options and their potential consequences.
REACT. Choose the best option.
For Fire and Search and Rescue call 111

BE AWARE OF THE WEATHER
New Zealand weather is highly unpredictable and can change rapidly.
Heavy rain, snow and high winds can be extremely dangerous.
Check the forecast and expect weather changes.
Change your plans if conditions are unforecastable.
If going to camp, be aware of the hut and well-ventilated options. If you do continue and conditions deteriorate, stop, but shelter, return to the hut or take a safer route.

RIVER SAFETY Stop before you cross
Signs are a guide.
The river is the best of water is discoloured or debris, the tree branches or being carried down it or is rapid is full from tramping you are you have not been granted downstream.

CHOOSING THE SAFEST PLACE
Crossing
1. Use only well-built, sealed access to and out of the water.
2. Depth of water: the deeper the water the safer it is to cross.
3. Speed of water: if possible, try to cross the water in the shallowest part of the river.
4. Potential hazards: the river should not be crossed if there are any large, loose boulders or unstable downstream.

METEOROLOGICAL BULLETIN
1. Use the weather forecast to plan your trip.
2. Check the weather forecast before you leave.
3. Check the weather forecast before you leave.
4. Check the weather forecast before you leave.
5. Check the weather forecast before you leave.

SEVEN BASIC RULES OF FIREARMS SAFETY

1. Treat every firearm as loaded.
2. Always point firearms in a safe direction.
3. Load a firearm only when ready to fire.
4. Identify your target and what is behind it.
5. Check your firing zone.
6. Gun safe means and ammunition safety.
7. Avoid alcohol or drugs when handling firearms.

DOC HOTLINE 0800 362 468
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Continuing to keep firearms users safe with targeted lectures

Our work with firearms and hunter safety continues to have a positive impact. Over the last year we delivered firearms safety lectures in approximately 130 locations, from Kaitiāia in the far north to Invercargill in the deep south. Approximately 11,000 people took part in one of our safety lectures. To make all of this possible, approximately 400 firearms instructors volunteered more than 7,000 hours.

Collaborating with New Zealand's youth organisations

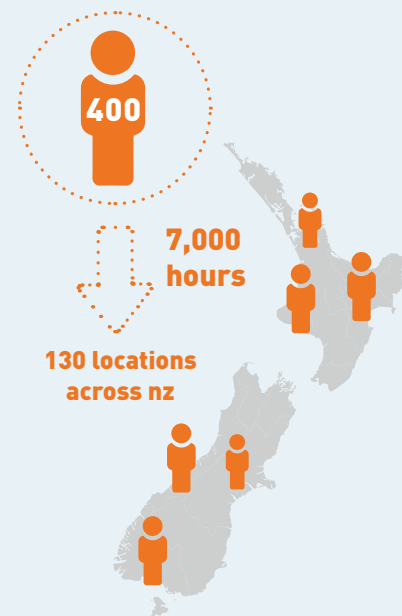
The Collaborative Leader Development Initiative is New Zealand's largest multi-organisation outdoor recreation training scheme. It provides targeted leadership training and qualifications for a group of national organisations. Our role is to manage and coordinate the scheme on behalf of everyone involved.

The collaborative approach has resulted in some very positive outcomes. Over the last year the scheme has resulted in four 8-day courses and a total of 58 adult participants. Each leader is actively involved as a volunteer in one of the participating organisations and in their wider community. They use their qualification to provide outdoor recreation opportunities to young people and their families. Follow-up surveys show that each newly qualified leader provides opportunities to approximately 83 people within nine months of getting their qualification.

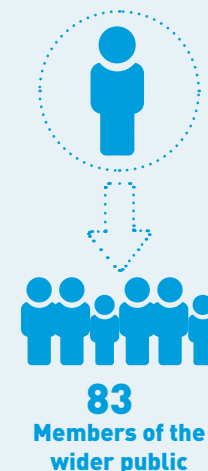
Organisations involved in the scheme were Boys' Brigade/ICONZ, Christian Camping New Zealand, Duke of Edinburgh's Hillary Award, Education Outdoors New Zealand, GirlGuiding New Zealand, Girls' Brigade, SCOUTS New Zealand, William Pike Challenge Award, and Youthtown.



MSC volunteer firearms instructor reach



Each collaborative leader attendee reach



Started using insights to find accident and injury hotspots

Working with the database of National Coronial Information Services, we identified and briefly analysed all fatalities related to some outdoor recreation activities between 2009 and 2014. We also worked with ACC to collate a selection of injury-claim data about outdoor activities.

This data clearly showed us New Zealand's accident and injury hotspots – places with a high number of outdoor safety issues.

Using this information, we developed some basic infographics to use with our partners. Identifying priority areas also helped us plan our work for 2015–16.

“NZAC is really looking forward to seeing the statistical and analytical insights into outdoor safety that MSC will be producing. Hard truths backed by hard data will be a great foundation. The outdoor sector needs to move past the anecdotal headlines and understand the underlying trend lines.”

– Sam Newton, New Zealand Alpine Club

Moving to a new home after almost three decades in one place

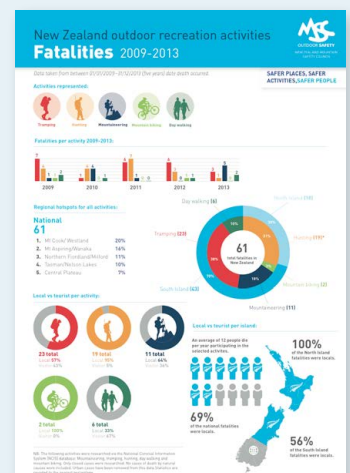
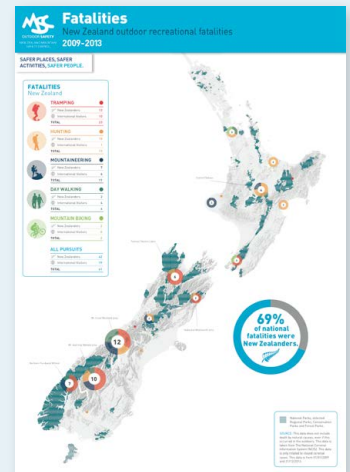
After approximately 27 years at Tory St, we moved into our new home at the very end of April 2015. The pack-up of the office space was a monumental task and, as you'd imagine, after nearly three decades in one place we found some interesting things! The team rolled up their sleeves and got stuck in, and after only two days packing we loaded up the moving truck and headed for our new office on Customhouse Quay, inside the Sport NZ building.

We're now in a much more suitable space, and we're close to some of our partners. The space is turning into a real sport and recreation hub.

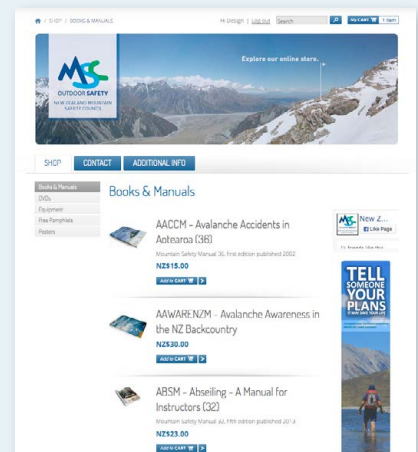
Making our online store better

Before moving from Tory St we redeveloped our online store and shifted all our resources to a distribution centre. Customers can now access far more of our information online, which has sped up the payment and delivery process and eased the workload for our staff. The new system is a much more effective way to provide safety resources to people across the country.

OUTDOOR ACTIVITY INFOGRAPHICS



MSC ONLINE STORE



What we've achieved to make our business fit for the future

Over the last year, we've undergone huge changes in how we work.

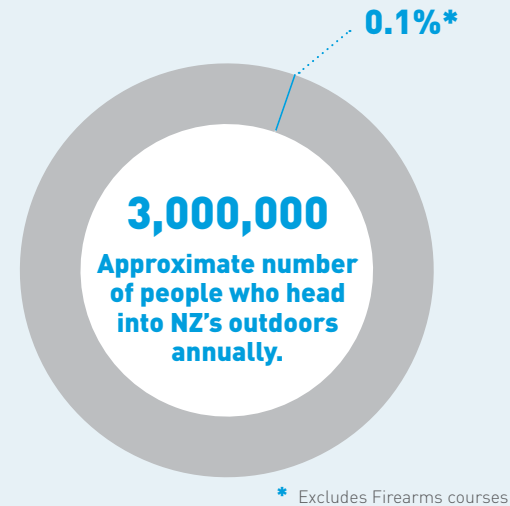
We looked deeply at what we've done in the past

We looked at the number of people we were reaching with our safety information, and compared that with the more than three million people who get into New Zealand's great outdoors each year. This made it very clear that what we used to do simply did not reach enough people.

Ninety percent of what we did in the past was training small groups of people – mostly on day-long or overnight training experiences. The majority of our other work was done to make these training courses happen. Between 2012 and 2013, our volunteers trained around 2,500 people in outdoor safety (not including firearms training). That's about 0.1 percent of the people who enjoy the outdoors each year.

As well as being unable to reach enough people, we were also finding it harder to recruit new volunteers to deliver our traditional training courses – the demands on instructors were increasing and people's spare time was reducing. We could see that in a few years we wouldn't have enough volunteers to do the work.

DIRECT IMPACT OF TRAINING COURSES



Number of people attending MSC training courses



Number of qualified volunteer instructors



Training and time requirement for volunteer instructors



We worked with our partners to set our new direction

Nearly all our major partners were questioning the relevance of our work. We realised that to continue to stay relevant to them, and everyone who gets into the outdoors, we needed to make our work more relevant to the outcomes our partners expect.

We've connected with our partners a lot over the past year, drawing on their expertise and knowledge, and ensuring the changes we're making are relevant to them, the communities they work within, and New Zealand as a whole. Our partners have played a critical role in helping to establish our new strategic platforms with us. They're excited about what this will mean as we continue to work with them in the future.

CONNECTING WITH PARTNERS AND OUR MEMBER NETWORK



We looked at who our audience is now, who it could be in future, and how we can reach them better

We looked at how the outdoors sector, and our society as a whole, is changing. We saw that a huge range of people are experiencing the outdoors in a huge range of ways. We also realised that new media – such as social media, smartphone apps, and e-tools – provide excellent opportunities to connect with our audience in a way we haven't done before.

Research from our partners showed that an increasing number of people are choosing to get into the outdoors for recreation instead of taking part in structured sports such as netball, cricket, or rugby. People from younger generations, especially, are more likely to try a range of different experiences, and they also tend to take more risks than their parents or grandparents did. Also, they tend to have a lot going on in other aspects of their life, such as work pressure and increasing cost of living.

Also, people now expect to access information whenever they need it, from almost wherever they are. Younger people in particular will seek out the information they need online, and are quick to use and share anything that's interesting or useful. We need to provide the information they need in a way that works for them.

We worked out the detail of our four new strategic platforms

By talking with our member organisations and partners, we nussed out the details of how we'll work in future. We set the scope of our four new platforms of work, and identified how we'll begin putting each into place.

We made sure that each work platform – building strong partnerships, using data to gain insights, spreading messages widely, and achieving organisational excellence – will rely on and support the other three platforms.

For more information, take a look at our new **Strategic Plan**, on page 14.



We stopped delivering our traditional training courses

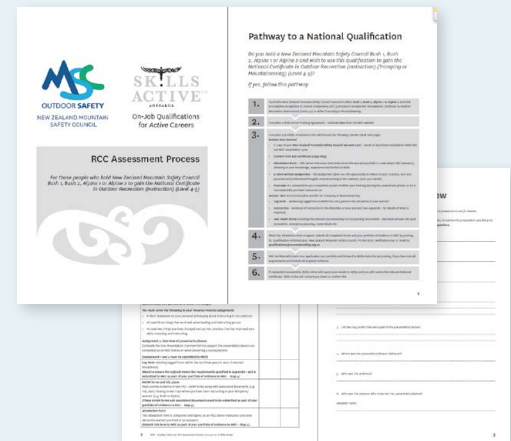
Once we understood just how much more effective we needed to be, we decided to stop delivering our training courses. We did not make this decision lightly. This change affected hundreds of volunteers around the country, and we know it was difficult for some of them. Our CEO, Mike Daisley, visited each of the regional branches to give volunteers this news in person and to explain how they can contribute in future.

Our last training course was held in June 2015.

We recognise the value in training, and still believe it provides people with great skills and knowledge that will improve their safety. We will continue to encourage people to seek out appropriate training opportunities, and where appropriate we'll support others to provide training.

Over the year, we worked with other organisations to develop a process to transfer volunteers' MSC qualifications, and to find them other opportunities for instructing. Volunteers are now able to maintain their qualifications with Skills Active and the New Zealand Outdoor Instructors Association. We identified possible opportunities for instructing with other organisations such as the New Zealand Alpine Club, Duke of Edinburgh's Hillary Award, SCOUTS New Zealand, GirlGuiding New Zealand, Boys' Brigade/ICONZ, Girls' Brigade, Christian Camping New Zealand, Triple One Care, and Rescue 3.

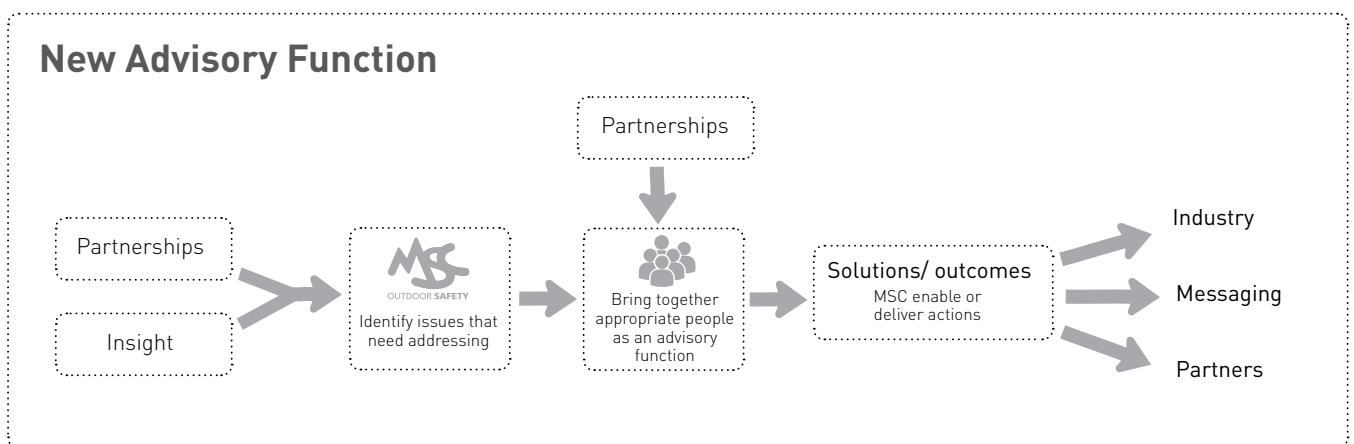
QUALIFICATION TRANSITION FORMS



We changed how we seek advice from industry experts

Because of the changes we've made to how we function as an organisation, it's important that the work of any technical advisors supports our new priorities. We realised that our standing Technical Advisory Committees, which have provided us with a lot of excellent advice over the years, are no longer the best model for identifying, investigating, and providing solutions on outdoor safety issues.

In place of standing Technical Advisory Committees, we'll create issue or project specific advisory groups to solve specific problems. These groups will be made up of people with expertise relevant to the issue at hand. Experts who have provided us with advice in the past will likely be able to continue contributing their knowledge, depending on the issues or projects we need help with.



We closed our local branches and will start coordinating volunteers as a national network

Our branch structure existed mainly to support our training courses, which we stopped delivering in June 2015. After careful consideration, we decided to close our 27 local branches.

Local branches have played a key role in supporting our work over the last 50 years, and the move to a new structure in no way reflected the quality or dedication of the people who ran them.

As part of closing our branches, we made sure their resources were distributed to other appropriate organisations within their local communities.

We will move to coordinating our volunteers as a national network. Having a single, nation-wide network will better allow us to communicate with all our volunteers and to match their skills with appropriate activities in the future.

Our finances

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 26 October 2015. 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 2015

INCOME	2015	2014
	\$	\$
New Zealand Lottery Grants Board	1,181,247	1,351,143
New Zealand Police	316,700	316,000
Other income	520,531	585,517
	2,018,478	2,252,660
Less operating expenditure	2,078,933	2,195,786
Operating (loss)/profit	(60,455)	56,874
Less other expenses		
Branch income	(287,137)	(241,417)
Branch expenses	337,240	252,130
Branch bank written off and dispersed	201,352	-
Stock written off	-	1,250
Bad debt expenses	429	-
Low-value assets written off	-	5,134
Depreciation	33,547	103,149
Loss on disposal of fixed and intangible assets	178,954	430
Total other expenses	464,385	120,676
NET LOSS FOR THE YEAR	(524,840)	63,802

SUMMARY STATEMENT OF MOVEMENTS IN EQUITY FOR THE YEAR ENDED 30 JUNE 2015

	2015	2014
	\$	\$
Opening equity	697,635	761,437
Net (loss)	(524,840)	(63,802)
Closing equity	172,795	697,635

SUMMARY STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2015

CURRENT ASSETS	2015	2014
	\$	\$
Cash	443,379	808,151
Other	130,864	149,723
Total current assets	574,243	957,874
Total non-current assets	24,466	236,967
Total assets	598,709	1,194,841
Total current liabilities	425,914	497,206
Total non-current liabilities	-	-
Net assets	172,795	697,635
Represented by:		
Equity	172,795	697,635

Strategic Plan 2015-2020



OUR VISION

Safer places, safer activities, safer people.

OUR MISSION

Enabling people to enjoy their outdoors recreation safely.

OUR VALUES

Professionalism: We will collaborate with the rest of the outdoor sector and share what we know.

Integrity: We will be open and honest in everything we do.

Trust: We will be the organisation people look to for how to get prepared and stay safe outdoors.

HOW WE'LL ACHIEVE OUR VISION

We'll focus on three broad platforms. Each platform will support the others, and all three will be underpinned by organisational excellence.

We'll build strong partnerships

By working more closely with our partners, we will:

- make outdoor safety a part of what we do together
- act as a hub to connect us all together
- make the most of combined knowledge, data and insights
- use partnerships to identify and reach specific groups, together.

We'll use data to gain insights

By collecting and analysing new and existing data, we will:

- understand where people go and what activities they do
- know who's most likely to get into problems
- identify the most hazardous places and activities
- target our safety messages to the right groups
- share useful information with our partners and others.

We'll spread messages widely

By targeting both broad and specific audiences, we will:

- greatly increase how many people hear our messages
- make sure we're reaching the most at-risk groups
- make sure people are prepared for the most hazardous places and activities
- help many more people stay safe in the outdoors.

We'll achieve organisational excellence

By refining our business systems, we'll make sure we're working in the most efficient way. Our internal operations will run smoothly, and we'll connect better with our partners. Excellence in our work processes will support our three main platforms and help us achieve our overall goals.

WE'LL KNOW WE'RE SUCCEEDING WHEN

By 2020, we want to see significant improvements in each of these three areas. We'll use a range of ways to measure the effect we're having. We will know we're succeeding when:

- our partners see us as a centre of knowledge and best practice, and they report better safety behaviour among their own networks.
- we've clearly identified which places, activities, and people we need to target most.
- surveys show people are more aware of how to stay safe, and the number of search and rescue call-outs decreases.
- our staff feel a sense of ownership over their work, and we can clearly show increased productivity and less waste.

Why use data to gain insights?

Ryan lives in Queenstown. It's a great area for getting outdoors, and Ryan's a keen trumper and hunter, always eager to try new things. Mountain running is becoming pretty popular, and he's keen to give it a go.

Ryan's heard stories about runners who've got lost, sprained ankles, or been stranded in the dark. He wants to know more about how to stay safe before he hits the hills.

By collecting and analysing data, we'll be able to give Ryan the information he needs. The data will show us where the most dangerous areas are, and which times of year present the most risks. If the data shows us mountain runners need specific information to keep them safe, we'll be able to tailor our messages to them.

Ryan will be able to find out what he needs to know in a way that works for him – whether that's online at home, or on his smartphone out in the trails. We'll use the information available to us to help him discover more, safely.

Why spread messages widely?

Aroha recently moved to Dunedin to study. She grew up in Auckland and doesn't consider herself the outdoorsy type, but since moving south she's heard all about the wilderness on her doorstep. She wants to see it for herself by doing a few day walks in the Otago region.

Aroha's planning to wait for a sunny Saturday, chuck on some gym gear, and go. It doesn't occur to her to take a rain jacket, or to tell her flatmates where she's off to.

By spreading our safety messages widely, we'll be able to reach Aroha before she walks into trouble. She may not actively seek out safety information, but she does watch TV, listen to local radio, and browse Facebook. By spreading our messages across these mainstream channels, we'll make sure Aroha knows enough to think about what she needs to do and take before leaving the house.

Why build strong partnerships?

Helen, Tim and their three children – Rebecca (12), Catherine (9), and Caleb (7) – are planning a three-day tramp in the central North Island. They've done some day walks before and Tim's been tramping with mates, but this is their first big tramp as a family.

They know to check details of where they're going, and they know where to get the gear they need. But there's a lot they don't know, and their limited experience means they don't realise all the risks of what seems like a pretty safe trip.

By working with our partners, we'll ensure Helen and Tim are aware of those risks before they go, and show them how to be prepared. When they stock up on supplies at their local outdoor shop, or visit the DOC website or a visitor centre, they'll be given best-practice safety information. We'll support our partners to highlight any relevant hazards, remind Helen and Tim of anything they've forgotten, and help them have a safe, enjoyable trip.



OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

THANK YOU TO OUR FUNDERS FOR THEIR GENEROUS SUPPORT.



New Zealand Mountain Safety Council

Phone: 04 385 7162

Fax: 04 385 7366

Address: Ground Floor, 86 Customhouse Quay
Wellington 6011 / PO Box 6027, Wellington 6141

www.mountainsafety.org.nz

www.avalanche.net.nz

www.incidentreport.org.nz