




OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

Est. 1965

*New Zealand
Mountain Safety Council*
Annual Report



2016-17

A black and white photograph of a hiker walking away from the camera on a rocky trail. The hiker is wearing a dark jacket and shorts, and is using a walking stick. The landscape is rugged with mountains in the background and a stream in the foreground. The sky is overcast.

*Safer places, safer activities,
safer people.*

COUNCIL MEMBER ORGANISATIONS

Accident Compensation Corporation
Boys' Brigade NZ
Christian Camping
Department of Conservation
Education Outdoors NZ
Federated Mountain Clubs
GirlGuiding NZ
Girls' Brigade NZ
Heliski Operators
MetService New Zealand
Ministry of Business, Innovation and Employment
NZ Alpine Club
NZ Deerstalkers' Association
NZ Defence Force
NZ Land Search and Rescue Inc.
NZ Mountain Guides Association
NZ Mountain Radio Service
NZ Outdoor Instructors Association
NZ Police
NZ Recreation Association
NZ Shooting Federation
NZ Snowsports Council/SAANZ
NZ Sporting Goods Association
Scouts NZ
The Duke of Edinburgh's Hillary Award
Tourism Industry Aotearoa
William Pike Challenge Award

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Welcome

IT HAS BEEN AN EXCITING YEAR FOR THE MSC TEAM

WELCOME FROM OUR BOARD AND CHIEF EXECUTIVE

As we wrap up another year of work at MSC, we are left feeling very proud of the growth we've had. For a small organisation of less than ten people, we've understood, connected with, and influenced more people than we've ever done before to enjoy the outdoors safely.

The fundamental drive behind our insights platform, one of the four that make up our strategy, is to better understand the issues facing the various participant groups within land-based outdoor recreation. It's from this standpoint, from being data led, that we're able to be participant focused when we create our initiatives. While we know a great deal from the work we've already done through **There and Back**, and **A Hunter's Tale**, there's much more to come. The insights developed now and into the future begin to shape our ability to look forward as we try and anticipate what issues are likely to arise.

Our partnerships remain as crucial to the impact of our work as ever. We're very fortunate to have the wholehearted support of a growing number of partners. We have established shared value exchanges of learnings that will help ensure safer and more enjoyable participation in the NZ outdoors. We thank you all for the time you've taken to work with us during this year; your contributions be they big or small are greatly valued.

Delivering our data-driven messages through our partners and various MSC channels has seen our reach into the wider outdoors community grow this year at a phenomenal rate. With the help of our partners, we're putting resources, tools, and content in the places people go before they head outdoors. With the network foundations now well set in place, and significant investment in this business year building the content and tools required, we're anticipating a big year ahead.

As always, our funders underpin to our ability to deliver impact throughout the year. We would like to specifically thank Lottery Grants Board; NZ Police; NZ Search & Rescue Council; Sport NZ; Department of Conservation; Accident Compensation Corporation for their continued commitment.

It's with pleasure that we invite you to read this year's annual report.



Geoff Ensor, Chairman



Mike Daisley, Chief Executive

Organisational excellence

Staff culture

9
MSC staff members

THE MSC WORKING ENVIRONMENT

We have invested in growing an awesome staff culture. With limited resources, we know our people are our greatest asset. In order to achieve excellence, we recognise we need a high functioning team. By prioritising our organisation culture, that's exactly what we've got.

For a team of nine people, we develop some amazing things. The quantity of these alone is staggering, but we're not just focused on that; the impact of what we do is always key. Planning, collaboration, project management and effective communication allow us to deliver exceptional quality in everything we do.

When we're super busy (and that's quite often) we need to be an effective team. We regularly use the phrase 'we need everyone', and we do. Our team administrator and accountant are just as important contributors to projects as our partnerships and communications manager.

To build and maintain an awesome culture, we've committed to spending time together, and not just in the office. Together we take time and head outdoors to local highlights. This allows us to connect as people not just as colleagues as well as walk in the shoes of those we're aiming to make safer.



Mountain Safety Council's organisational structure remains the backbone of 'how' we do what we do. Each platform complements and positively influences the others.



Above: The MSC team in action over the year.



Insights

A Hunter's Tale

A HUNTER'S TALE

A Hunter's Tale - A Deep-Dive into Hunting Incidents in New Zealand is the culmination of many month's dedicated insights work.

A Hunter's Tale represents the most comprehensive exploration of hunting participation and incidents in New Zealand. Building on the success of *There and Back* (2016), this publication represents the first in a series of comprehensive 'deep dives' and explores hunting and firearms safety through the presentation of key insights. *A Hunter's Tale* focusses on trends in participation, hunting related injuries, search and rescues as well as fatalities.

The data presented in this document provides a comprehensive evidence base that clearly identifies what is going wrong for hunters in the New Zealand outdoors. From this document there are several planned 'Issue Specific Advisory Groups' to better understand these hunting issues from a practitioner and recreation perspective. It's from this holistic perspective that interventions are created and delivered.

The insights in *A Hunter's Tale* have informed messaging this year, and can be seen throughout the hunting season collateral (Early Bird, Hunters Club videos) as well as print and digital executions. *A Hunter's Tale* is available to read and download via the MSC website under 'Insights' tab.

2,340+

Reads online to date

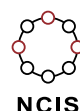
“This report represents a significant moment in our country’s collective understanding of the nature, scale and risks of hunting in New Zealand...”

- FORMER MINISTER DUNNE

“A Hunter’s Tale has resulted in a clear summary of critical information that enables decision makers to be fully informed when considering different risk mitigation options and work priorities.”

- ACTING SUPERINTENDENT MIKE MCILRAITH, OFFICER IN CHARGE, ARMS ACT SERVICE DELIVERY GROUP

Primary Insights/data partners:



Above: A Hunter's Tale launch

195,098

HUNTERS PARTICIPATING IN
NEW ZEALAND EACH YEAR

166,675
New Zealanders

28,423
International visitors

6

NZ HUNTING TYPES



Big game hunting



Game bird hunting



Pig hunting



Alpine hunting



Small game hunting



Night hunting





Insights

Sharing what we know



ANIMATED INSIGHTS

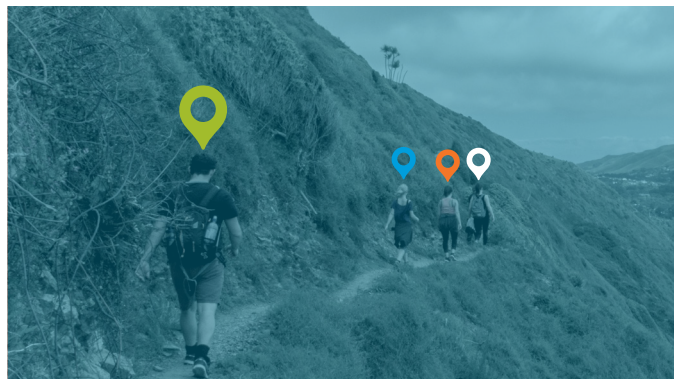
With *There and Back* (2016) as well as *A Hunter's Tale* (2017) successfully launched to the wider public, this project endeavours to bring the two dimensional graphics to life. We've contracted local studio Gusto to animate so as to draw attention to our insights from *There and Back* in an engaging and interesting way. The concept is a left to right screen slide – static screenshots of a moving image are to the left. The continual scroll helps to bring the images to life and the insights are animated and moving around the scene as the relevant image scrolls into frame.

This execution forms a key part of the digital content we're sharing with organisations that support outdoor safety, as well as on our various social media channels.

INSIGHTS IN MEDIA

Sharing our insights is a critical element of ensuring others can learn from them. The insights MSC generate help to form a factual view – often for the first time – of an activity, participation trend, location, time of year, demographic breakdown or incident trend. Each of these insight areas can then be used to confirm, refine or in some cases challenge commonly held perspectives, local knowledge or anticipated participation trends. These insights form the 'what's going wrong?' and are instrumental in collaborating with others to then establish the best intervention or suppression of the issue.

Because each of our partners interacts with the wider community in different ways, the relevant and important insights they take from our research can be quite different. Below are some of the ways that our partners are using these insights to inform and refine their role in promoting safe and enjoyable participation in the outdoors.



TARGETED MESSAGING WITH INSIGHTS

Using the power of our insights platform we're now able to target our messaging in a more focused way. Our incident data, in particular the injury data from ACC, allows us to tailor our messages in both print and online to better suit the target audience. It also allows the actual message to be in the voice of the target participant and crucially, at a time/place where they are able to be influenced to make a different choice or to see the situation in a different way.



THERE AND BACK ROADSHOW

There and Back was completed in the 2015/16 business year. In July and August 2016 we travelled to five locations across New Zealand to present these insights. Auckland, Central North Island, Christchurch, Aoraki/Mt Cook Village and Queenstown.

The roadshow was a method we used to share the insights with regional council members and partners. It also gave us a one on one chance to ‘unpack’ the various insights and key learnings from the research in a manner that was highly relevant to each location and the specific audience.

There and Back has enabled us to build new partnerships with places we’d previously had little relevance or connection to. Our insights have provided a platform for partners like DOC to become increasingly comfortable adding informed safety content to their website, and to include us in their business planning processes.

The insights included in *There and Back* have formed the ‘issues’ for our Issue Specific Advisory Function, which we’ll be launching over the next few months.

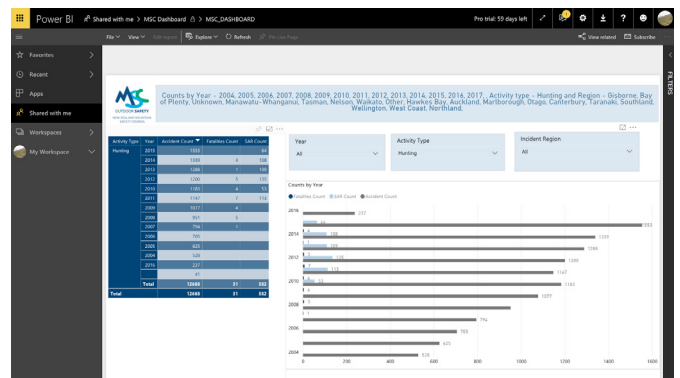
5
Hot spots visited

New Zealand Mountain Safety Council Advisory Function



ISSUE SPECIFIC ADVISORY FUNCTION

How do you solve a problem? Understand what it is, and how it happens, bring together a range of relevant experts from across different sectors, address the problem through a targeted solution and measure its effectiveness. In summary, this is the MSC’s Issue Specific Advisory Function process which we’ve spent considerable time building. With the documentation in place to guide the process and a list of problems identified through our insights we’ll be moving to kick-off the first of these groups in 2017/18 business year. Watch this space for some exciting developments.



POWER BI SYSTEM

This internal tool allows us to access the data we’ve collected for our insights projects and generate basic dashboard breakdowns in a time efficient way, ensuring we’re accessing and using the most up to date data to support our internal decision-making process. Our insights publications are perfect for sharing key findings with our partners but they’re based on an ever-aging data set and don’t allow for easy updating when the data sets are refreshed, this is where Power BI ensures we’re always working on the latest information.



Partnerships

Investing in others

OUR PARTNERS HAVE HELPED REACH KEY TARGET AUDIENCE GROUPS

MAINTAINING EXISTING AND BUILDING NEW PARTNERSHIPS

Partnerships are about more than just working in collaboration with others – actually doing things together is the easy part of the equation. The real challenge is building and maintaining a culture of partnership, one where shared value underpins ‘why’ we’re working together, and ‘what’ we achieve together is merely a result of that shared value being realised.

Partnerships are now and will continue to be a fundamental part of how we do things at MSC. Because of this, the focus for the last 12 months has been about spending as much time as possible with those partners (both existing and new) who have clearly aligned shared values. Time together builds understanding, it ensures relevance, improves communication, contributes to a deeper knowledge of each other’s worldview and most importantly it establishes trust in the people, the brand and the intentions of each partner. Spending time together can’t be underestimated, and we’ve focused on maximising all our resources to enable this. You’ll see on the following page how we’ve attempted to quantify what this resulted in. But of course, these numbers, the hours spent with partners, the number of flights, kilometres driven and coffee consumed are merely simple metrics of ‘what we did’, they don’t answer ‘what was achieved’, and that is always the most important question to answer.

Over the following pages we’ll delve deeper into ‘what was achieved’ through exploring some of the key projects and their reach, which have been possible because of the partnership culture we have built.

The success stories featured through the following pages are not just about the MSC achieving results; it would be wrong to say that these outcomes would be possible by working alone. The success of these is as much a reflection on the partners involved, and most importantly they’re the outcome of a simple equation where culture, shared value, and participant centric thinking align perfectly.

Congratulations to our Council Members, partners, their staff and volunteers for making these success stories possible.



Top to bottom: 2016 winter season avalanche forecaster’s workshop, MetService Annual Report, Partner workshop for Project Scroggin - Tramping insights publication.

SO HOW DID WE DO IT ALL? HERE IS (ABOUT) ONE YEAR'S WORTH OF EFFORT

15,700+Km
Flown to meetings

1,087L
Coffee consumed

50+
Partners engaged

4,700+Km
On the road to partners

1.14M
Participants each year

182+
Face to face meetings

287hrs
Talking to partners
via phone/Skype

Thanks to our partners and funders for making it all possible.



Partnerships

What they have to say



NZ POLICE

Trusted and effective partnerships produce the required conditions for successful initiatives. These partnerships aren't just between government agencies and NGO's. Organisational partnership in an outdoors context are interdependent relationships and are highly sophisticated. They can be compared to the partnership a passenger has with the pilot when they fly in an aircraft. After all, you get on the plane to go from one place to another, to enjoy the experience, and do it safely, much like when you take your family and friends into the outdoors.

The 16/17 business year marks yet another hugely successful one for the MSC / Police partnership. Several years ago MSC and Police identified an opportunity to change the way this partnership delivered results to our community. It is pleasing to be associated with a sector partner who, like Police, remain focused on shifting the goal from 'what to do when things go wrong' to 'preventing things going wrong in the first place.' Both organisations share a common tactic that the most effective initiatives are achieved this through a strong evidence base. To this end, the Insights work by MSC continues to be ground-breaking. Police continue to start the safety in the outdoors conversation with MSC's 'Insights' work and continue to encourage all those accessing the outdoors to look at MSC work.

The challenge remains for us all to continue developing a 'reflective' culture in our outdoors community, one where preparing to be safe in the outdoors is as accepted as 'pilots doing pre-flight checks.'

- Nicholas Brown, Manager Command and Emergency Management



DEPARTMENT OF CONSERVATION

DOC's partnership with MSC continues to go from strength to strength. The more we do together, the more potential we're seeing in the partnership to use the strengths of each organisation to achieve our respective and mutual goals. We know we both have a shared commitment to keeping people safe in the outdoors and what we'd really like to do is bring others along with us to create a much stronger collective impact in this space. Our partnership with MSC is proof that we can do so much more together than we can alone.

- Harry Maher, Director, Health and Safety



AUCKLAND COUNCIL

Auckland Council has begun partnering with the New Zealand Mountain Safety Council and has moved to align its key outdoor safety messages to those of MSC. These messages will be rolled out across marketing collateral including print, web and social media. In doing so, we will be making visitors more aware of the outdoors, the risks and reinforcing the message around being prepared. The MSC has produced a number of targeted activity guides that Council will use.

- Tony Oliver, Principal Ranger



WATER SAFETY NZ

As a like-minded public safety agency, Water Safety New Zealand values highly its working relationship with the Mountain Safety Council. As well as a shared responsibility for saving lives and reducing injuries, both agencies are charged with leading sector-based preventative approaches. This year, through a positive working relationship, my team and the MSC have shared learnings and lessons on how we can work more productively with our respective partners to get the job done.

WSNZ and MSC also have in common the need to think and act more smartly when, in the absence of direct government funding, cost pressures reduce our ability to deliver all the known and needed solutions. MSC have led the way in the use of integrated sector data to produce the 'state of the nation' report There and Back. A Hunter's Tale then took a deep-dive into what the data can tell us about how to intervene to reduce harm. WSNZ is embarking on a similar, ambitious, data driven insights programme. The MSC team have provided valuable guidance and practical advice as we have developed our approach.

Both agencies are looking into an exciting future using social marketing tools to deliver measurable and positive attitudinal and behavioural change. This new direction is strongly evidence-driven, data savvy and engaged with emerging technologies. This will provide sharper, more cost-efficient insights into our respective public safety problems. It will also help develop new solutions that will save lives and prevent injuries, on the New Zealand mountains and in our waters.

- Jonty Mills, Chief Executive



ACC

Through MSC's continued leadership in the insights work, coupled with the sector's response to the insights, it is hoped that many New Zealanders and visitors can continue to enjoy outdoor recreation free from serious injury.

- Kirsten Malpas, Senior Injury Prevention Specialist



METSERVICE

MetService's partnership with Mountain Safety Council has enabled us to have direct input into important public resources, such as Outdoor Activity Guides and the Get Outdoors Planning Essentials video series. We've also been in on the ground floor of some exciting new initiatives – something that is only possible because of the close understanding and public-good objectives shared by our two organisations.

- Jacqui Bridges, General Manager Corporate Affairs

100% PURE NEW ZEALAND

TOURISM NZ

Working with MSC has meant we are increasing the accuracy, relevance and utility of the safety information provided to visitors via our key channels such as newzealand.com for popular New Zealand activities like walking and hiking. Ultimately our partnership is ensuring a better experience for international visitors to New Zealand and we expect it will continue to do so.

- Tony Rogers, Special Interest Marketing Manager



CORONIAL SERVICE NZ

In circumstances where a coroner is conducting an inquiry that relates to a death that appears to have arisen out of recreational participation in land-based outdoor activities, and in order assist with the inquiry findings, a coroner may decide to commission a report from the Mountain Safety Council. As a group of experts in the field, coroners recognise the MSC are a valuable source of information when investigating the cause of and circumstances of such deaths. Throughout 2016/17 the MSC have assisted in six coronial investigations. The MSC are generally asked for an opinion as to the cause of death and whether they would recommend any safety improvements in order to prevent or reduce the risk of such deaths occurring in future.

- Harry Johnson, Manager Justice Services



FISH AND GAME NZ

The initiative to produce a dramatic video on game bird hunting safety was a good one and something Fish & Game was happy to be involved in. The need for such an education programme was driven home during the opening weekend of the 2016 game bird hunting season when several of our licence holders were injured in a very short time. That prompted a tsunami of calls from the media, highlighting the reputational risk for Fish & Game if it didn't act and do something to improve the situation and ensure the safety and wellbeing of its licence holders. Luckily, the Mountain Safety Council was thinking along the same lines and the idea of a safety video was born.

- Don Rood, Communications Manager



RED STAG TIMBER HUNTER'S CLUB

Working closely with the team at the Mountain Safety Council has been a very rewarding experience for the entire Hunters Club team. Within our series, one of our aims is to encourage Kiwi's to get into the great outdoors and experience all the wonderful things we have on offer. However, this brings with it the worry that perhaps some keen young adventurers might end up biting off more than they can chew in trying to replicate the missions portrayed within the show, so the partnership with MSC allows us rest easy in the knowledge that we're doing our part to educate as well as entertain.

Even though most of our guys are hugely experienced outdoorsmen, they all came away from the experience of working with the MSC having learned some valuable information that will hold them in good stead for future trips. The often surprising statistics provided to us within A Hunter's Tale really did hit home, and made our task of creating the content used in the safety videos a relatively straight forward process - the stats that jumped out and 'scared' us were the ones that had the most effect to our viewers as well.

The insights from A Hunter's Tale were laid out in a clever and concise manner, with clever use of graphics and a modern layout that was easy to follow. The fact we could adapt this style into the video content we produced made my job a great deal easier as well, requiring very little 'back and forth' once the initial template was established.

All in all, it's been a very rewarding partnership that I feel has strengthened both parties, and we look forward to finishing our the series with the Night Shooting and Small Game Hunting Clips.

- Dave Shaw, Producer



NZ MOUNTAIN GUIDES ASSOC.

MSC have had a solid presence in the outdoor sector this past year. Following on from their Insights work they have produced a video series highlighting the relevant learnings from the various disciplines, with the Tramping series currently in its pre-production phase.

The Alpine Conference held in Christchurch was a hugely successful event that the MSC organised, broadening the scope to include activities beyond the snow industry was a sound move as it allowed for wider involvement from other mountain related industries and people, resulting in far greater reach and engagement across the alpine world.

The Avalanche Advisory has been a credit to the MSC this winter, particularly over an extended period a number of regions had a problematic snowpack, and many outdoor users were relying critically on the information provided by NZAA.

MSC is moving with the times and utilising some technology tools in order to better reach its audience. This is what will keep the MSC relevant and engaged going into the future, which looks to be in good hands. Great work team!

- Jane Morris, President



SCOUTS NZ

SCOUTS New Zealand and the Mountain Safety Council continue to collaborate through the collaborative partnership with other not-for-profit youth organisations. This allows for aspects of good practice to be discussed and the development of new resources with mutual benefit to all of the collaborating organisations.

On top of the highly successful Outdoor Leader NZQA level three training that has now concluded, Mountain Safety Council continues to provide training material and information resources of the highest quality focused on the New Zealand environment suitable not only for adult leaders but importantly, for delivery to our youth members.

The comprehensive Outdoor Activity Guides and the new E-Learning Tools enable the outdoor safety messages to be focused and relevant to the SCOUTS New Zealand audience.

- Alex Warriner, Health and Safety Advisor



Partnerships

Achieving with others

114,900+

Facebook audience across retail channels

BUILDING OUTDOOR SAFETY RETAILER PARTNERSHIPS


Three major New Zealand outdoor retailers – Torpedo7, Macpac and Bivouac – have all officially signed on to the ‘Outdoor Retail Safety Partnership’ driven and led by MSC. Each of the retailers has committed to a two year project plan with several short term (<6 months) medium term (<12 months) and long term (12–24 month) projects to complete in collaboration. A ‘Statement of Intent’ document has been signed by all the retailers at an SMT level to ensure the longevity of the partnership exists outside of any unforeseen staff movements.

The first items in these stores are simple cards at the point of sale that prompt a discussion about trip planning as referenced in the ‘Outdoor Safety Code.’ Several signage executions have also been delivered. Long term, MSC’s ‘Plan My Trip’ tool is scheduled for a public trial in selected stores as an iPad (or similar) powered kiosk. The trip plan itself as well as the trip recommendations and packing list are seen as highly valued items from the users and the retailers. With scope to grow beyond these three retailers in future years, this project has now been elevated to qualitative conversation, staff training has been made a priority for the foreseeable future. MSC is then able to positively influence the staff and showcase our insights, tools, resources and expertise on an annual basis.



29

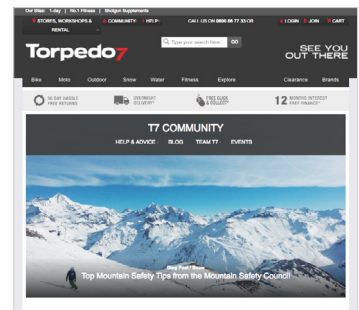
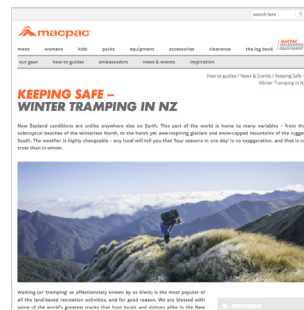
stores across NZ with our material so far

“...We want people to jump in and explore, to have great adventures, but to do that in a way that ensures they get home in one piece...” 

– NADIA SCOTT, MACPAC MARKETING MANAGER

“Not only do we supply top New Zealand and international brand outdoor clothing to our customers, but also technical equipment necessary for safe participation in numerous outdoor pursuits...” 

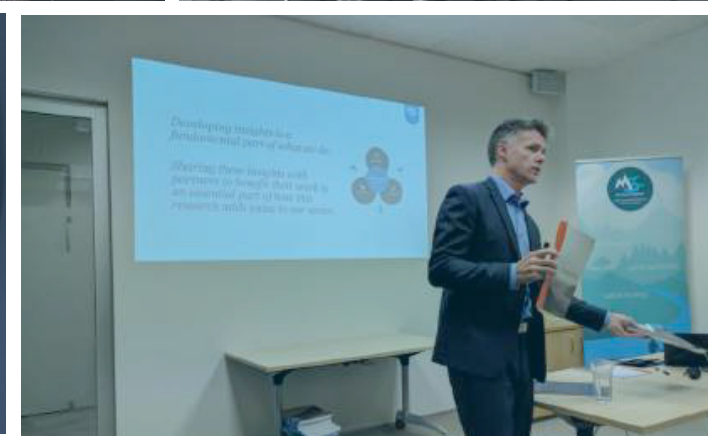
– WAYNE MARTIN, BIVOUAC OUTDOOR COMPANY DIRECTOR



Top to bottom: MSC messaging in a Bivouac Outdoor store, Winter Tramping blog with Macpac and a Top Mountain Tips with Torpedo7.

“-See you out there- is our tagline and the cornerstone of everything we do. We are passionate about doing all we can to support the safety of our customers and we’re looking forward to using our store network and channels to be able to reinforce these important messages.” 

– SONYA WILKINSON, TORPEDO7 MARKETING MANAGER



Top to bottom: Behind the scenes of our *Early Bird* video, filming our *Get Outdoors* videos at MetService, Queenstown regional presentation of *There and Back*, Travelling south to connect with partners, national presentation of a *Hunter's Tale*, *Backcountry Mountainbiking Activity Guide* workshop, posing at SHAC 2017



Partnerships

Achieving with others

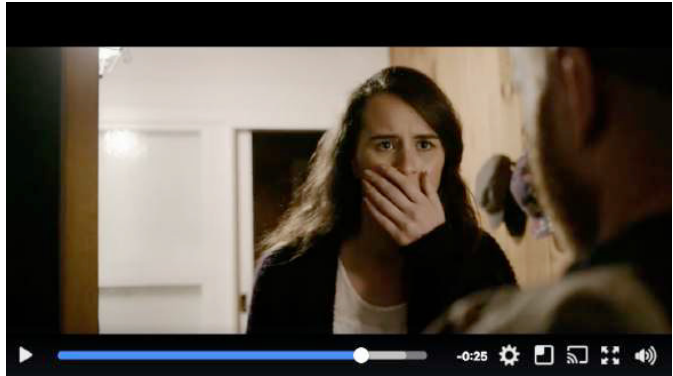
PREVENTING A PEAK IN INCIDENTS (EARLY BIRD)

Reaching and influencing duck hunters has been an ongoing challenge for many organisations. This year, on the back of the clear insights developed through 'A Hunter's Tale', we produced a hard hitting video to raise awareness prior to opening weekend.

This video was intentionally pitched at the wives, girlfriends, mates, sisters and brothers of duck hunters.

The strategy was to engage them emotionally by demonstrating – without any blood and guts – the consequence of an accident in the maimai. Early Bird's climactic scene shows the friend of one of the hunting trio fronting up to the house to break the news that there was an accident and he was at hospital.

Early Bird was our top performing video of the business year. Encouragingly, the behaviour we sought came to pass. We had over 146,000 views across Facebook and YouTube as well as over 265 people and Facebook pages sharing this video. These shares are particularly important as they indicate that the video is so relevant that they felt compelled to support the message and share it far and wide.



146,000+

Views on social media to date

“The immediate success of the video has been gratifying, even more so when my phone didn't ring once during the opening weekend of the 2017 season with journalists looking for a response to gamebird hunting injuries...”

- DON ROOD, FISH AND GAME COMMUNICATIONS MANAGER

Partners involved:



INSIGHTS AND PARTNERS HELP US TO DRIVE EFFECTIVE MESSAGING

39

new videos created this year with our partners

ENGAGING WITH YOUTH AUDIENCES (GET OUTDOORS VIDEOS)

Safety resources have the biggest uptake when they're relevant to a target audience and delivered via a channel that audience engage with. Engaging youth with safety information is no different, and requires a unique approach when compared to targeting other demographics. The 29 videos in the Get Outdoors series were designed to connect with 14-16 year olds, and this target audience were central to the series development. During the storyboard, scripting and content development stages we facilitated focus groups with many different groups of youth to understand what material they engaged with, what style and tone we'd need to use to ensure relevance (and maintain interest) and who/how the presenters interacted on screen. Numerous partners were involved and supported the project through many different avenues, ultimately these partners helped to ensure relevance to the target audience and significant distribution channels to many thousands of their members and their families.

The series has continued to be a huge success, and in addition to its primary objective of targeting youth, feedback from adults is equally as positive.

“Jordan and Abby have a great chemistry and really get the messages across about being safe outdoors!”

– SCOUTS NEW ZEALAND YOUTH MEMBER

“I love the get outdoors videos, I've watched them all and I certainly feel better informed about safety for times when I'm out with the group, in the great outdoors.”

– SCOUTS NEW ZEALAND YOUTH MEMBER

208,000+

Views on social media to date



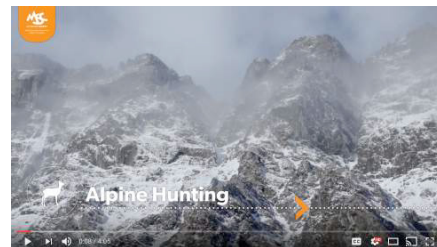
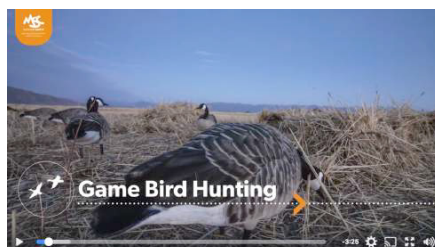
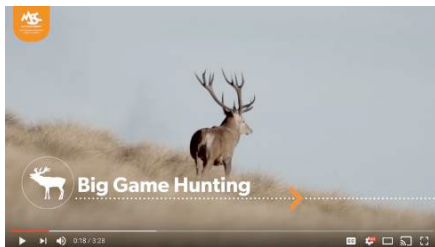
Partners involved:





Partnerships

Achieving with others



HUNTING INSIGHT SERIES

In partnership with The Hunter’s Club, MSC commissioned a series of insights focused videos that targeted the styles of hunting explored in ‘A Hunter’s Tale.’ The Hunters Club brought high production capability, extensive hunting expertise, recognisable hunters who are respected in the hunting community and a strong following from their Prime/Sky TV show now into its second full season.

With collaboration from Fish and Game as well as NZ Police, this series has been hugely successful. Each of the videos are distinctly different and the presenters are able to speak directly to their fans and fellow hunters about safety as a function of good planning and decision making as well as sensible firearms use that follows the New Zealand Arms Code.

These videos form a key component of the content MSC require to bring the insights to life. Contextualising the most important insights has proven to be an effective and engaging way to broach an often uncomfortable conversation about hunting behaviours and their impact on hunters and their families.

103,425

Views on social media
(March 14 – June 30th)

Partners involved:



NZ AVALANCHE ADVISORY PROMOTIONAL VIDEO

Produced in partnership with Skills Active this video is a key promotional tool for the NZAA. We collaborated on this video with a wide range of partners, ski field staff, snowsport professionals and Hon Minister Barry.

The aim of the video is to show support from the wider community for the NZAA as an integral part of going ‘backcountry’ in New Zealand. It was primarily designed as social media content and was widely viewed – 27,000+ views – and was highly shared by the snowsport and alpine sector. It is also uploaded to YouTube for embedding into websites.

27,000+

Views to date

Partners involved:

- NZ Recreation Association
- William Pike Challenge Award
- Department of Conservation
- MetService New Zealand
- Skills Active
- Coronet Peak
- Pete Oswald
- Ruapehu Alpine Lifts
- Erik Bradshaw
- Broken River Ski Club
- Mt Hutt
- Aspiring Guides
- Adrift
- Alpine Guides
- Adventure Consultants

WE HAVE PRODUCED SOME AMAZING WORK WITH OUR PARTNERS

80+
Skype and calls to partners



SIKA SHOW

Widely recognised by the New Zealand hunting community as the major hunting specific trade show, the Sika Show attracts over 4,000 hunters and industry figures. Eclipsed only by Field Days – which is principally about rural issues and technology - the Sika Show's reputation as an influential show remains a key event for MSC to attend.

Mountain Safety Council had a stand and was able to positively and directly engage hunters of all ages. We were also able to connect with notable and influential figures and business owners over the weekend. Our insights document '*A Hunter's Tale*' was in the process of being completed at the time and there were several questions that hunters had that made it into the final document.

4,000+
Attendees to each Sika Show



FIREARMS SAFETY LECTURES

The last 12 months have been an interesting time for our delivery of firearms safety lectures. After completing our review of the current delivery model, and submitting this to NZ Police, there hasn't been any movement towards making changes and 2016/17 was completed without any changes to the delivery approach. This delay has been due to NZ Police requesting more time to make a decision regarding the future model, and need to progress via a tender process. MSC agreed to extend its delivery using the same approach until end of June 2018, giving NZ Police time to implement the tender process.

Despite this period of flux and uncertainty many of the existing volunteer instructors stayed committed to delivery with MSC, while a small group transitioned to direct NZ Police oversight. In total, a minimum of 524 safety lecture courses were delivered with a minimum of 8,615 people attending.

524+
Lectures delivered



CORONIAL REPORTING

Our partnership with the Ministry of Justice Coronial Services Unit (CSU) is a fitting example of a shared value approach where our work compliments each other's. The MSC is part of a small group of organisations who have access to Coronial data, which is used as part of our Insights projects. The MSC support Coroners by providing detailed expert accident reports, which are used as key evidence during Coronial inquests/findings, this year the MSC submitted 6 reports. Additionally, the MSC provides the CSU with a true prevention partner, with the ability to implement Coronial recommendations.

6
Expert reports



Partnerships

Achieving with others



TRAIL RUNNING ACTIVITY GUIDE

Our *Outdoor Recreation Activity Guide* series has expanded with the development of a Trail Running specific resource.

This resource is the first of its kind in NZ, while there are Trail Running resources that assist participants with where to go, there hasn't been anything focused around Trail Running safety, until now.

Participation data trends suggest that the popularity is likely to keep rising. Many of NZ's tramping tracks are suitable for Trail Running and therefore it's very easy to get into the backcountry, and become exposed to many of the same hazards that trampers, hunters and climbers experience.

This resource, like the others in the series, uses the outdoor safety code to provide contextualised safety information specific to Trail Runners. Key to this resource was the inclusion of many notable trail runners who provided expert content, real life stories and top tips to ensure the currency, relevance and usefulness of the publication. This also provided MSC with some unique distribution methods, unlike traditional outdoor recreation activities trail running has developed during the digital age and most of today's clubs are online social networks with dedicated 'digital' space for connecting and sharing.

MSC tapped into these communities and involved them in the development and distribution of this resource. The result of this was a staggering 3,000+ reads and more than 72,000 people reached on Facebook from our single post within the first 12 days.

4,700+

Reads online to date

Partners involved:



and 12 trail runners and industry experts.



BACKCOUNTRY MOUNTAIN BIKING ACTIVITY GUIDE

Our Outdoor Recreation Activity Guide series has expanded with the development of a Backcountry Mountain Biking specific resource.

Like the Trail Running version, this resource is the first of its kind in NZ. Backcountry Mountain Biking participation has been steadily increasing in recent years especially with the development on new national Cycle Trails.

Backcountry Mountain Biking tracks, like the Old Ghost Road, and the ability to now ride on an increasing number of DOC-managed tramping tracks, like the Heaphy Great Walk, have contributed to this growth.

This resource, like the others in the series, uses the outdoor safety code to provide contextualised safety information specific to Mountain Biking in the Backcountry.

Also like the Trail Running Guide a cornerstone of this resource was the inclusion of many notable Mountain Bikers who provided expert content, real life stories and top tips.

2,500+

Reads online to date

Partners involved:



and 14 mountain bikers and industry experts.

141

Delegates attended
this year's SHAC

SOUTHERN HEMISPHERE ALPINE CONFERENCE

The biennial Southern Hemisphere Alpine Conference, formerly the Southern Hemisphere Avalanche Conference, broadened its focus to alpine snow environments, and brought together New Zealand and international delegates interested in helping to shape the future of alpine snow safety.

We widened the scope of the SHAC this year to allow the community to positively influence a wider range of alpine recreation users. One of our roles within the alpine community, as MSC, is to facilitate open and creative discussions about the often-unique challenges faced across the sector. The SHAC provided a mechanism for developing a better understanding regarding what causes alpine incidents.

Conference partners:



“It was a well-run and very professional conference; the team did a great job. A big step up, well done” – 2017 SHAC DELEGATE

RUAPEHU ALPINE LIFTS

The Southern Hemisphere Alpine Conference 2017 held in Christchurch was a real success from the standpoint of a key stakeholder and partner in the industry. Ruapehu Alpine Lifts sent 6 delegates down to the event from the safety services teams (ski patrol) and we all brought a lot of value back to our workplace. The key change this year was the broadening out of the focus to include not just avalanche related issues but alpine safety issues in general.

One of the key standout topics was the concept of ‘strategic mind sets’ presented by Roger Atkins, a Canadian Heli Ski guide with many years of experience in the field. I think the whole conference delegation found this topic a very useful one and am sure that most if not all of us went back to our workplaces and applied this thinking in some way or another. As always, the weekend was a good opportunity for ‘networking’ as all the old friends from the industry come back together and the anticipation of a new and exciting season ahead is shared as well as a few good stories. The team at NZMSC managed to bring together a really powerful line up of presenters and topics which added value to the investment that employers and individuals make to attend. We are all eagerly looking forward to the next one already!

Andy Hoyle, General Manager





Messaging

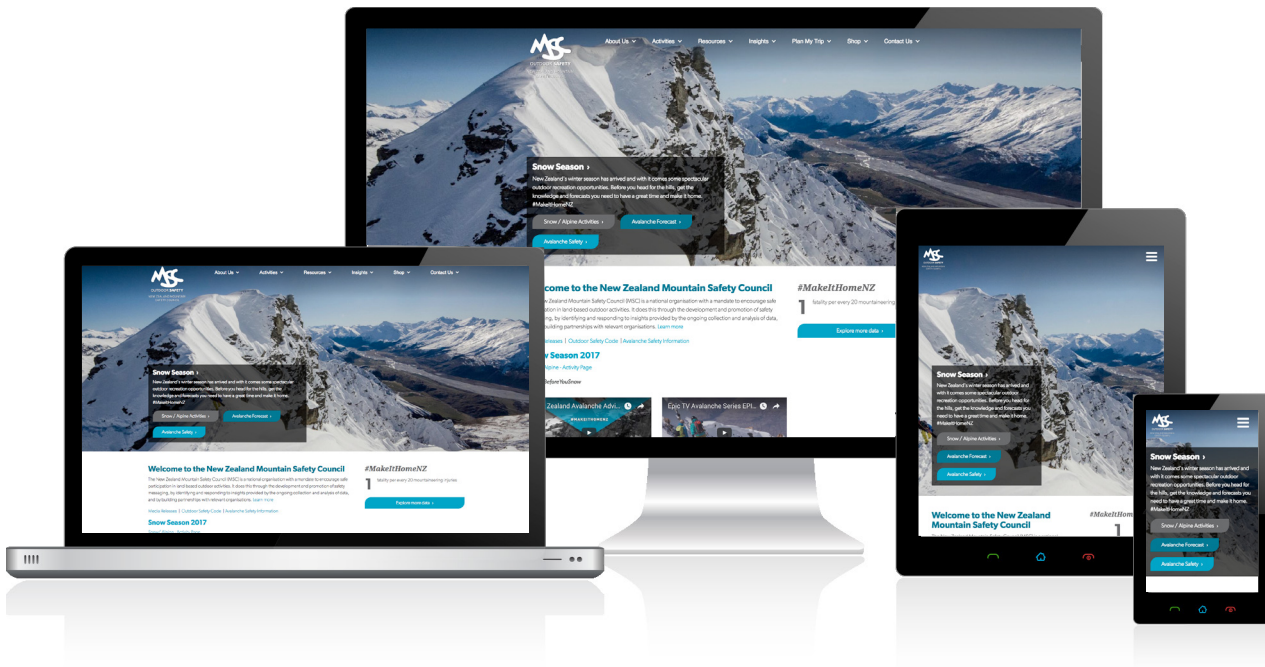
Participant-centric thinking

PUTTING THE PARTICIPANT FIRST

Launched April 2017 our new website was over six months in the making and has proven to be a successful update. The site was launched on time and on budget and has received praise from the wider community about the ease of use and mobile friendly design.

With a refocused layout, we endeavored to put the participant first. We completely overhauled the content and layout. As a consequence of this we've condensed several pages and others have been re-written or updated by MSC staff with consultation on content from our partners and member organisations.

The overarching methodology was to curate and collate the relevant content – tools, resources, insights, hints, tips and images - for each activity for the participant. We wanted to help all participants find the relevant content on one page - 'Day Walking' for example - rather than have to dig through several pages.



Above: Our website across various digital platforms. Stay tuned as we update the home page according to the seasons.

See our new website

www.mountainsafety.org.nz

WE WANT TO MAKE INFORMATION EASY AND ACCESSIBLE

115+
resources available
on our website

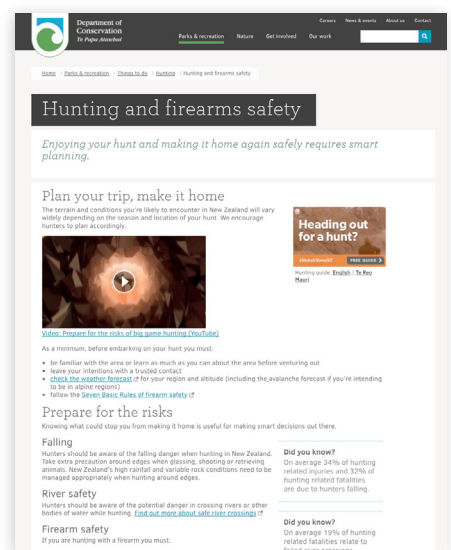
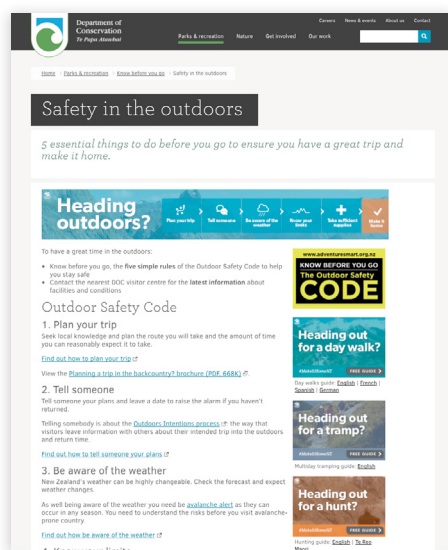
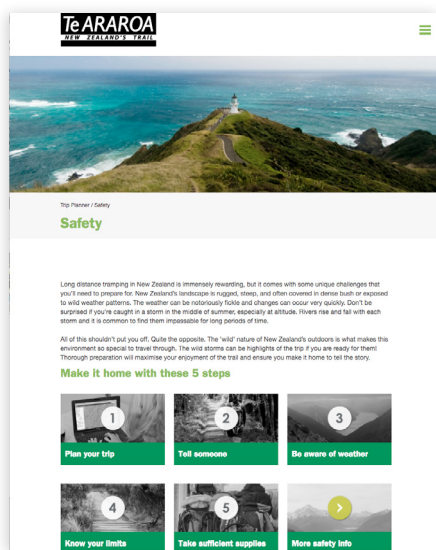
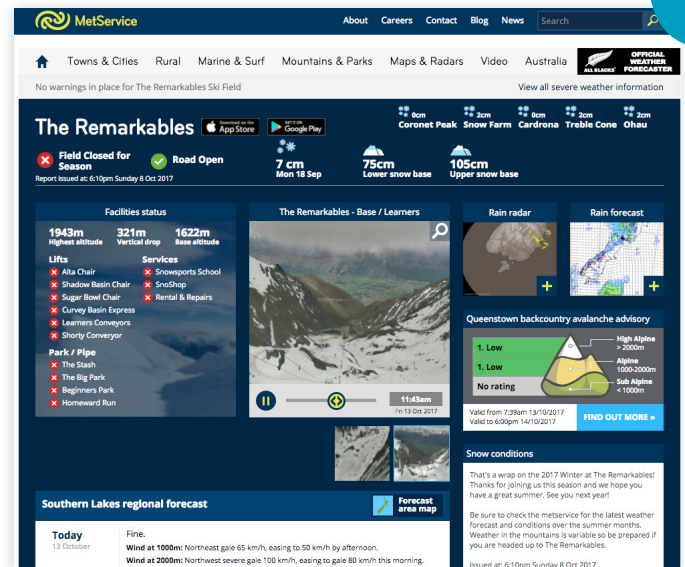
PLUGGING IN SAFETY

We have a simple philosophy when it comes to connecting people with safety information – place it where people already go rather than try convert them to visit our site.

This philosophy provides the template for ‘Plugging safety in’ to our partners channels, with a primarily digital focus. Ensuring that information is relevant to the participant journey is also crucial, and that requires a deep understanding of how people search for information and what they need at the various stages of their dreaming, booking, planning and doing phases.

The NZ Avalanche Advisory (NZAA) is a great example of this approach, during the 5 months to 24 November 2016 there were more than 2.5million page views and more than 800,000 sessions on the MetService website pages that contained the live NZAA feed, meanwhile we’ve maintained traffic to the NZAA site itself. This is a huge reach that’s only possible through a strong shared value partnership.

2.5M+
views on the MetService pages
that our NZAA appears on



Above left to right: Te Araroa Trail outdoor safety page and DOC website outdoor safety sections.



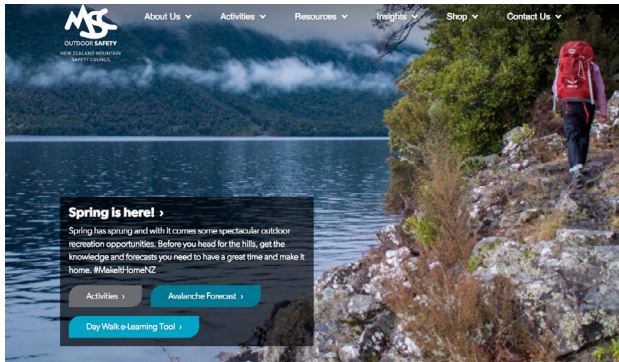
Messaging

Digital presence

“Avalanche safety relies on effective systems and the NZAA is an essential part of this.”

– ANNA KEELING, IFMGA GUIDE

MOUNTAINSAFETY.ORG.NZ



Welcome to the New Zealand Mountain Safety Council

The New Zealand Mountain Safety Council (MSC) is a national organisation with a mandate to encourage safe participation in land-based outdoor activities. It does this through the development and promotion of safety messaging, by identifying and responding to insights provided by the ongoing collection and analysis of data, and by building partnerships with relevant organisations. [Learn more](#)

Media Releases | Outdoor Safety Code | Avalanche Safety Information

Spring Season 2017

#MakeItHomeNZ

338

Avg no of trampers involved in search & rescue p/a

[Explore more data](#)

60,813

Total unique website users
(1 July 2016 - 30 June 2017)

1%

Decrease in users since previous period

75%

Are new users

80,226

Sessions
(1 July 2016 - 30 June 2017)

1%

Decrease in sessions since previous period

AVALANCHE.NET.NZ



42,003

Total unique website users
(1 July 2016 - 30 June 2017)

26%

Decrease in users since previous period

40%

Are new users

100,826

Sessions
(1 July 2016 - 30 June 2017)

15%

Decrease in sessions since previous period

*N.B. MSC web strategy prioritised putting our resources in partner channels in the 2016/2017 business year. The strategy was maintenance only.

Unique website users - Number of users who have at least one session, includes both new and returning visitors.
Sessions - Number of times a user is actively engaged with the website.
Metrics cover 1 July 2016 - 30 June 2017 and do not reflect current statistics of our channels.

OUR OVERALL ONLINE REACH HAS INCREASED THROUGH EFFECTIVE USE OF CHANNELS AND PARTNERS

ISSUU.COM



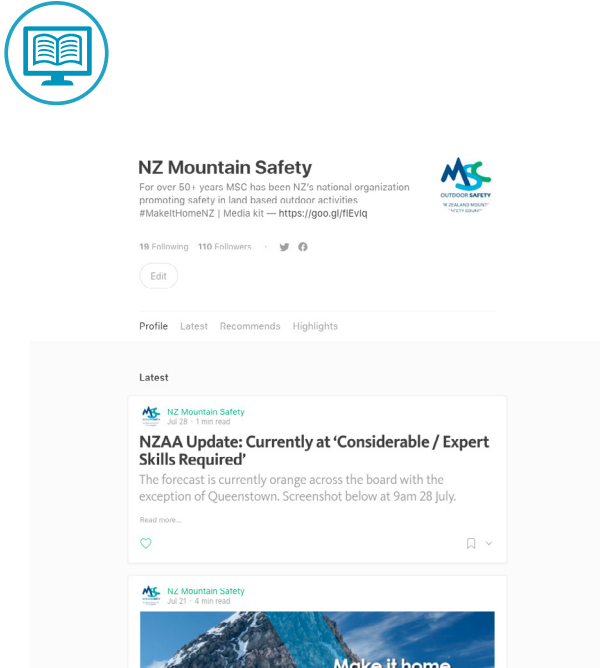
26,324
Total reads
(1 July 2016 - 30 June 2017)

106,863
Total impressions
(1 July 2016 - 30 June 2017)

Previous period (1 July 2015 - 30 June 2016)	Current period (1 July 2016 - 30 June 2017)
75% Desktop reads	51% Desktop reads
25% Mobile and tablet reads	49% Mobile and tablet reads

707%
Increase in reads since previous period

MEDIUM.COM



4,934
Blog reads
(1 July 2016 - 30 June 2017)

10,098
Blog views
(1 July 2016 - 30 June 2017)

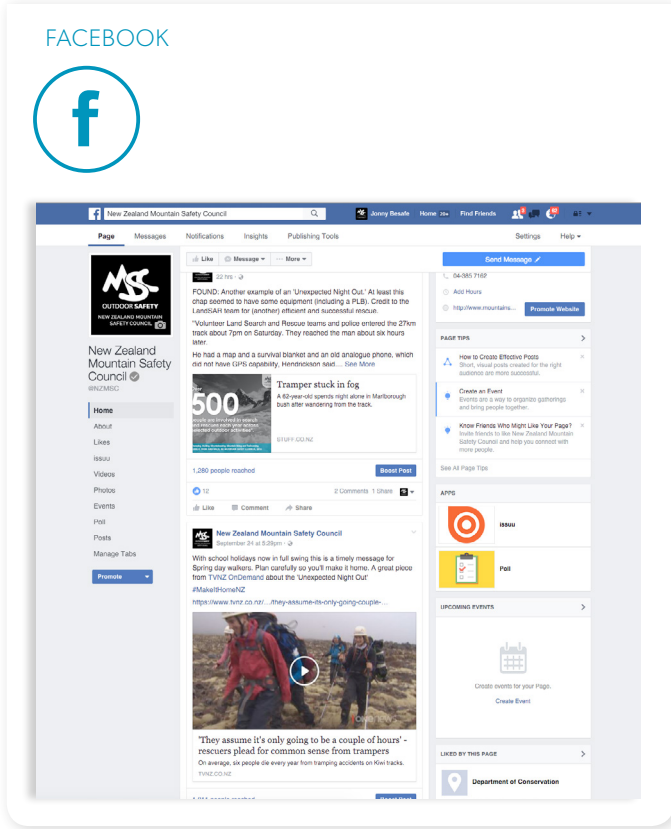
35
Published blogs
(1 July 2016 - 30 June 2017)

Medium views - Number of users who clicked on a story.
Medium reads - Estimate number of viewers who read the entire story.
Metrics cover 1 July 2016 - 30 June 2017 and do not reflect current statistics of our channels.

ISSUU reads - Number of users who read the publication for more than 2 seconds.
ISSUU impressions - Number of times the publication has appeared in someone's feed.
Metrics cover 1 July 2016 - 30 June 2017 and do not reflect current statistics of our channels.



Messaging Social presence



22,049

Total page likes on Facebook
(as at 30 June 2017)

7,516,406

Impressions on Facebook
(1 July 2016 - 30 June 2017)

70,441

Link clicks
(1 July 2016 - 30 June 2017)

273,000

Video views
(1 July 2016 - 30 June 2017)

Increase since
previous period
(as at 30 June 2017)



NZMSC

99%
Page likes
442%
Engagement

12,248
Total page likes as at
30 June 2017



NZMSCAlpine

61%
Page likes
249%
Engagement

5,260
Total page likes as at
30 June 2017



NZMSCHunting

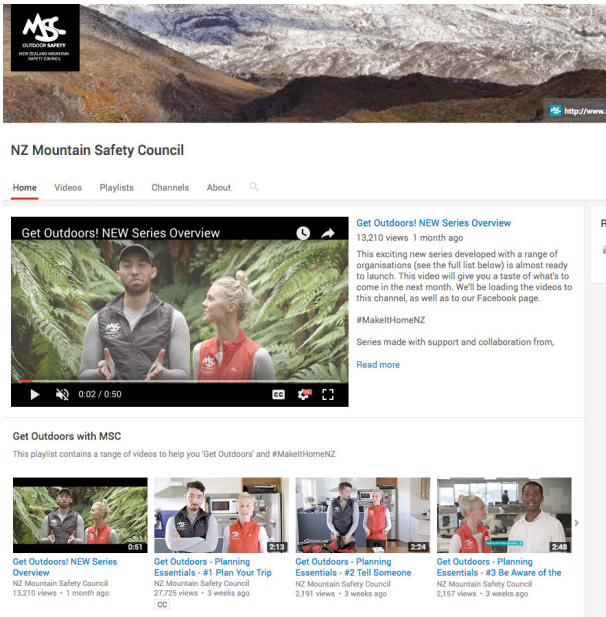
134%
Page likes
485%
Engagement

4,541
Total page likes as at
30 June 2017

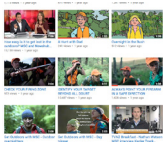
OUR ONLINE SOCIAL COMMUNITY HAS EXPANDED SIGNIFICANTLY

40%
Facebook audience are 25-30 years old

YOUTUBE



ONGOING REACH OF OUR VIDEOS



- Firearms Safety Rules: **12,498 views**
- Epic TV Series: **6,896 views**
- Outdoor Safety Code: **26,965 views**
- Get Outdoors with Macpac: **35,893 views**
- Both Sides of the Fence: **829 views**

39

New videos uploaded
(1 July 2016 - 30 June 2017)

399,628

YouTube channel video views
(1 July 2016 - 30 June 2017)

TWITTER



536,717

Twitter impressions
(1 July 2016 - 30 June 2017)

NZAA FORECASTING ON TWITTER

We utilised Twitter for a quick and shareable message of the NZAA conditions daily forecasted over the season.



Twitter Impression - A tweet of ours appears in the feed of Twitter users. **Metrics** cover 1 July 2016 - 30 June 2017 and do not reflect current statistics of our channels.



Messaging Media

MEDIA RELEASES

Our media releases are launched through iSentia, a professional service with updated contact lists. Typically these releases are sent to 150+ newsrooms, reporters and key contacts. iSentia also have a media monitoring service which we use alongside our own methodologies. We had a total of 24 releases in the 2016/17 year.

We also add our releases to our Medium blog for two main reasons. Sharing online via Twitter boosts our Google ranking by making our keywords and content easier to find. By sharing online they are then in a format that is easy to share, link from and embed content like our videos. Media engagement via Twitter is significant, and we make every effort to facilitate the uptake of our releases in places the media are looking for stories.



Lachlan Forsyth tries to get hypothermia so you don't have to.

NZ Mountain Safety Council
Subscribed 114

1,418 views



Every year at least six people embark on a journey into New Zealand bush and never make it home.

And with tourism on the rise, more people are now walking the country's most beautiful

Considerable risk of avalanche on Mt Taranaki, Mountain Safety Council warns

DAVID BURROUGHS

Last updated 19:50, August 1 2016



Grant Mathew

Heavy snow over the weekend has raised the avalanche risk on Mt Taranaki and prevented Manganui aki field from opening.

NEW ZEALAND

news now 'They assume it's only going to be a couple of hours' - rescuers plead for common sense from trampers

Sat, Sep 3 Share Facebook Twitter Google+ Email Source: news

Emergency services and search and rescue officers are appealing for common sense from trampers tackling New Zealand's rugged terrain after spate of serious incidents in the past few months.

MIKE DINGLEY MOUNTAIN SAFETY COUNCIL ONE NEWS

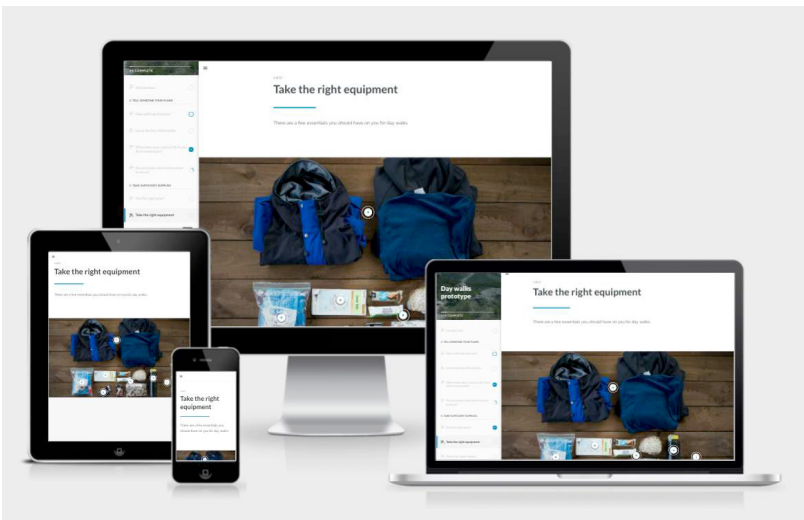
Messaging

Digital resources

150+
newsrooms directly receive
our media releases

REWORKING OUR RESOURCES

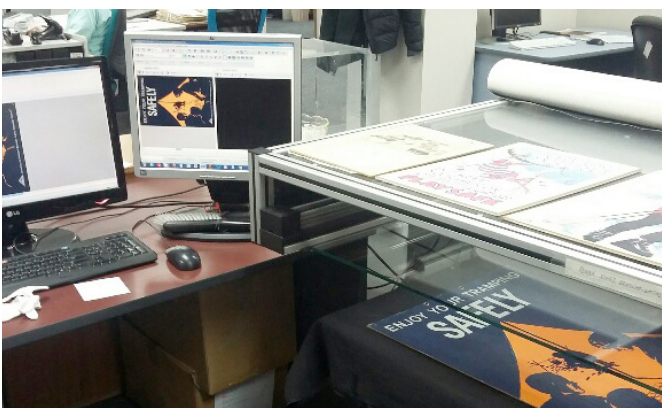
Building on the collaborative work from the *Day Walking Guide*, the e-Learning tool has been developed as a genuine mobile first learning tool. Developed in conjunction with Lift education, the tool brings the content from the *Day Walking Guide* to life with videos, quizzes and checklists that step the user through the outdoor safety code in the context of day walking.



PRESERVING OUR HISTORY

MSC has a great deal of material developed over the last 50+ years that needed to be archived digitally for posterity. While the primary focus was on the larger manuals, time and resource has been allocated for the smaller pamphlets, posters and general correspondence.

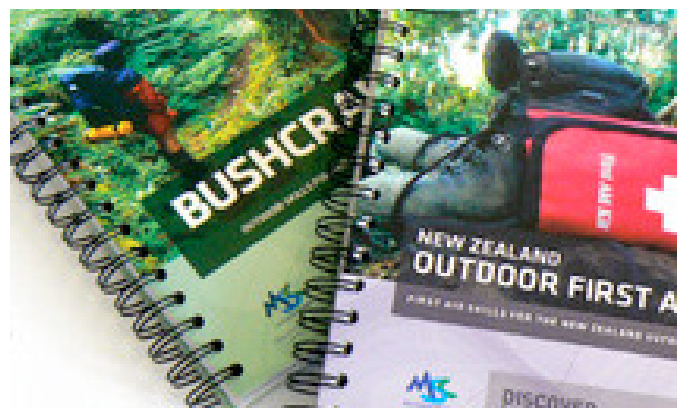
494+
Items scanned to date



DISTRIBUTING OUR RESOURCES

MSC remains committed to providing an online store for retail and wholesale customers. A wide range of items are available to purchase and download from the store. Access to the store is available through the main MSC website.

54,800+
Items distributed from our store





Messaging Advertising

WE HAVE BEEN USING INSIGHTS TO POWER OUR MESSAGING

ADVERTISING EXAMPLES

Mountain Safety Council advertising has taken a big leap forward this year. We've refined our brand guidelines in conjunction with the website rebuild. This has influenced the campaigns and executions in the various print and digital channels. Our insights continue to be the engine to define the groups of people we're targeting with messaging.

#MakeItHomeNZ

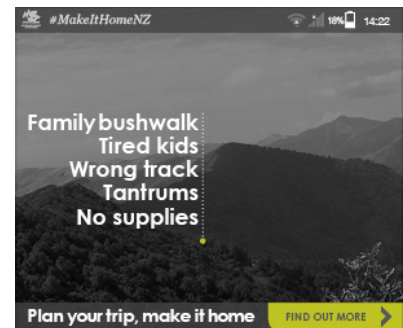
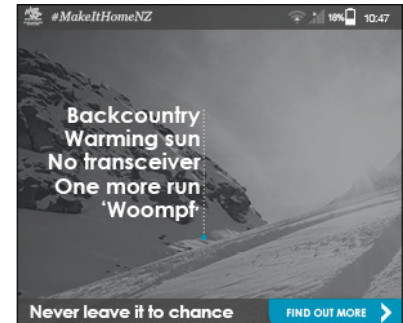
Our brand statement **#MakeItHomeNZ** is found throughout everything we produce and captures the ethos of our messaging.

We actively encourage participation, and simply suggest that with a few simple actions you'll be able to make it home to experience the thrill of the outdoors all over again.

Context and Consequence

There are 1.14M participants in land based outdoor recreation every year. Using the power of our insights platform we're now able to connect to the various different demographic groups in a more targeted and focused way. This allows us to contextualise the message to better suit the participant; we 'speak their language' so to speak. Behaviour change is often linked to an emotional trigger. We endeavour to demonstrate the consequences of poor planning and decision making - thereby triggering an emotion - while offering to help with resources and tools and insights. Ultimately, we want every one of the 1.14M participants to make it home safely.

Below: Web banners for Stuff, NZ Herald, Trademe



Above: *Kia Ora Magazine* full page advertisements. Over page: *Ski and Snow Magazine* double page spread and *NZ Outdoor Hunting Magazine* double spread.



Weekend ride
Fresh powder
Out the back
Loaded slope
No transceiver

18% 10:47

Never leave it to chance.

Anything can happen in the backcountry of New Zealand's alpine environment, and help might not be there right away. Prepare for your trip, tell someone your plans and make it home.

#MakeItHomeNZ



MOUNTAINSAFETY.ORG.NZ

Evening shoot
Keen hunter
Tricky terrain
Blown knee
Bluffed out

2% 16:35

Never leave it to chance.

Over 1,000 hunters are injured in the New Zealand outdoors each year. Plan your trip, tell someone your plans and make it home.

#MakeItHomeNZ



MOUNTAINSAFETY.ORG.NZ



Messaging Advertising

You are 8x more likely to be accidentally shot while game bird hunting, than any other hunting type.

**make it early
make it lively
make it sober
make it home**

Can you handle it?
Duck season is here once again. Sadly, 64% of game bird hunting injuries happen in March and 34% of those involve a firearm. Most of these are the result of poor handling and storage of firearms.

Be safe in that collection responsibility. Keep a clear head. Let's all make it home this season.

#MakeItHomeNZ
MOUNTAINSAFETY.ORG.NZ

27% of hunting-related fatalities in New Zealand are from falling.

**make it wild
make it memorable
make it sure-footed
make it home**

Plan every step.
Seeking game in the hills is a thrilling experience. The true measure of a successful hunt is making it home safely. 80% of those who've fallen while engaged hunting were seen in the hills, and all of them had fallen.

Plan a hunt that suits your skills. Let's all make it home this season.

#MakeItHomeNZ
MOUNTAINSAFETY.ORG.NZ

MOUNTAIN SAFETY COUNCIL: SAFETY IN THE HILLS...

On the way home – make sure you make it back to the choptop, or your vehicle, safely this season...

THERE AND BACK –

AN EXPLORATION OF OUTDOOR RECREATION INCIDENTS IN NEW ZEALAND, BY MIKE DAISLEY, CHIEF EXECUTIVE, MOUNTAIN SAFETY COUNCIL...

A good hunt is a safe hunt, one you make it back home from. Sure, you might be tired, scratched up and bruised, but that's part of it in some respects. We know March and April are almost exclusively about big game hunting and we also know that that weekends account for 57% of all hunting injuries, 48% of searches and 55% of all fatalities. So, if you're going hunting on a weekend in March or April your risk of becoming a statistic is a great deal higher.

To make sure everyone makes it home this year, we've got to confront a few key issues. Firstly, the consequences of an incident in this sort of terrain are frequently very high; there are over 100 hunting related searches each year. Also, falling (52%) and misidentification of target (23%) are the top two causes of hunting fatalities in NZ. If you add in drowning (19%) the top three accounts for 74% of fatalities.

So, we're also entering a higher risk time and it's appropriate that we cut out the chase and speak plainly about these issues. Although it may not be of much surprise (given there is a spike in big game hunting participation around this time), 23% of all hunting related searches and 23% of hunting fatalities happen in April. If you go back to March, the percentage of searches drops to just 6%, but fatalities are still high at 10%.

The sort of terrain you're likely to hunt big game at this time of the year is almost always off track and often very steep. Often hunting parties split up to cover more ground and individual hunters are sometimes on their own for considerable amounts of time during the day.

If we roll all of this together, you have a recipe for incidents to occur. It doesn't take much of a fall to sprain, strain or break an ankle, meaning an unexpected night out, or worse. Nor does it take much of a current to wash you off your feet in a solo river crossing. It's certainly true that your eyes can deceive you in the close quarters hunting of the North Island.

Let's make the 2017 "there" one to remember for all the right reasons.

Mike (MakeItHomeNZ)

IF YOU'RE HEADING OUT THIS SEASON CONSIDER THIS:

1. Take a second, third and fourth look. Assume that the noise, movement, colour or shape is another hunter. Work backwards to confirm it's a deer, not the other way around. Load your firearm only when ready to fire, and after the identification process.
2. Your safety is greatly improved if you act pre-emptively. Prepare to expect trouble helping if it never happens. This means the basics of the outdoor safety code apply.
3. Consider what you'd do if you had a serious fall or injury? Do you have a first aid kit? How will you communicate your condition? Do you have an emergency shelter?
4. How would a search team find you? A 'PLB' doesn't necessarily make you safer by itself and certainly doesn't replace good planning and preparation. It does, however, make you a whole lot easier to find.

Did you see him? Learn more about how to be a safe hunter on our website.

#MakeItHomeNZ
MOUNTAINSAFETY.ORG.NZ

23% of hunting related fatalities are from people misidentifying their target.

**make it memorable
make it roar
make it certain
make it home.**

Assume it's another person.
The monthly average of hunting related fatalities nearly triples in April. These tragic incidents are often preventable and change families' lives in an instant.

Safety is our collective responsibility. **Take a second look.** Let's all make it home this season.

#MakeItHomeNZ
MOUNTAINSAFETY.ORG.NZ

Above: NZ Guns and Hunting Magazine editorial with full page MSC advertisement.

In an average year, more than

3,400

trampers are injured, lost or never make it home.

3,146 injuries

338 involved in a
search and rescue

6 fatalities

make it happen
make it memorable
make it well-planned
make it home.

1.  **Plan your trip**
2.  **Tell someone your plans** 
3.  **Be aware of the weather**
4.  **Know your limits**
5.  **Take sufficient supplies**



#MakeItHomeNZ

MOUNTAINSAFETY.ORG.NZ



SOURCE: There and Back, NZ Mountain Safety Council, 2016



What's next?

WE CONTINUE TO LEARN MORE ABOUT WHAT IS GOING WRONG AND WHAT IS WORKING

A WALK IN THE PARK?

A Deep-Dive into Tramping Incidents in New Zealand

Our next activity deep dive exploring Tramping is well underway. This insights project will result in a similar style publication to *A Hunter's Tale*. Tramping is by far the highest participation outdoor recreation activity with over 769,000 participants each year.

Partners such as Department of Conservation and Auckland Council are responsible for managing significant land resources and infrastructure which typically sees high participation in Tramping. This insights project will have a considerable value for them and will guide how they plan, manage and respond to the needs of Trampers.

Working with a number of already well established insights partners, consistent with those involved in *There and Back* and *A Hunter's Tale* the MSC is, for the first time, developing the most comprehensive national and regional picture of Tramping participation and 'what's going wrong'. This project will produce insight into this highly popular activity, some for the first time ever. Most importantly, *A Walk In The Park?* will provide clarity as to the key tramping issues and how they can be prevented.

On completion of this project the MSC will implement Issue Specific Advisory Groups to develop targeted prevention initiatives, similar to the approach being taken from the insights developed within *A Hunter's Tale*.

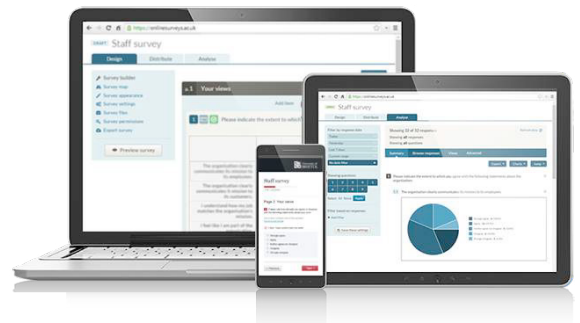
This project has experienced some delays due to the need to acquire updated data, but with a comprehensive analytics roadmap in place, detailed project plan and multiple committed partners its anticipated that a final publication will be available early 2018.



IMPACT SURVEYS

MSC is embarking on a longitudinal study to gauge our impact in the community. Research NZ have been selected from a range of companies who were asked to pitch for this project.

Making sure the design of the research is adequate and appropriate is not something that should be rushed. A broad survey of New Zealand is unlikely to be in scope at this time. We have kept the design of this project at the forefront of our process as it is our intention to undertake this survey each year. This research will get underway after the design phase is complete late in 2017.



FORESIGHT – BACKPACK TO THE FUTURE

In addition to the 'current state' Insight focussed work like *'A Walk in the Park?'* above, we will be initiating a series of Foresight focussed projects. Working with our partners, we will explore future trends and how these may be reflected in the number, type and locations of incidents (injuries/SAR/fatalities). Ultimately, this knowledge will shape our future partnerships and prevention initiatives down the line.

The first Foresight project will be focussed on international visitor trends. International visitor numbers to NZ are increasing at phenomenal rates. However, the make-up of total visitor numbers is changing and the way travellers see NZ is also changing, with a growing number choosing to travel independently as opposed to organised tours. We will be working in partnership with Tourism NZ, DOC and others to understand the impact these trends may have on outdoor safety.

Financial summary

Summarised financial statements

MSC has applied Public Benefit Entity Simple Format Reporting - Accrual (Not for Profit). These summarised financial statements have been extracted from the Performance Report (PR) which was authorised for issue by the Executive Committee on 3 October 2017. The PR has been audited and an unqualified opinion was issued.

These summary financial statements have not been audited. The summary financial statements cannot be expected to provide as complete an understanding as provided by the PR. A copy of the PR can be obtained by contacting MSC.

STATEMENT OF FINANCIAL POSITION - AT 30 JUNE 2017	2017	2016
Assets		
Property, plant and equipment	90,846	15,120
Term deposits	-	100,000
Non-current Assets	90,846	115,120
Inventory and debtors	115,490	79,089
Term deposits	300,000	100,000
Bank accounts	263,924	231,550
Current Assets	679,414	410,639
Total Assets	\$770,260	\$525,759
Current Liabilities	298,621	263,654
Retained Earnings	471,639	262,105
Total Liabilities and Retained Earnings	\$770,260	\$525,759

STATEMENT OF FINANCIAL PERFORMANCE - YEAR ENDED 30 JUNE 2017		
Revenue		
Providing goods or services		
New Zealand Lottery Grants Board	1,185,000	1,049,000
New Zealand Police	256,000	278,880
Sport New Zealand	170,000	203,000
New Zealand Search and Rescue Council	176,500	170,000
Other	169,589	120,042
Other revenue		
Interest and sundry	25,501	6,415
Total Revenue	1,982,590	1,827,337
Expenditure		
Employee related costs	649,641	735,255
Providing goods or services	1,123,415	1,002,769
Total Expenditure	1,773,056	1,738,024
Surplus	\$209,534	\$89,313

CASH FLOW STATEMENT - YEAR ENDED 30 JUNE 2017		
Net Cash Flows from Operating Activities	222,703	(11,826)
Net Cash Flows from Investing Activities	(90,329)	-
Opening cash balance	431,550	443,376
Closing Cash Balance	\$563,924	\$431,550
This is represented by		
Term deposits	300,000	200,000
Bank accounts	263,924	231,550
Closing Cash Balance	\$563,924	\$431,550



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Thanks

Thank you to our funders for their generous support.

