




*New Zealand  
Mountain Safety Council*  
Annual Report

2017-18





*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

## WELCOME FROM OUR BOARD

My tenure as Chairman for the Mountain Safety Council (MSC) is now at an end and I have been reflecting on my time as a Council representative, board member and Chairman.

It is with mixed emotions that I stand-down. I know it is the right time, but it's still hard to pass on the baton when I continue to feel passionate about the organisation, its mission and its people. As we emerge from a period of significant change that demanded energy, commitment and focus from everyone involved, I especially want to acknowledge and thank those who I have worked alongside.

What a privilege to have been a member of a Board that have always been supportive of one-another (while respectfully challenging each other's viewpoints!) – who are purposeful, loyal and uncompromising when it comes to setting and delivering a new and exciting strategy. Increasingly 'wellbeing' is a workplace-focus across New Zealand and I can honestly say that mine was always 10/10 after a day with the MSC Board members whose camaraderie and humour I have enjoyed so immensely!

Similarly, I am in awe of the delivery team who have tirelessly breathed life into MSC's outdoor safety activity, conducted themselves professionally and done the hard yards in the face of many challenges. No Chairman could ask for more; well led and with a great team culture, I continue to be impressed by the sheer volume and quality of delivery. In an ever-changing world, MSC is full of people thinking differently about outdoor safety and bringing those thoughts to life; it bodes well for the future.

The changes we have made as an organisation have largely been empowered by our 27 council members who exhorted us to be bold as we reset MSC for the current outdoor context. I thank each and every Council member for being on our shoulder as we underwent the most profound changes in MSC's 50 year history.

Our funding partners continue to be incredibly loyal and crucial to MSC's safety work. I would like to specifically thank Lottery Grants Board; NZ Police; NZ Search & Rescue Council; Sport NZ; and the Department of Conservation for your continued commitment. It's with pleasure and more than a little pride that we invite you to read this year's annual report.



Geoff Ensor, Chairman

*“The changes we have made as an organisation have largely been empowered by our 27 council members who exhorted us to be bold as we reset MSC for the current outdoor context.”*



# ANOTHER **AMAZING YEAR** FOR OUR ORGANISATION HAS FLOWN BY

## WELCOME FROM OUR CHIEF EXECUTIVE

This Annual Report summarises our work over the last year. While we have continued our focus on the development of insights, this year we have seen a significant increase in safety interventions driven from these insights.

There are five elements which are central to our successes. The partners we work with, the knowledge we assemble, how we connect with and inform people, how we keep our focus, and our funders.

Our partnerships allow us to access knowledge and data, they allow us to reach people and our partners significantly amplify the impact of everything we create. We build each partnership based on shared value, but we are constantly humbled by the support and enthusiasm for what we collectively achieve.

Our insights are developed by connecting knowledge, data and information from many sources. We then work with partners to distil this and identify the most significant factors. These insights then allow better decision making for us and the entire sector.

Our messaging reaches people because they didn't have to look for safety information. You connect with our resources when you check the weather, when you're buying gear, when you're looking for places to explore. It finds you where you are already looking.

Our Board and staff share a common focus on creating the most impact with limited resources. We make evidence-based decisions, we test assumptions and we seek out other expertise. Governance and operations work together to foster this culture, recognising this approach requires more time and effort but has significantly better outcomes.

Our funders enable everything that we do. Their support extends well beyond simply providing investment. Their continued support demonstrates that what we are doing is relevant, effective and positively influences people recreating in the outdoors.

The successes outlined in this Annual Report are a reflection of the people within these five elements. Our work is more effective with the support of the people within our funders, partners and Council Members. Our success is linked to your commitment to what we do.



Mike Daisley, Chief Executive

The other side of the success equation are the people who serve on our Board and our staff who are committed to realising our mission and work hard in their respective roles to improve outdoor safety.

Finally, I would like to personally thank Geoff for his enthusiasm, advice and support. On behalf of the Board and Operations Team, we thank you for your resilience and constant commitment to what the MSC can achieve.





# Organisational Excellence

## THE MSC WORKING ENVIRONMENT

Sometimes we look back over the year and marvel at how we've managed to output the quantity and quality of projects we've done! We simply couldn't do what we do without the inspired and determined people we've got onboard the MSC waka.

To keep the staff culture alive, we make sure we prioritise time each month (where possible) to head out for a day together. Often this is into the outdoors, and as we joke 'teams that walk together, stay together.' The informal nature of these trips provides a great way to shake off any detritus that may have built up from office life, and provides an opportunity for organic conversations that are outside of hierarchy and role descriptions.

## OUR NEW HOME

The last year has seen MSC move house twice! Once temporarily and once permanently. Throughout this we've remained dedicated and focused to the task at hand. The continuation of a high degree of service delivery is also a testament to the IT setup of the organisation that is built around a cloud-based methodology.

Now settled into our current home with Sport NZ and NZRA we can make our desks a little more homely.



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



# WE CONTINUED TO WORK AS A **COLLABORATIVE** FORCE







# Insights

## A Walk in the Park?

### A WALK IN THE PARK?

*A Walk in the Park?* is the third insights publication to be released following *'There and Back, 2016'* and *'A Hunter's Tale, 2017'*. This publication deeply explores tramping incidents in New Zealand. *A Walk in the Park?* is the most comprehensive insights exploration that we have undertaken into a single activity type. We've also found richer and deeper data than we had available for *There and Back*. This publication is the culmination of years of development and represents the current high water mark for MSC's insights publications. It has already created several national stories as well as a range of regional articles that explore the 'hotspots' identified.

We expect this document will become a key resource for a wide range of organisations and special interest groups who have been looking for evidence to help them make more informed decisions.

*A Walk In The Park?* is a key resource for our tramping specific 'Issue Specific Advisory Groups'. These unique groups are brought together to understand an issue that's highlighted through MSC's insights work. The group members are selected for a wide range of skills and competencies. Some, like behavioral psychologists, are completely removed from the 'outdoors' but add a vital context to how to best solve the issue. These groups use the insights developed by MSC to suggest suitable interventions.

*“A Walk in the Park? is arguably the most important to date. We know more now than we've ever done about what's going wrong which sets up several projects over the next few years to take this evidence base and turn it into impactful interventions with our partners.”*

- MIKE DAISLEY, CEO, NZ MOUNTAIN SAFETY COUNCIL



Read it online

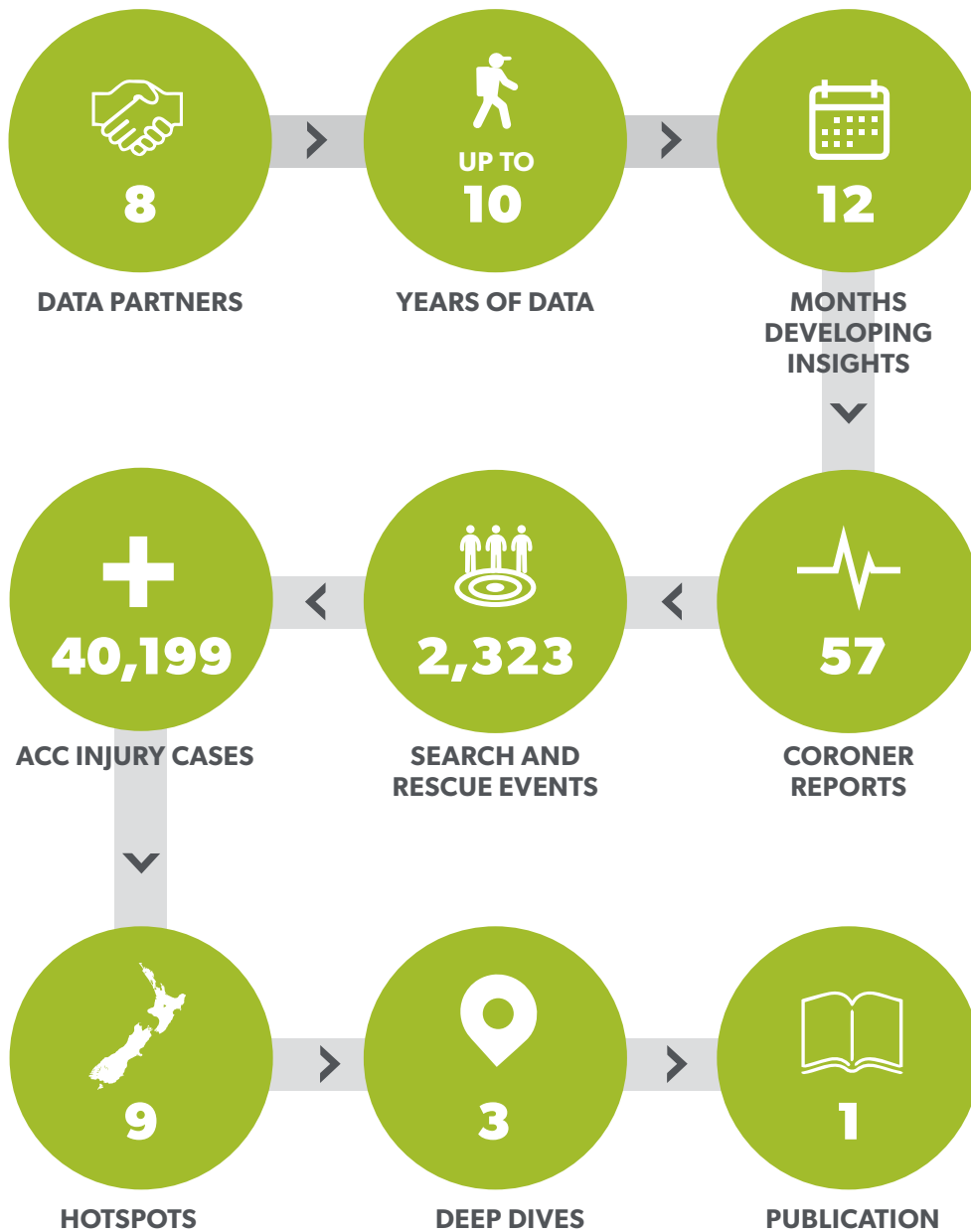
[www.mountainsafety.org.nz](http://www.mountainsafety.org.nz)

#### Primary Insights/data partners:





# WE DIVED DEEPER INTO OUTDOOR INCIDENT TRENDS







# Insights

## Sharing what we know



### INSIGHTS IN THE MEDIA

Gaining visibility of these insights was a critical step. MSC partnered with Stuff.co.nz and ran a series of exclusive regional stories the day after the roadshow presentation was complete. These exclusive stories stimulated desire from other media outlets – Newshub and TVNZ notably - once the document was made public.

Through this strategy we're able to work with media on any future stories related to tramping by providing a factual standpoint for their articles.





### A WALK IN THE PARK? ROADSHOW

One of the most enjoyable parts of the development of new insights publications is sharing what we've discovered with our partners. MSC undertook a national roadshow to present the findings and to discuss pertinent issues as they related to the region that the presentation was in.

Being able to 'unpack' the findings ahead of a public release was critical to making sure the audience heard it from us first. We had staff of all levels from NZ Police, MetService, DOC, Outdoor Retail Safety Partners, city and regional councils and many more. Being able to hand deliver these publications ensures that the impact of these insights – which often quantify or challenge locally held beliefs – is maximized.

*“My team and myself find the ‘walk in the park’ so helpful and interesting, thank you so much!!”*

**- KAJA VETTER, DOC VISITOR CENTRE SUPERVISOR, QUEENSTOWN**



### ISSUE SPECIFIC ADVISORY GROUPS

#### Issue One: Alpine Hunting Falls

*A Hunter's Tale* represents the most comprehensive exploration of hunting participation and incidents in New Zealand. One of several key 'issues' that came to the surface through the development of this project was 'Alpine Hunting: Falling' which was confirmed late 2017 as the first 'Issue Specific Advisory Group' (ISAG) topics.

The unique ISAG was brought together in April after an extensive search for a wide range of expertise relevant to understanding and then influencing hunter's behaviors. The findings and recommendations developed by this group are currently being processed.

*Working with the Mountain Safety Council is another way to get some of our important professional guide practices and perspectives to the greater hunting population in New Zealand. It was good to see how broadly the group was recruited from. I personally found 'A Hunter's Tale' illuminating and have brought it up with fellow PHGA members and other hunters alike. I look forward to future insights research from MSC and contributing in any way I can to outdoor safety in New Zealand.”*

**- TAZ DAWSON, EXECUTIVE MEMBER - NEW ZEALAND PROFESSIONAL HUNTING GUIDES ASSOCIATION**



A dramatic mountain landscape. A sharp, dark mountain peak is shrouded in mist and clouds. The foreground features a lake surrounded by green and brown grassy slopes. The overall mood is serene and majestic.

**70+**

Partners have been part of our  
journey this year



# EVERYTHING WE DO IS **MADE POSSIBLE** WITH THE HELP OF OTHERS



FUNDERS



27

MEMBER ORGS



RETAIL PARTNERS



MEDIA CONTACTS



DATA PARTNERS



TRANSPORT OPERATORS



METSERVICE



TOURISM



DEPARTMENT OF CONSERVATION



YOUTH ORGS



NZ POLICE



OUTDOOR ADVOCATES



LOCAL COUNCILS



CLUBS AND ASSOCIATIONS



RESCUE ORGS





# Partnerships

## Investing in others

### MAINTAINING EXISTING AND BUILDING NEW PARTNERSHIPS

By connecting with relevant industry partners, we broaden our reach into the distinct outdoor user communities (whether from New Zealand or overseas).

By integrating our partner's communities with ours, we can play a more prominent role in improving outdoor safety. They look to us for leadership, to solve problems and to establish a collective voice on outdoor safety issues.

By continuing to foster strong partnerships the outdoor sector will be more aware of outdoor-safety-related issues, the mechanisms in place to solve these, and how they can start or continue to contribute to these.

Through careful management we have developed several high value strategic partnerships. These critical relationships require constant 'maintenance' to ensure they continue to operate successfully, and maximise the opportunities they present. This on-going partnership maintenance takes time, across a range of MSC staffing roles, as with many of these big partners there are multiple levels of relationships and multiple pieces of work that require continued leadership. Outside the on-going work, we're investing time to keep the partnership healthy; this is about stepping back from the detail and keeping our strategic priorities aligned.

Maintaining these high value partnerships produces significant results. These results could be achieved in other ways, but that would require huge financial investment. As an example, our partnership with MetService. We get the benefit of their huge digital footprint (distribution channel) because we exist for the same reasons – to improve public safety – and together we've agreed that collaboration is in everyone's best interest.

The same impact is evident across other partners; our reach to international markets is significantly increased through our collaboration with Tourism NZ. Their international staff, wholesalers, and booking agents provide our safety resources in their home country and language, that's meaningful impact before the person even departs for NZ.

DOC is another example of huge impact, and our partnership has not yet reached its full potential. Their digital presence alone provides us with one of the biggest distribution channels direct to outdoor users. Over the year we received 21% of all our referral traffic (80% of site traffic) from doc.govt.nz pages, this was approximately 72,000 unique users.

*“The MSC continues to keep relevant, engaged and proactive with the outdoor community, maintaining and building their presence where possible whilst keeping open minded around solutions and ways to reach more people” –*

JANE MORRIS, NZ MOUNTAIN GUIDES ASSOCIATION

# 80%

of our referral site traffic is from key partners





Above: Outdoor Youth Forum, Filming Alpine Tramping Series, Signing Outdoor Retailer Safety Partnership with Kathmandu, A Walk in the Park? Roadshow, Issue Specific Advisory Group for Alpine Hunting Falls, Signing Partnership with The Duke of Edinburgh's International Award, Mike Daisley, CEO speaking at the NZ Outdoor Forum, hosting NZAA Avalanche Forecasters Workshop.





# Partnerships

## What they have to say



MSC is continuing to its strong interactions with the outdoor sector, along with engaging partner organisations at appropriate times.

This past year the NZMGA has been working with the MSC on the Alpine Tramping videos and assisting with the Alpine Skills videos, both of which are yet to be released.

However they have been produced with a range of input and interaction from a broad scope of people operating in this area, and the final product should offer an informative series.

The NZMGA has also assisted with the rebuild of the Backcountry Avalanche Advisory, which is the go-to tool for many back-country users during the winter and spring months.

The result is a refreshed layout and a more logical order of information, with the end result being an intuitive, modern resource. A great result.

The MSC continues to keep relevant, engaged and proactive with the outdoor community, maintaining and building their presence where possible whilst keeping open minded around solutions and ways to reach more people.

Great work Team!

*-Jane Morris, President, NZ Mountain Guides Association*



Having the expertise of the MSC to call upon throughout the creation of our series has meant we've been able to integrate vital safety specific content and deliver messaging that genuinely makes a difference to the welfare of our viewers. We're able to target the key areas that are most relevant to our core audience, which achieves our aim of producing a socially responsible entertainment product.

*- Dave Shaw, Red Stag Timber Hunter's Club*



I have been consistently impressed with how MSC has taken a very clear and focused data strategy over the past few years, and in 2017/18 I've seen all the planning and background work come to fruition with the release of new reports and the development of their Power BI dashboard.

*- Hamish McEwen, Intelligence Manager Sport NZ*



**Department of Conservation**  
*Te Papa Atawhai*

It's been another great year for the Department of Conservation / Mountain Safety Council partnership. DOC is continuing to sharpen its focus on enabling visitors to make good decisions about the appropriate levels of risk they take in their visitor experiences. We do this with support from MSC around clear safety messaging for use throughout all our channels, and this benefits both our relationship and the experience of visitors.

There are two projects in particular that MSC has undertaken this year that we would like to acknowledge. We immediately saw the value of supporting the alpine tramping video series. The videos focus on walks in alpine environments that are well-known hotspots for a range of safety incidents. We're confident that potential visitors will gain an excellent understanding of each track, whether it's right for them, and how to plan and prepare for a great experience. Staff right across DOC have been involved in the development of this series this year and we're looking forward to sharing this with our visitors on completion. We also applaud the report '*A Walk in the Park*' that was released earlier this year. In the same tradition as previous reports, '*A Walk in the Park*' provides useful insights on walking and tramping safety incidents that will go a long way towards supporting our decision making around areas of focus over the next few years. We look forward to seeing the impact of these initiatives and continuing our work together, alongside others, in 2018/19.

*- Heather Peacocke, Director, Customer Engagement, Department of Conservation*



# WE WORKED WITH **OVER 70** PARTNERS OVER THE YEAR



SCOUTS New Zealand have found a high degree of value in MSC's prevention campaigns, as well as the Get Outdoors videos which we were involved in producing with the MSC. Some examples of how we're getting involved in spreading these messages are:

Leaders of Venturer units (for young people age 14-18) have used the Get Outdoors video resources as part of their outdoor learning development. The short videos are very relatable to young people, and provide excellent tips and reminders about the importance of planning, preparation and getting home safely.

At a national level, we have shared several of the safety video campaigns on our Facebook page. For example, at the start of winter these provided useful safety reminders to both our Scouting members and members of the public who follow our Facebook page.

We plan to include some of the MSC videos in our upcoming Learning Management System (LMS) and we see that having access to off the shelf online resources like these videos will be a real asset to our adult training and development.

**- John Williams, National Manager, Programme & Change, SCOUTS NZ**



The recent publication *A Walk In The Park?* is indicative of the excellent work MSC is leading with their sector partners. As New Zealand's National Meteorological Service, and thus having a safety mandate, MetService is excited by the opportunities we have with MSC to positively influence participants heading outdoors, especially considering the weather is such a big factor in an outdoor trip. The "big data" projects undertaken by MSC also help us better understand the users of our forecasts, especially those forecasts supporting safety in New Zealand's great outdoors.

**- Peter Kreft, Manager, Operational Science & Policy, MetService – Te Ratonga Tirorangi**



The various projects we've got with MSC continue to be a highlight of our work with the wider outdoors community, especially the in-store kiosks which have been a hit! The insights MSC develop flow on to our customers who appreciate our concern for their safety and trip success. Our customers look to us as experts and MSC helps to inform the knowledge base of our staff. We're looking forward to another year of innovative and impactful work with MSC.

**- Nadia Scott, Head of Marketing, Macpac**



In previous years, the MSC and The Duke of Edinburgh's International Award have collaborated on building resources for the Award community to use in the planning and development of their 'Adventurous Journeys.' Examples of these are the Get Outdoors video series and the Multiday Tramping guide. This year, we worked with MSC to build the recently released interactive tool, Discover Tramping and worked within the Award community to promote use of these resources.

We've had a wealth of positive feedback about the Get Outdoors videos and a number of our training providers have integrated them into their course content for Adventurous Journey course participants.

We also recently signed a partnership statement of intent which signals a commitment from both organisations to work closely together and to actively search out opportunities which will provide youth with the skills, knowledge and experience to make smart, informed decisions when they venture outdoors.

A cornerstone of the Award is the equipping of young New Zealanders for promising futures. To partner with an organisation like the MSC whose operations and values equip New Zealanders for their adventures is a partnership we value highly. Together we contribute to the resilience, development, and a viewpoint that reflects the spirit not only of our young people but of all New Zealanders.

**- Karen Ross, National Director, The Duke of Edinburgh's International Award**





# Partnerships

## Achieving with others

### ALPINE TRAMPING SERIES

There are certain iconic alpine tramping trips across New Zealand; from the Taranaki Summit Track and the Tongariro Alpine Crossing in the north to the world-famous Milford, Routeburn and Kepler tracks in the south. Together these challenging alpine tramps account for a significant proportion of tramping search and rescues each year.

Once released in spring 2018 the 12-part video series will provide participants with the most up-to-date and engaging planning resources available. Never before have these trips featured in so much detail, with each video providing specific and contextual safety information.

This series ensures participants are provided with the most important 'need to know' information before they set off; key timeframes, track specific hazards, decision-making spots, turn-around points, tips and tricks for a safe adventure and all packaged in a visual feast of footage.

We'll report more on their impact once they're released, but early indications from partners that have reviewed them are incredibly positive and excitement is building for their release.

# 12

### Alpine tracks covered in the series

- Tongariro Alpine Crossing
- Gertrude Saddle Route
- Taranaki Summit Route
- Ben Lomond Track
- The Kepler Track
- Milford Track
- Travers Saddle Route
- Cascade Saddle Route
- Waiau Pass
- The Routeburn Track
- Mueller Hut Route
- Robert Ridge Track



*“We appreciate the way that throughout the project you sought local feedback from stakeholders such as Police and were then responsive in incorporating suggestions. I have no doubt that anyone viewing the relevant video before setting out on one of these routes will be much less likely to come to harm. They are professional and informative without being preachy.”*

**- JOHN FOKES, SENIOR SERGEANT, AREA PREVENTION MANAGER, OTAGO LAKES CENTRAL AREA, SOUTHERN DISTRICT, NZ POLICE**

### Partners involved:







### RESOURCES FOR VISITORS

In partnership with the Department of Conservation (DOC) and Tourism New Zealand (TNZ) a suite of A4 guides were produced and then translated into several key international visitor languages. These resources are primarily used in the visitor’s home countries through TNZ wholesale and trade channels and direct booking agents. DOC is also using them via similar international channels and i-Sites has recently picked them up and is encouraging it’s New Zealand based network to carry them in stores. These resources provide excellent material for non-English speakers, including new immigrants and first-generation New Zealanders.



#### DAY HIKING

Arabic, Chinese, Dutch, English, Fijian, French, Japanese, Hebrew, Hindi, Indonesian, Korean, Malay, Māori, Portugese, Samoan, Spanish, Tongan



#### MULTIDAY HIKING

Czech, Dutch, English, French, German, Japanese



Partners involved:

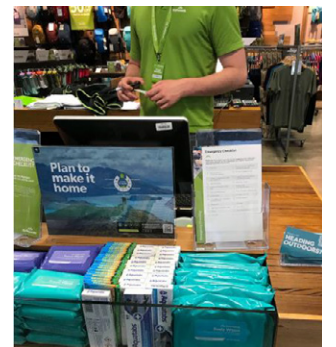
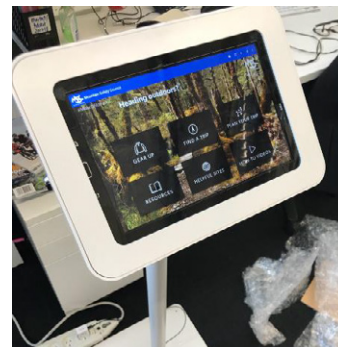


100% PURE NEW ZEALAND

### OUTDOOR SAFETY RETAILER PARTNERSHIPS

Unsurprisingly, the OSRP are tier one priority for MSC given their reach and influence on outdoor recreation participants. They represent a mechanism for positive and informed direct impact on the participants via the store and the staff. This year was more of the project work and is a continuation of work begun in the 16/17 year. As we continue to deepen the working relationship with this group our influence is magnified. The 18/19 year will focus on renewing project planning as well as bringing Hunting & Fishing on-board to cover hunting participants.

Several medium sized projects, have been completed and others are yet to be deployed. The in-store kiosks are set to be ready for deployment into the stores after an extensive RFQ process that took far longer than anticipated.



Partners involved:







# Partnerships

## Achieving with others



### ENCOURAGING OUTDOOR INTENTIONS

MSC has distributed five media releases and paid digital advertising specifically referring to leaving your intentions and the Outdoor Safety Code. The releases were distributed to coincide with holiday periods where greater numbers of people head outdoors. These media releases were distributed to national, regional and community newspapers, radio stations and television stations, as well as specialist outdoor interest publications and selected stakeholder/partner organisations.

Outdoor Intentions remains a key component of the MSC's prevention focused messaging. These messages are often delivered alongside other key prevention messaging (such as the OSC) to ensure the reader/user is presented with a selection of highly relevant and connected information, allowing them to better understand Outdoor Intentions as a key element of the wider planning and preparation process.

# 2M

Impressions of Outdoor Intentions through advertising (2017/18)

Partner involved:



### CORONIAL REPORTING

When requested by the coroner, the MSC produces free, independent expert reports for individual outdoor recreation fatalities. Using the evidence supplied, we utilise both our staff and wider network of technical advisors to focus on understanding the events that took place over the course of the incident. We then determine contributing factors and causes. Where appropriate we also provide recommendations around actions that could be taken to prevent further incidents of a similar nature.

Feedback from Coroners to date indicates these reports have been very helpful in providing an independent and alternative perspective, as often the cause of outdoor recreation fatalities is a mixture of many complex factors.

The MSC see significant value in producing these reports for Coroners. With our focus solely on prevention there is a lot we can learn from these tragic events that can be used to influence both our own, and our partners, safety messaging, information and resources.

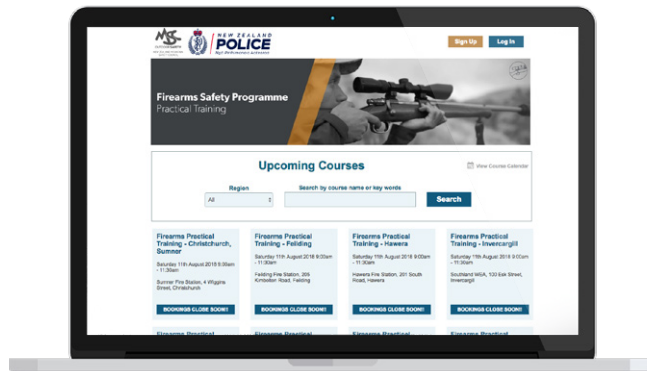
# 8

Expert reports completed this year

Partner involved:







## FIREARMS SAFETY PROGRAMME OVERHAUL

Through the last half of the financial year, NZ Police (NZP) initiated a ‘request for quote’ (RFQ) process to secure a firearms safety programme delivery partner. This process was part of a wider NZP’s refresh of the firearms service delivery group and their management of relevant firearms legislation and operations. The MSC had been NZP’s delivery partner for many years, and our partnership had stood the test of time, recently navigating some challenges associated with the delivery of firearms safety lectures.

MSC submitted an RFQ response and through this open and transparent selection process was awarded the practical training programme delivery leadership once again.

Through the final few months of the financial year, MSC juggled the on-going management of the existing volunteer system while implementing the new practical model that used professional contractors under MSC’s management. Managing these dual tasks was of significant importance. It required a lot of time, energy, resources and careful planning. Through this period MSC successfully:

Delivered a national volunteer appreciation roadshow across 17 locations to thank the exceptional long-standing commitment of volunteer firearms instructors. For several decades volunteer

*“Areas of strength for MSC are the professionalism of the team and the organisation’s commitment to being evidence based.”*

**- MIKE MCILRAITH, OFFICER IN CHARGE, ARMS ACT SERVICE DELIVERY GROUP, NZ POLICE**

instructors had given their valuable time and passion to their communities across NZ in order to provide firearms safety education. This significant investment from each of them warranted a large scale appreciation roadshow and official MSC and NZP certificates.

Worked collaboratively with Police to complete the new practical firearms training curriculum and supporting resources

- Recruited 42 professional contractors from a large pool of applicants; conducting more than 65 interviews
- Completing induction training for all instructors
- Confirmed training schedules and logistics for 47 practical venues.

Built and launched a new standalone booking site capable of handling all practical training booking details and reporting functions

MSC delivered the agreed upon elements on time and within budget. The new system was live early in the 2018/19 year.

**Partner involved:**



### New Booking System

[www.firearmsafety.org.nz](http://www.firearmsafety.org.nz)





# Partnered Messaging Plugging in safety

## PLUGGING IN SAFETY

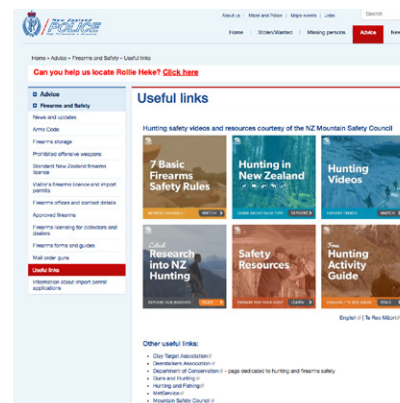
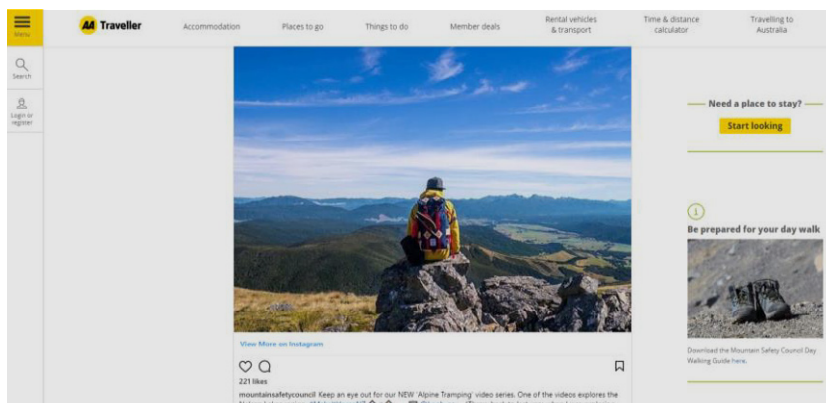
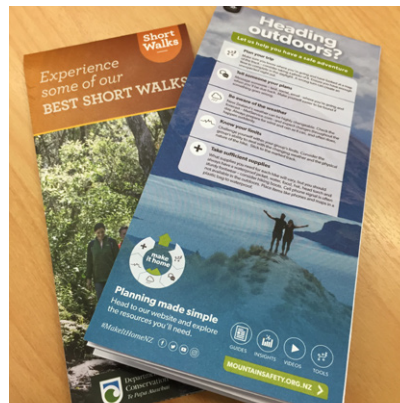
As mentioned in the partnerships section, we've got a wide network of engaged partners. This year saw the refinement of information in some channels, notably DOC and MetService, as well as new opportunities that emerged from new partners or supporters of MSC. This tactic is likely to remain a part of messaging for the foreseeable future. It's vital that we find ways to put the resources and information at the fingertips of participants. The more we understand where these participants are researching, interacting with or visiting in person, the more we're able to become a trusted and useful source of inspiration and knowledge.

# 900,517

referral traffic from top 5 partner sites

*"We plan to include some of the MSC videos in our upcoming Learning Management System (LMS). The LMS is still under development but we see that having access to off the shelf online resources like these videos will be a real asset to our adult training and development."*

- NICOLA KANE, COMMUNICATIONS ADVISOR, SCOUTS NZ

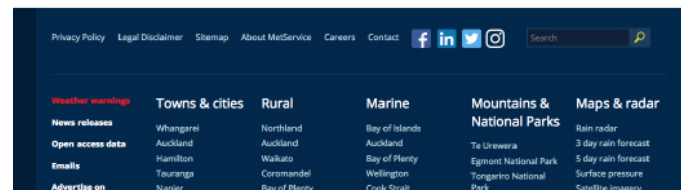
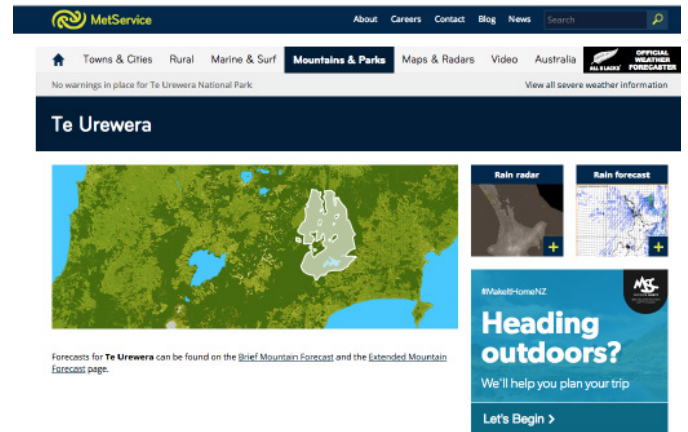
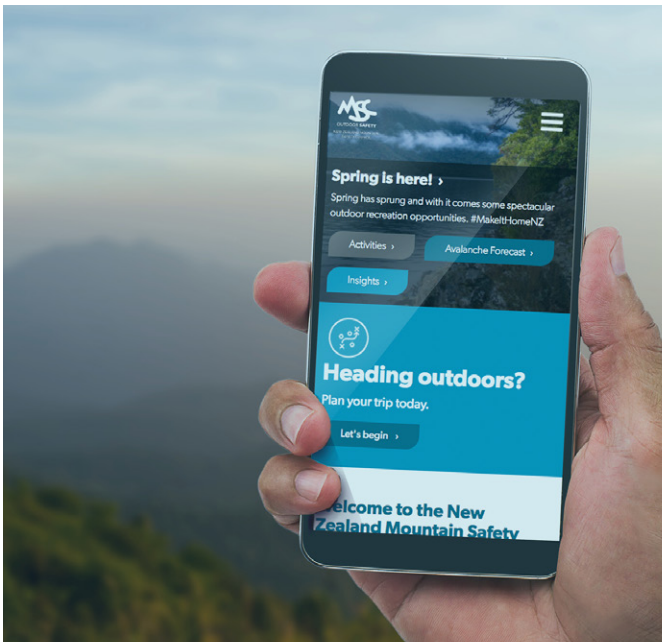




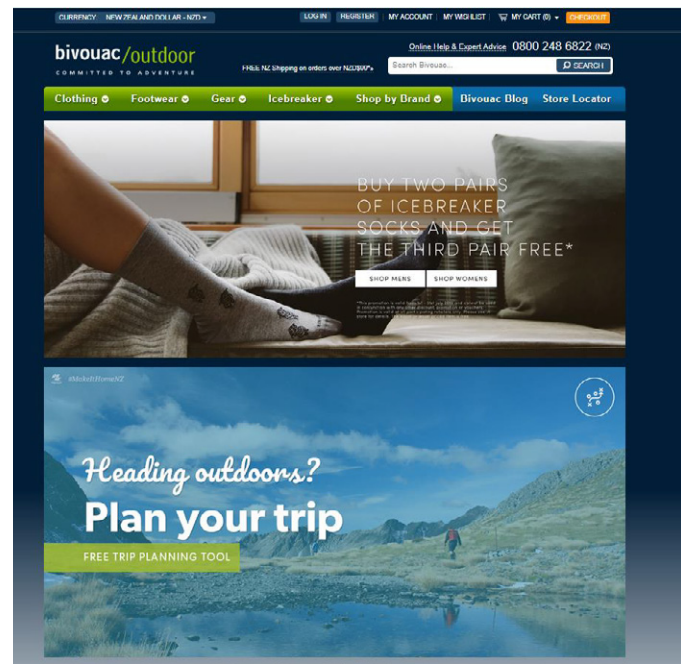
# PARTICIPANTS GET INFORMATION WHERE AND WHEN **THEY NEED IT**

## FACILITATING GOOD PLANNING

Plan My Trip continues to provide valuable planning information for thousands of New Zealanders. While this tool is live, it's not being promoted. Promotion is scheduled to get underway once the API's development work is complete.



Above: Plan My Trip Tool in MetService New Zealand website



Above: Plan My Trip Tool in Bivouac Outdoor website





# Partnered Messaging

## Participant-centric thinking

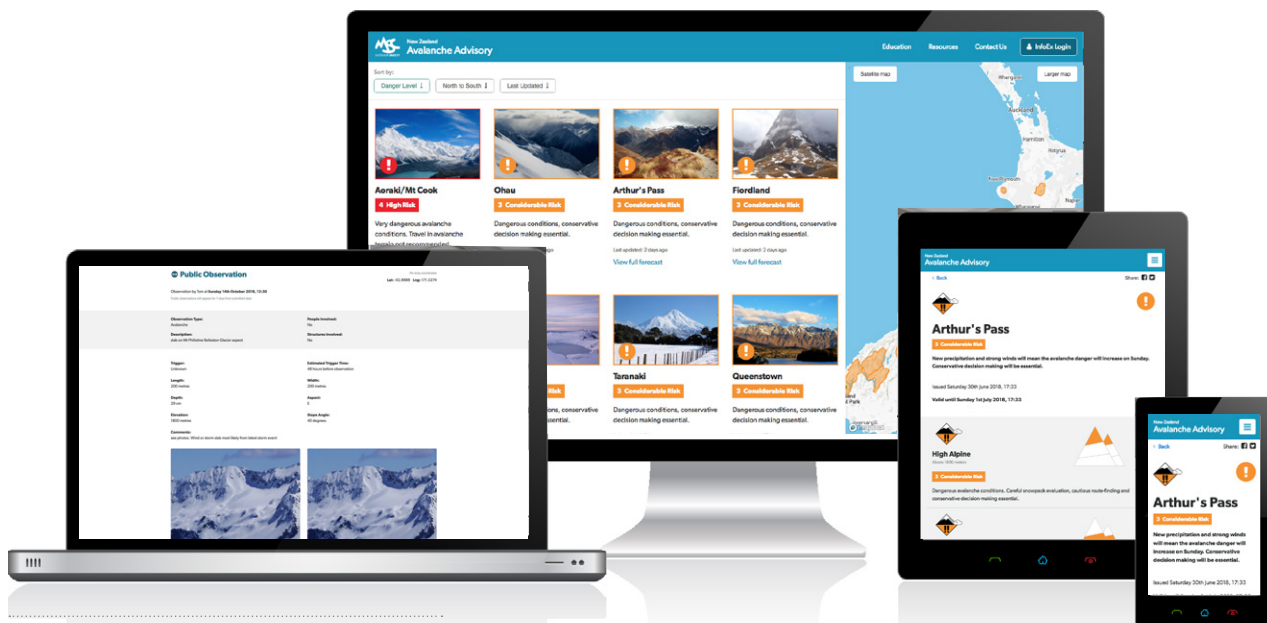
### A NEW WAY TO GET FORECASTS

The NZ Avalanche Advisory (NZAA) is New Zealand's backcountry avalanche advisory. It's a critical trip planning tool for skiers, snowboarders, trampers, hunters and mountaineers. The redevelopment of this site wasn't an easy project and required a fresh layout to bring it in line with modern website architecture and user interaction expectations. The new site has been live since May 2018.

The layout has been radically changed to a tile-based design similar to AirBnB. This has several positive outcomes, chief of which were that site navigation is familiar, easy to use and mobile friendly. The addition of 'public observations' to the homepage has proven to be a popular feature whereby users are able to share photos and observations in real time on the map.

[See our new website](#)

[www.avalanche.net.nz](http://www.avalanche.net.nz)



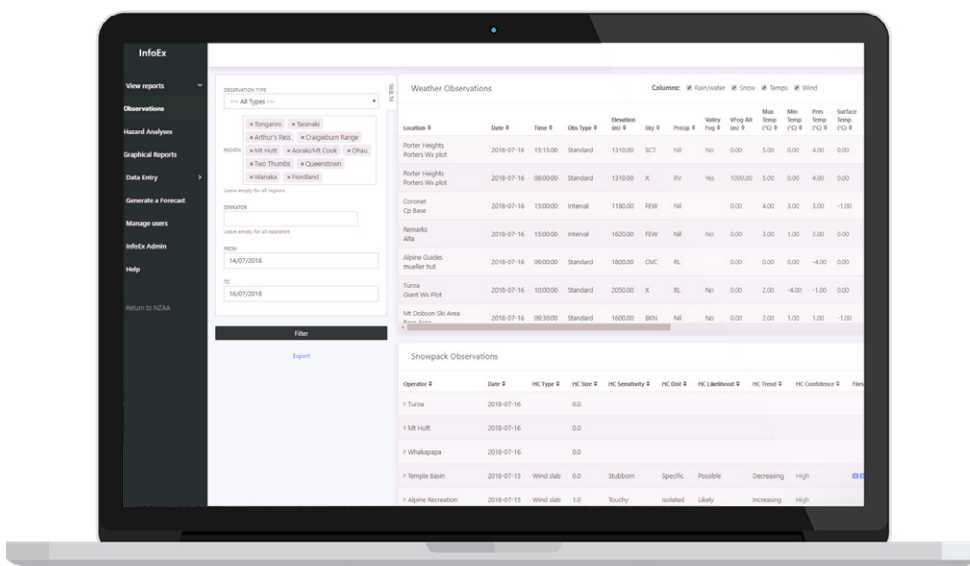
Above: Our new NZAA forecasting website available across various devices. It also has the ability for public observations



## INFOEX UPDATE

The data entered into the Info Ex (Information Exchange) is the key source of data the MSC's avalanche forecaster team uses in order to write an accurate public avalanche advisory. These are then published on the NZAA - Avalanche.net.nz. The InfoEx allows organisations and commercial business that actively manage avalanche hazard throughout the winter, to exchange technical snow, weather and avalanche information. In order for subscriber engagement to remain high and information to continue being entered into the InfoEx it is essential that this platform stay up to date and meet the current subscribers needs.

The redevelopment of the InfoEx was intrinsically linked to the redevelopment of the public facing NZAA. A working group of InfoEx users was gathered before the build to discuss essential changes that needed to occur in order to keep it current with industry standards. The MSC developed and built the platform to meet the industries expectations. As a result of this information exchange and subscriber engagement has been high, in turn allowing the MSC public avalanche forecasters to confidently produce accurate and timely avalanche advisories.







# Messaging

## Media and resources

### GENERATING SHAREABLE CONTENT

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 re-cut two shorter 30 second versions of the 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 this year was to re-engage them emotionally by demonstrating – without any blood & 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 that he was now at hospital.



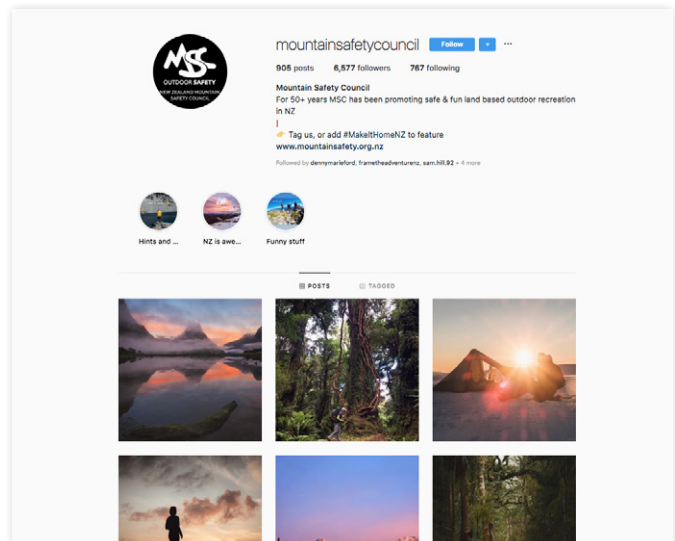
Above: Reworking Early Bird to smaller versions, New NZAA Promo video and how-to video



### CELEBRATING PARTICIPATION

One of the central elements of MSC is our genuine love for the outdoors. This extends to our social media content where we seek to inspire safe and enjoyable participation. This year we added Instagram to be able to share in the adventures of others. We crowd-source all our images and share them with hints and tips about the location, weather, gear or experience. By being 'social' within our social media networks we've been able to develop a highly engaged and enthusiastic audience that love to check in and see the amazing places other people have explored. We expect this channel will continue to grow well past 10K in the next business year.

One of the secondary benefits of this channel is that our organisational hashtag #MakeItHomeNZ is used daily by a diverse audience and has over seven thousand uses in Instagram alone since August 2017. This tag helps to connect the audience to our wider set of resources through search engines and relationship algorithms.





# WE ARE WORKING HARD TO DEVELOP A VOICE AND **SPEAK TO** PARTICIPANTS

## MEDIA RELEASES

The following pages are a small selection of articles triggered by our PR engagement. These were created on the back of direct partnership building with media contacts (where possible) as well as traditional media releases .



### A lack of preparation makes for misadventures on Mt Aspiring

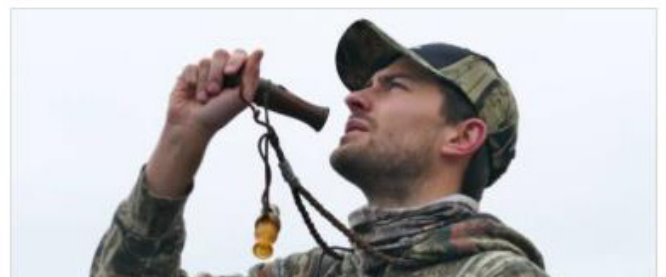
LIZ CARLSON  
Last updated 05:00, April 2 2018



The uneven nature of trails requires a decent level of awareness which - in the long run - may help improve balance and coordination.

### 'Average' duck shooting season predicted in Southland

RACHAEL KELLY  
Last updated 16:21, May 2 2018







# Messaging

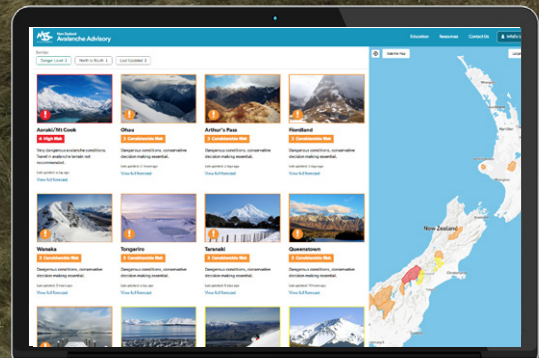
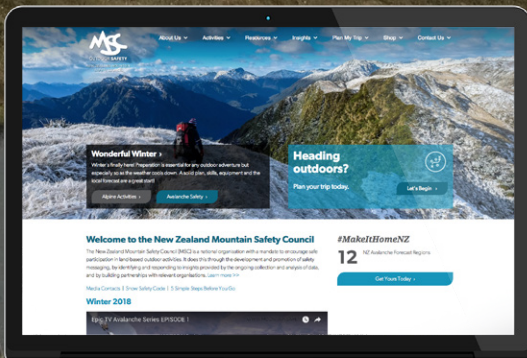
## Digital presence



MOUNTAINSAFETY.ORG.NZ



AVALANCHE.NET.NZ



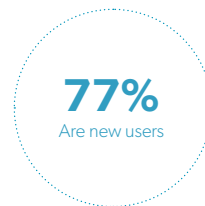
# 381,148

Total unique website users  
(1 July 2017 - 30 June 2018)



# 45,717

Total unique website users  
(1 July 2017 - 30 June 2018)



# 1,026,740

Sessions  
(1 July 2017 - 30 June 2018)



# 117,532

Sessions  
(1 July 2017 - 30 June 2018)



**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 2017 - 30 June 2018 and do not reflect current statistics of our channels.

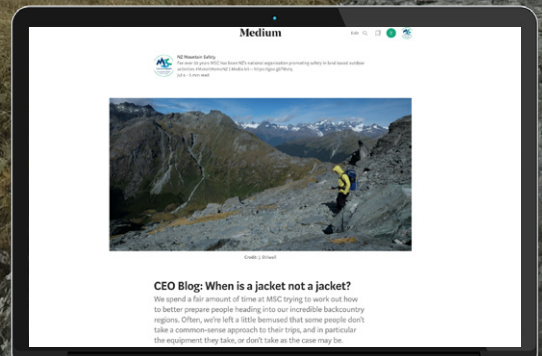
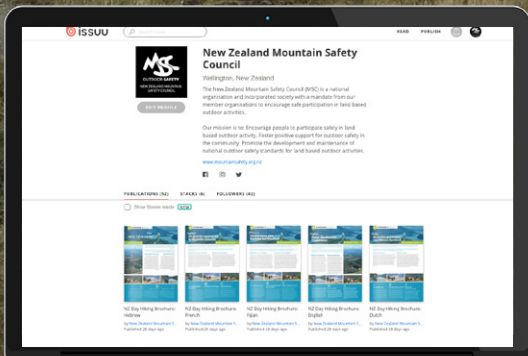




ISSUU.COM



MEDIUM.COM



29,332

**Total reads**  
(1 July 2017 - 30 June 2018)

72,406

**Total impressions**  
(1 July 2017 - 30 June 2018)

3,926

**Total reads**  
(1 July 2017 - 30 June 2018)

9,611

**Total views**  
(1 July 2017 - 30 June 2018)

**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 2017 - 30 June 2018 and do not reflect current statistics of our channels.

**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 2017 - 30 June 2018 and do not reflect current statistics of our channels.





# Messaging

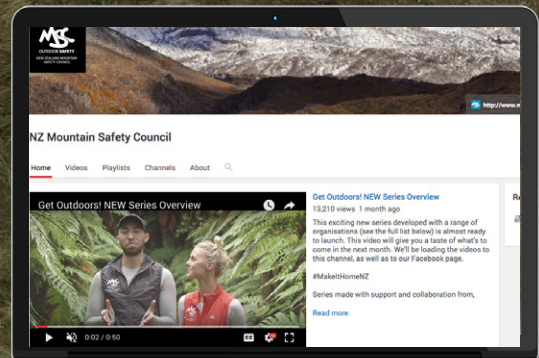
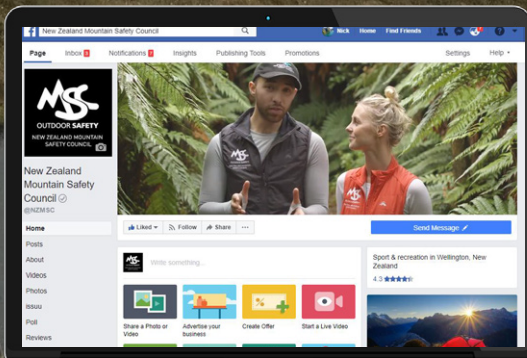
## Social presence



FACEBOOK



YOUTUBE



# 28,922

Total page likes on Facebook  
(as at 30 June 2018)

# 207,700+

YouTube channel video views  
(1 July 2017 - 30 June 2018)

# 6,380,551

Impressions on Facebook  
(1 July 2017 - 30 June 2018)

# 25,155

Hunter's Club Night Hunting Video Views  
(1 July 2017 - 30 June 2018)

# 20,592

NZAA Promo Video Views  
(July 2017 - 30 June 2018)

# 15,411

Get Outdoors - How to  
Cross a River Video Views  
(July 2017 - 30 June 2018)



NZMSC

# 16,568

Total page likes as at  
30 June 2018



NZMSCAlpine

# 7,237

Total page likes as at  
30 June 2018



NZMSCHunting

# 5,167

Total page likes as at  
30 June 2018

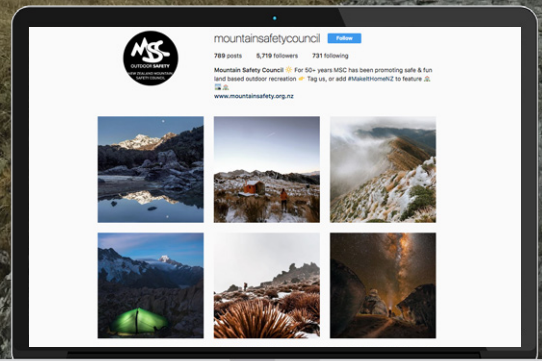




TWITTER



INSTAGRAM



641,402

Twitter impressions  
(1 July 2017 - 30 June 2018)

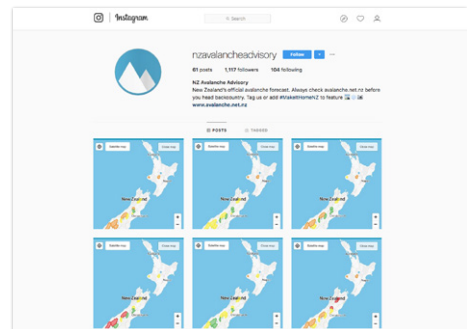
Twitter Impression - A tweet of ours appears in the feed of Twitter users. Metrics cover 1 July 2017 - 30 June 2018 and do not reflect current statistics of our channels.

2,932,946

Instagram impressions  
(August 2017 - 30 June 2018)

5,710

Followers  
(August 2017 - 30 June 2018)



New Instagram page

[www.instagram.com/nzavalancheadvisory](http://www.instagram.com/nzavalancheadvisory)





# Messaging Advertising

## PRODUCING TARGETED MESSAGING

If we're able to put the right message in the right way, in the right place at the right time we maximise our chances of positively impacting decision making and planning. To do this we need to understand our audience and in particular the context of their experience. We endeavor to highlight the consequence of inaction in a positive way by suggesting that a few simple steps are all it might take to avoid an incident.

We prioritise certain publications and channels at certain times of the year to make sure the message is timely. We've also worked to make our digital advertising more focused. This year we've tested Stuff.co.nz and Trademe.co.nz who both have various new methods of user targeting - activity, age, location - within their platforms. This means the message isn't wasted on those who don't need to see it giving us higher quality traffic to websites and social media posts.

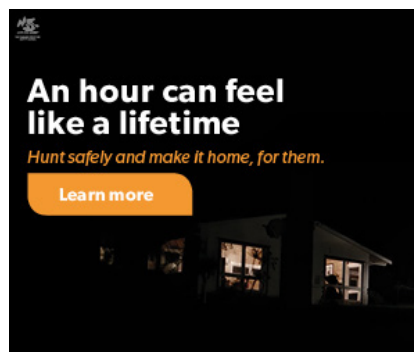


### ISSUE

## 41% of Game Bird hunting injuries are on Opening Weekend - *A Hunter's Tale, 2017*

Using ACC injury data we identified key target groups who are getting injured in this activity. Kiwi males especially from rural areas were a standout group. We placed messages in print, radio and digital channels where they source their information leading up to the season. We also generated messages that spoke to their loved ones and friends that subsequently aligned with our 'make it home' umbrella - to make it home for them. Key advertising channels also provided opportunity to pair our insights into articles to support our messages. There were no fatalities this season.

*Key channels: Hunting magazines, rural websites, partner networks, social media, demographically aligned radio stations, video preroll.*



Above: Web banners that honed in the message to make it home to your loved ones this season.

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

# 1.16M

Approximate impressions for duck season 2018

**Impression:** Each impression is a time a radio advert is heard, a web banner displays on a screen, an advert appears in a print publication.



# WE ARE **TARGETING** OUR MESSAGES FOR MAXIMUM IMPACT



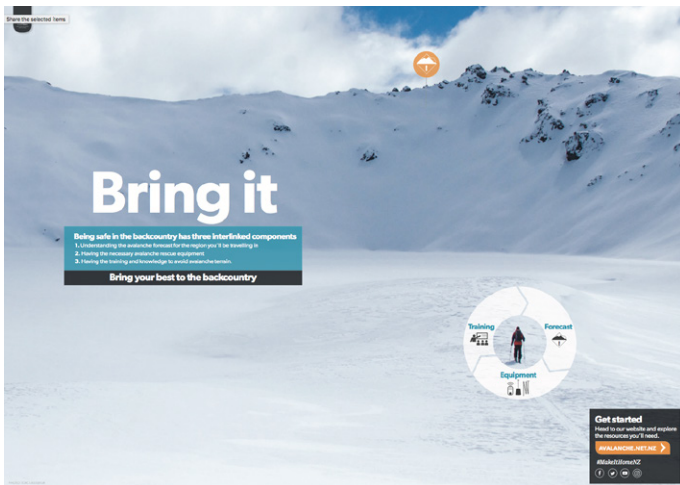
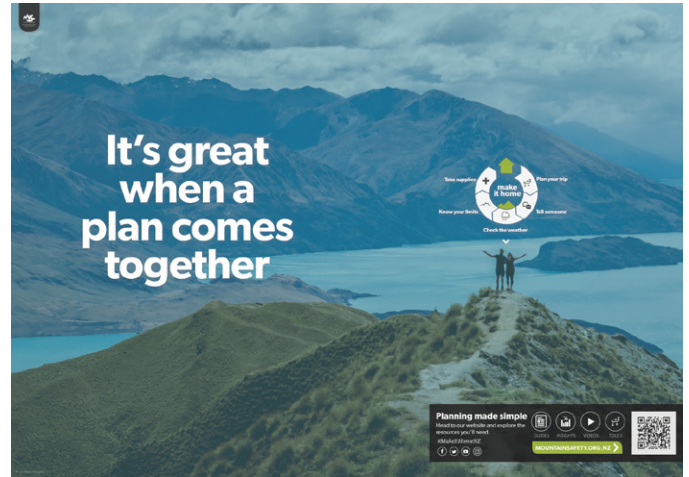
## ISSUE

### Incidents in the outdoors increase from spring and on into summer

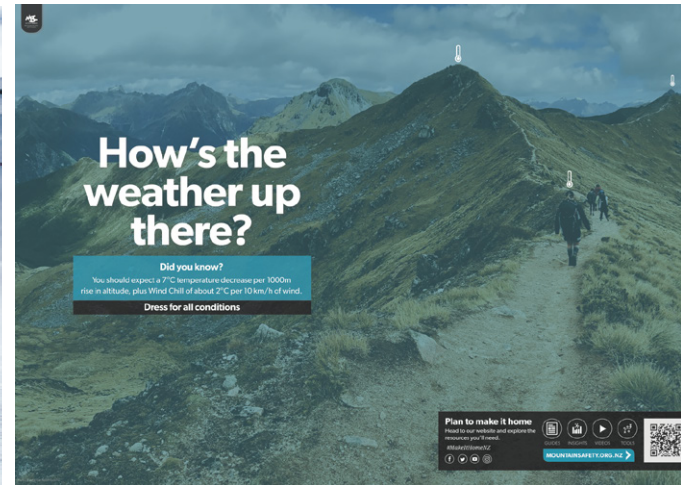
- *There and Back, 2016*

We used behaviour and hotspot-targeted digital marketing and key media channels to encourage outdoor planning. We used inspirational outdoor photography paired with safety messages to convey positive consequences if participants put planning into their thinking. These seasonal messages are to provide awareness of our partner-generated tools, resources and further insights to explore.

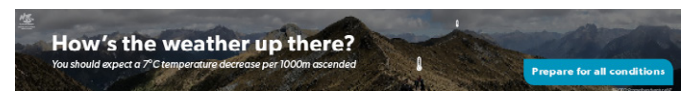
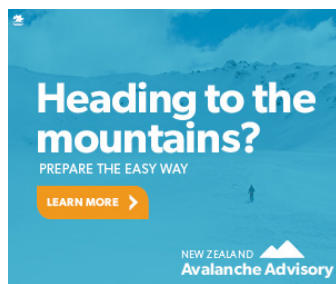
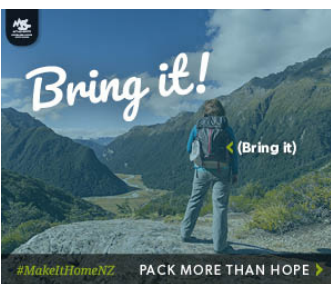
**Key channels:** Outdoor magazines, broad media channels such as Stuff, NZ Herald and NewsHub.



Above: Doublespread Adventure Magazine promoting the NZAA avalanche forecasting system.



Above: Doublespread Adventure Magazine indicating change in temperature



Above: Web banners that point to our resources

# 11.2M

Approximate impressions for the 2017-18 year

**Impression:** Each impression is a time a radio advert is heard, a web banner displays on a screen, an advert appears in a print publication.









# Financial Summary

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 28 September 2018. 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 a complete understanding as provided by the PR. A copy of the PR can be obtained by contacting MSC.

## STATEMENT OF FINANCIAL POSITION - AT 30 JUNE 2018

	2018	2017
<b>Assets</b>		
Property, plant and equipment	176,041	90,846
<b>Non-current Assets</b>	176,041	90,846
Inventory and debtors	124,209	115,490
Term deposits	750,000	300,000
Bank accounts	69,392	263,924
<b>Current Assets</b>	943,601	679,414
<b>Total Assets</b>	<b>\$1,119,642</b>	<b>\$770,260</b>
Current Liabilities	503,628	298,621
Retained Earnings	616,014	471,639
<b>Total Liabilities and Retained Earnings</b>	<b>\$1,119,642</b>	<b>\$770,260</b>

## STATEMENT OF FINANCIAL PERFORMANCE - YEAR ENDED 30 JUNE 2018

<b>Revenue</b>		
<b>Providing goods or services</b>		
New Zealand Lottery Grants Board	1,265,000	1,185,000
New Zealand Police	256,000	256,000
New Zealand Search and Rescue Council	172,000	176,500
Sport New Zealand	85,000	170,000
Department of Conservation	39,500	-
Other	84,254	169,589
<b>Other revenue</b>		
Interest and sundry	38,733	25,501
<b>Total Revenue</b>	<b>1,940,487</b>	<b>1,982,590</b>
<b>Expenditure</b>		
Employee related costs	737,977	649,641
Providing goods or services	1,058,135	1,123,415
<b>Total Expenditure</b>	<b>1,796,112</b>	<b>1,773,056</b>
<b>Surplus</b>	<b>\$144,375</b>	<b>\$209,534</b>

## CASH FLOW STATEMENT - YEAR ENDED 30 JUNE 2018

Net Cash Flows from Operating Activities	381,142	222,703
Net Cash Flows from Investing Activities	(575,674)	(190,329)
Opening cash balance	263,924	231,550
<b>Closing Cash Balance</b>	<b>\$69,392</b>	<b>\$263,924</b>
<b>This is represented by</b>		
Bank accounts	69,392	263,924
<b>Closing Cash Balance</b>	<b>\$69,392</b>	<b>\$263,924</b>





OUTDOOR SAFETY  
NEW ZEALAND MOUNTAIN  
SAFETY COUNCIL

#MakeItHomeNZ

## Stay in the loop



[info@mountainsafety.org.nz](mailto:info@mountainsafety.org.nz)



[mountainsafety.org.nz](http://mountainsafety.org.nz)



[avalanche.net.nz](http://avalanche.net.nz)



[medium.com/@nz\\_msc](https://medium.com/@nz_msc)

Follow our media releases and Mike's blog



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[Facebook.com/NZMSCHunting](https://Facebook.com/NZMSCHunting)

[Facebook.com/NZMSCAlpine](https://Facebook.com/NZMSCAlpine)



[Twitter.com/nz\\_msc](https://Twitter.com/nz_msc)



[YouTube.com/NZMountainSafetyCouncil](https://YouTube.com/NZMountainSafetyCouncil)



[Instagram.com/mountainsafetycouncil](https://Instagram.com/mountainsafetycouncil)

[Instagram.com/nzavalancheadvisory](https://Instagram.com/nzavalancheadvisory)



**New Zealand Mountain Safety Council**

**Phone:** 04 385 7162

**Address:** Level 1, 29 Brandon Street, Wellington 6011

## Thanks

Thank you to our funders for their generous support.

