

NZ MOUNTAIN SAFETY COUNCIL

# ***ANNUAL REPORT*** **2023 - 2024**



**OUTDOOR SAFETY**

NEW ZEALAND MOUNTAIN  
SAFETY COUNCIL

**A big thank you to our  
council member organisations**

Accident Compensation Corporation  
Boys' Brigade NZ  
Christian Camping  
Department of Conservation  
Education Outdoors New Zealand  
Girl Guiding New Zealand  
Girls' Brigade New Zealand  
Heliski Operators Group  
Herenga ā Nuku Aotearoa  
MetService Te Ratonga Tiorangi  
Ministry of Business, Innovation and Employment  
New Zealand Alpine Club  
New Zealand Deerstalkers Association  
New Zealand Defence Force  
New Zealand Land Search and Rescue  
New Zealand Mountain Guides Association  
NZ Mountain Radio Service  
New Zealand Outdoor Instructors Association  
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Recreation Aotearoa  
Scouts Aotearoa  
Ski Areas Association New Zealand  
The Duke of Edinburgh's Hillary Award  
Tourism Industry Aotearoa  
William Pike Challenge

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# CELEBRATING ANOTHER SUCCESSFUL YEAR

We are excited to present the incredible work accomplished by the MSC team alongside our council members and partners. This report demonstrates the continued growth and impact of our work.

Insights are central to our work, and the way we develop these continues to evolve. This evolution ensures our insights remain robust and that we're using them intelligently to achieve maximum impact. Over the past year, we have focused on exploring changes in participation, understanding how Kiwis plan their adventures, and gaining a deeper understanding of activity specific communities. These insights will continue to inform and shape our behaviour change initiatives and those of our sector partners.

We have a well-established insights framework, leveraging unparalleled access to data from participation trends, ACC injury claims, search and rescue events, and fatalities. However, even these data sources cannot fully address questions about human factors, such as motivations, decision-making, attitudes, influences and behaviours.

To expand our knowledge of these social science-related topics, we have launched Adventure Voice. This dedicated outdoor research community invites all land-based outdoor enthusiasts, no matter what their ability and experience, to participate. Community members will help shape future interventions by sharing their experiences and knowledge, and opinions on various outdoor recreation topics.

Plan My Walk (PMW) is prominently featured in this report and is central to our prevention work. In 2023, we introduced two major updates, including a custom track builder, catering to advanced trampers, backcountry enthusiasts and hunters. This feature allows users to create personalised routes while still benefiting from PMW's core safety features. This further expands the relevance and usefulness of PMW, positioning it as the go-to for trip planning for even more Kiwis.

Our marketing strategy delivers vital safety information tailored to users' locations and adventures, connecting Kiwis to MSC resources and tools. We leverage digital marketing, SEO, influencer partnerships, and region-specific campaigns. Through our well-established reputation and media profile, we maintain MSC as an authority in outdoor safety. Our deliberate focus on insights-driven, proactive media articles also allows positive storytelling ahead of traditional peaks in incidents, ensuring Kiwis are better informed for their upcoming adventures. The outstanding success of our marketing strategy is underscored by our win at the prestigious 2024 YouTube NZ Marketing Awards, after being named finalists in three categories. This is the fifth year in a row we have been finalists, and our second time as a winner.

These pages also highlight the many new resources MSC has released, including launching a new safety video for the Paparoa Track for mountain bikers and trampers. The video includes packing tips, highlights hazards, and decision-making points. We also introduced 16 cost-effective 3D track videos to complement our well-established tramping safety videos, providing detailed safety content tailored to specific tracks with lower incident rates. Additionally, we partnered with Potton & Burton to publish a children's book, *Mia & Leo Go Wild!*, to assist families planning outdoor adventures with young people.

These pages reflect the passion and talent of our team, our board, and the support of our partners and funders who have embraced our shared mission: enabling people to enjoy their outdoor recreation safely. Together, we will continue to achieve so much more.

Over the following pages we are pleased to present to you a reflection on 2023-24 and all that we accomplished together.

# WELCOME



Mike Daisley  
**NZ MOUNTAIN SAFETY  
COUNCIL CHIEF EXECUTIVE**

A handwritten signature in blue ink, appearing to read 'Mike Daisley'.



Richard Davies  
**NZ MOUNTAIN SAFETY  
COUNCIL BOARD CHAIR**

A handwritten signature in blue ink, appearing to read 'Richard Davies'.

# INTRODUCTION



**We are excited to present our 2023-2024 annual report, which highlights our extensive successful, evidence-based prevention work.**

Every year we build on our past success, continuing to deliver a range of impactful targeted safety initiatives, using our data-driven insights, powerful partnerships and award-winning communications strategy.

As we walk you through the highlights and successes of the year, it's evident how our evidence-based approach is making a difference for people enjoying land-based outdoor recreation in Aotearoa. You'll see numerous examples of how our work is delivering key outcomes for participants across a diverse range of land-based outdoor activities and locations.

We extend a huge thank you to all our council members, partners and funders for their continued support. Without your support, we wouldn't have been able to achieve these outcomes.

# MEASURING OUR IMPACT

We use many methods to measure and quantify the impact of our prevention work.

When we run seasonal or issue-specific safety campaigns, release a new resource or product, or provide a service, such as the NZ Avalanche Advisory, we typically develop a suite of objectives or KPIs and use an appropriate method/s to monitor and assess the positive impact we are making. Throughout this report you will see many examples of this.

However, outside these specific situations, we also step back from the detail and look at the big picture. We ask ourselves, "Is our work also making a positive difference on a macro scale?"

We have the evidence to prove it is.

## KEY ACTIVITIES

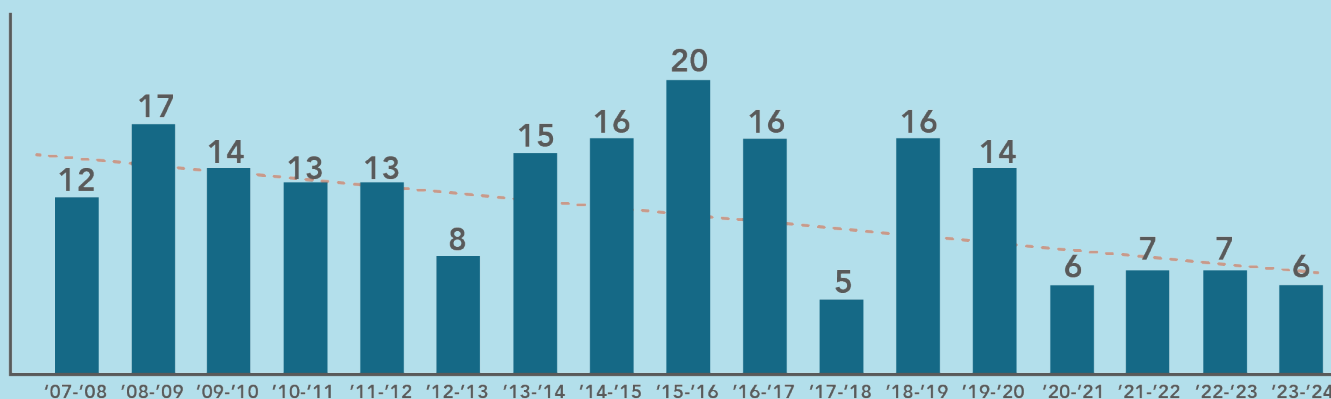
Across the seven primary land-based outdoor recreation activities within MSC's mandate, we see a continued reduction in fatalities over time.

Combining all walking/hiking/tramping, all forms of hunting, backcountry mountain biking, trail running, mountaineering, all backcountry snowsports and rock climbing, both the 5-year and 10-year average fatality trends are decreasing.

The 5-year average is now sitting at 8 fatalities per year. This has decreased from 10 in the previous year.

The 10-year average is now down to 11.3 fatalities per year. This has decreased from 12.2 in the previous year.

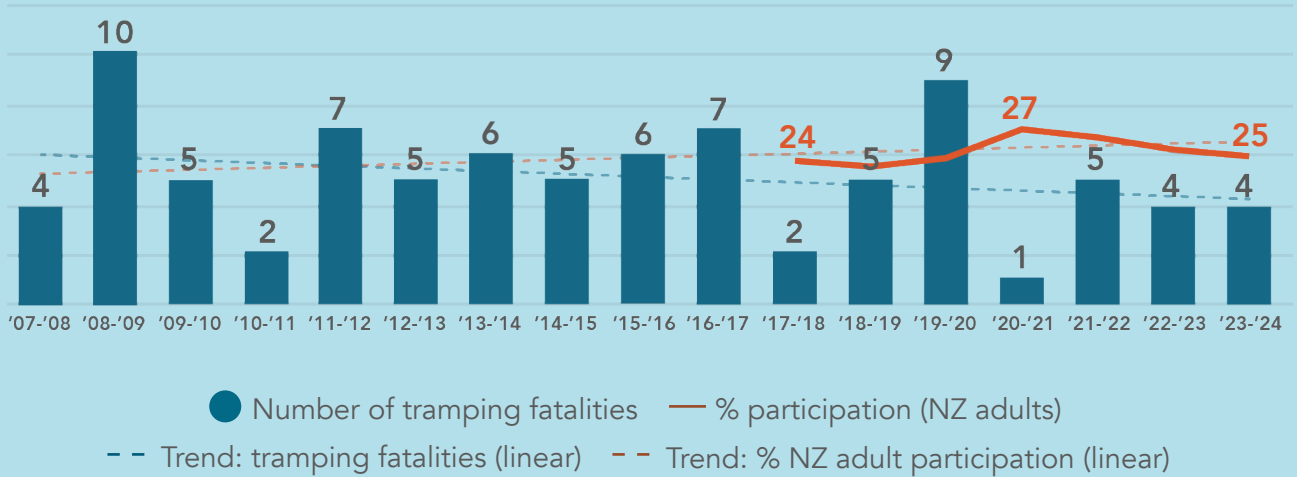
## OUTDOOR RECREATION FATALITIES PER YEAR TRAMPING, HUNTING, MTB, TRAIL RUNNING, MOUNTAINEERING, BACKCOUNTRY SNOWSPORTS & ROCKCLIMBING



● Number of annual fatalities    - - Trend: fatalities (linear)



## TRAMPING FATALITIES



Tramping encompasses anything from short walks through to day hikes and overnight or multi-day trips.

Tramping participation for NZ adults has continued to increase over the last decade, with an obvious spike during the Covid-19 pandemic as international travel was largely impossible and many New Zealanders had returned home or holidayed locally. Post-Covid, participation has dropped back to levels similar to pre-pandemic, with roughly a quarter of the NZ adult population participating annually.

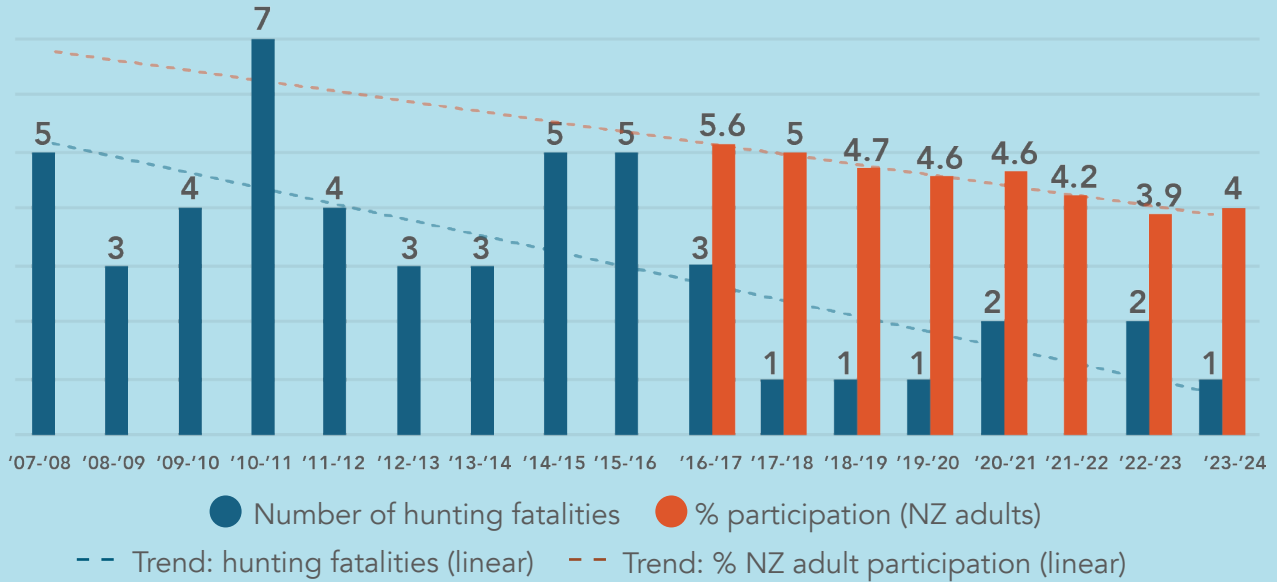
Despite this backdrop of increasing NZ adult participation over a sustained period, tramping fatalities continue to decrease, and that remains especially true when we include international trampler fatalities within this count.

The 5-year average is now 4.6 fatalities per year, down slightly from 4.8 last year.

The 10-year average is now 4.8 fatalities per year, down slightly from 5 last year.



## HUNTING FATALITIES



Hunting participation continues to experience a small annual decrease. Unlike tramping, which surged in popularity through Covid-19, we didn't see the same spike for hunting, and in 2023-2024, participation of New Zealand adults was 4% of the population, which is consistent with the previous year (2022-2023).

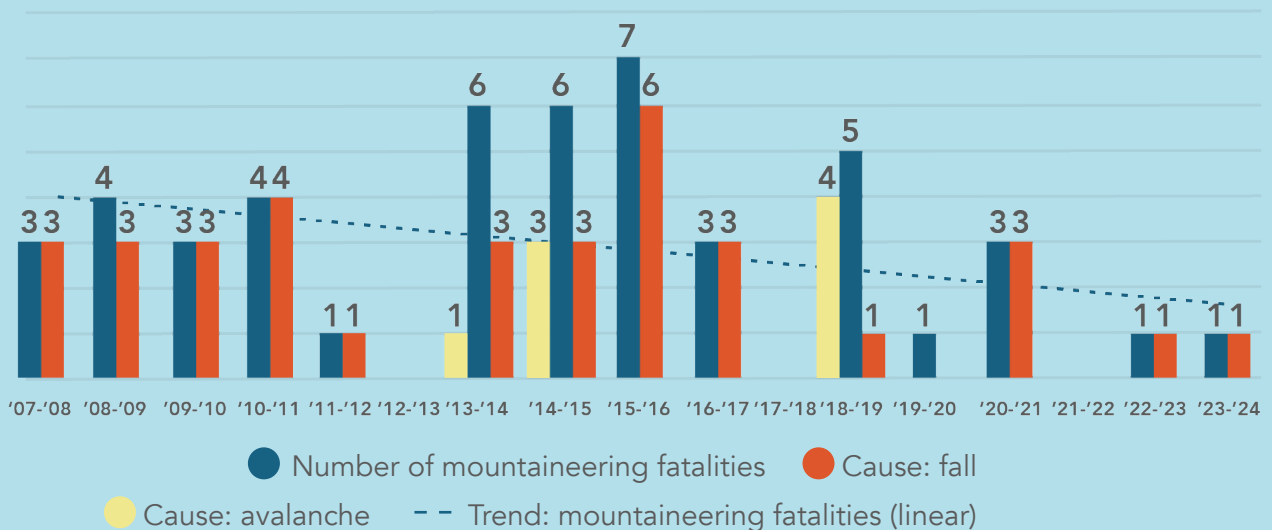
Despite the overall small decrease in participation, hunters are an active group, and typically, most hunters go out multiple times a year, with many scheduling a more major/longer trip during the annual roar.

Hunting fatalities across all forms of hunting, from big game through to alpine, pig, small game and duck, continue to decline.

The 5-year average is now 1.2 fatalities per year, down slightly from 1.4 last year.

The 10-year average is now 2.1 fatalities per year, down slightly from 2.4 last year.

## MOUNTAINEERING FATALITIES



Mountaineering has a rich history in New Zealand. However, we don't know how many people go mountaineering as there's no reliable national participation data available.

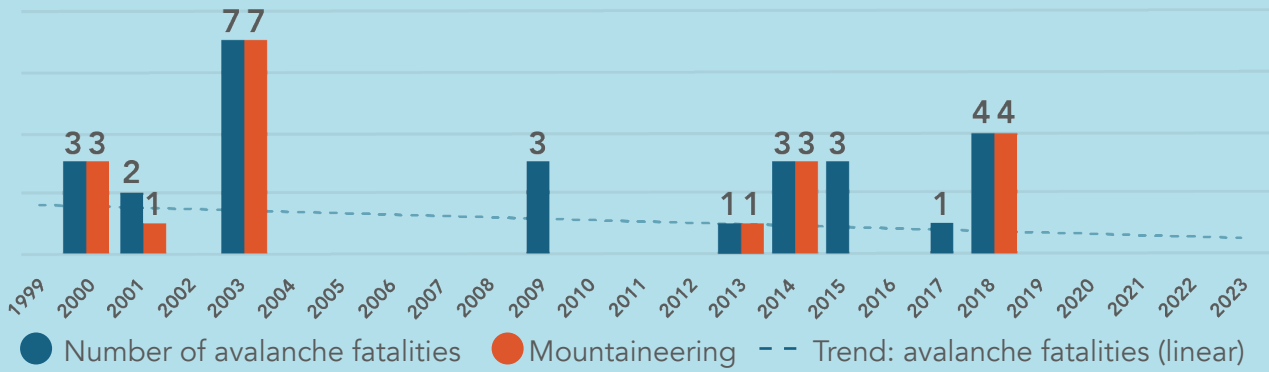
Mountaineering fatalities are trending down based on the 5-year and 10-year averages.

The 5-year average is now 1.2 fatalities per year, down from 2 last year.

The 10-year average is now 2.7 fatalities per year, down from 3.2 last year.

Mountaineering fatalities are most commonly the result of a fall, which accounts for 18 deaths over the last 10 years (66%).

## AVALANCHE FATALITIES (CALENDAR YEARS)



Unlike tramping and hunting, for which we have good-quality national participation data, we do not know how many people head into the backcountry in snow/avalanche conditions.

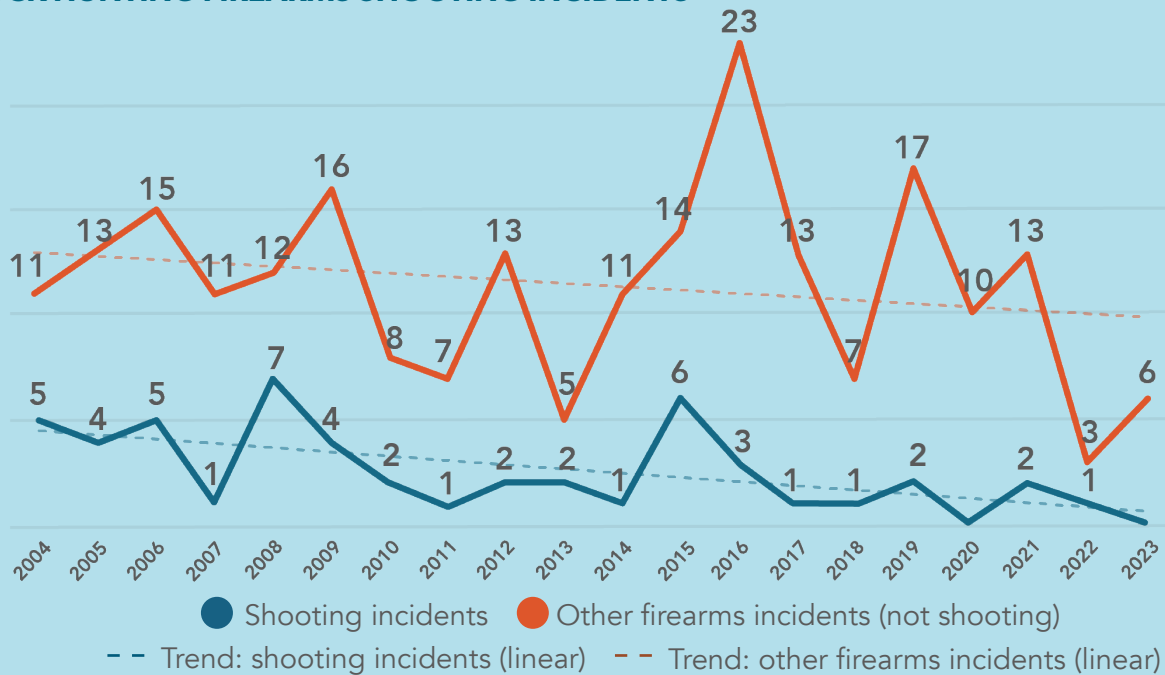
Despite the lack of official data, anecdotally we believe backcountry recreation has increased significantly in recent years, especially during and post-Covid-19. This belief is based on what our avalanche forecasters are witnessing, feedback from our sector partners, such as guiding and heli-ski operations, and retail/wholesale industry partners.

Avalanche fatalities continue to decrease based on 5-year and 10-year trend data.

The 5-year average is now zero.

The 10-year average is now 1.1 fatalities per year, essentially the same as last year (1.2).

## DUCK HUNTING FIREARMS SHOOTING INCIDENTS



We've continued our focused effort to reduce firearms incidents through the duck hunting opening weekend and early season period. These prevention efforts continue to pay off, as the trend continues to track down.

We closely monitor two classifications: 'shooting incidents', which is either a duck hunter accidentally shooting themselves or someone else; and 'other firearms incidents', which are injuries caused by handling of a firearm, proximity to live firing or firearm malfunction.

The 5-year and 10-year averages for both trends are decreasing.

### SHOOTING INCIDENTS

The 5-year average is now 1 incident per year, down from 1.2 last year.

The 10-year average is now 1.7 incidents per year, down from 1.9 last year



# ***RESOURCES*** **THAT IMPROVE SAFETY**



# PAPAROA TRACK VIDEO

The Paparoa Track video is the latest in our safety video series.

Since the development of the West Coast's Great Walk, the Paparoa Track, in 2019, we identified this shared-use walking/biking track as an opportunity to reach all track users to prevent safety incidents for both user groups.

The new video, launched in December 2023, mirrors the approach of the Old Ghost Road track video, released in November 2022. It highlights what the amazing shared-use Great Walk has to offer and the varied conditions mountain bikers and trampers can expect. It covers important safety information, including how to pack a balanced bike, an essential packing list, the common risks and hazards, and key decision-making points on the track.

The video, produced in collaboration with Ngāti Waewae and the Department of Conservation (DOC), was launched just weeks before the official opening of the Pike29 Memorial Track, which is also featured in the video.

This video is available on the Paparoa Track page in Plan My Walk (PMW) and our YouTube channel. It's also on the DOC Paparoa Track page, a critical placement to reach those booking huts on the track.

## VIDEO VIEWS

KPI  
**21,000**

YOUTUBE VIEWS  
**25,246**

VIMEO VIEWS  
**741**



## STRENGTHENING SUCCESS THROUGH PARTNER SUPPORT

Our partners strongly supported the video launch, sharing the video and associated safety information through their social media channels and eDMs. This included New Zealand Land Search and Rescue, JetBoil and Ground Effect.

## MAXIMISING REACH THROUGH PROMOTION

We produced a range of short, snappy video cutdowns for social channels to launch the new video, driving our social audience to YouTube or PMW to watch the full video.

We also ran a giveaway to maximise reach, requiring entrants to tag a friend in the comments who they wanted to ride the Paparoa Track with. We received an awesome response, with over 1,000 entries and a high volume of comments from people who stated they were already planning to ride the track or that it was on the top of their bucket list. This showed that we were getting this content in front of the right people at the right time.

Rounding out our social launch strategy, we shared all media that mentioned the track or video on our socials, along with stories highlighting the top safety takeaways from the new video. Our combined social efforts resulted in a total reach of over 100,000 across Instagram (IG), Facebook and TikTok.

## SOCIAL MEDIA HIGHLIGHTS

### TOTAL SOCIAL REACH

# 105,528

### PAPAROA GIVEAWAY POST

<b>26,476</b>	<b>1,037</b>	<b>1,226</b>
reach	comments/ entries	likes

### PAPAROA IG REEL

<b>20,721</b>	<b>26,641</b>
reach	plays

### TIKTOK VIDEO

<b>21,500</b>	<b>24,800</b>	<b>1,083</b>
reach	plays	likes

### OTHER STATS

Facebook video cutdown

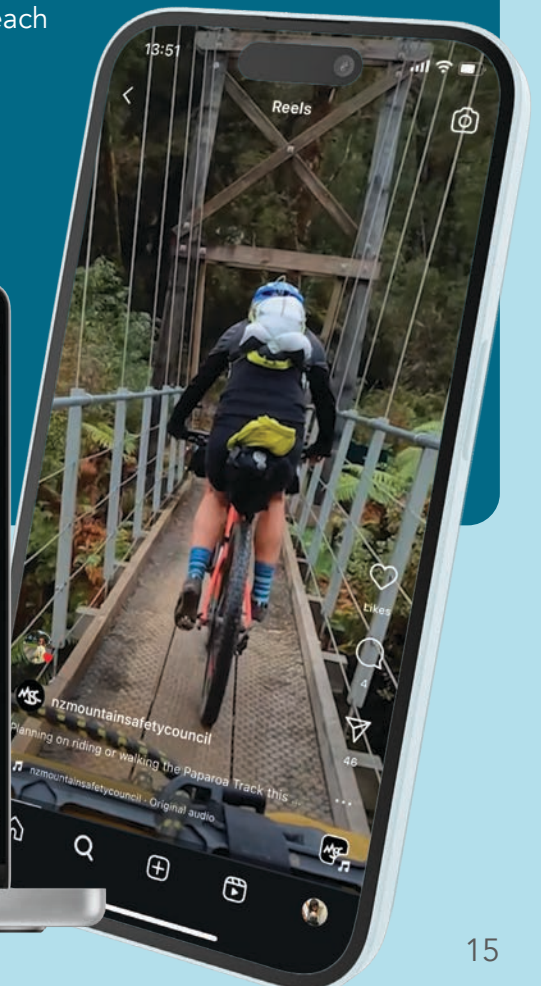
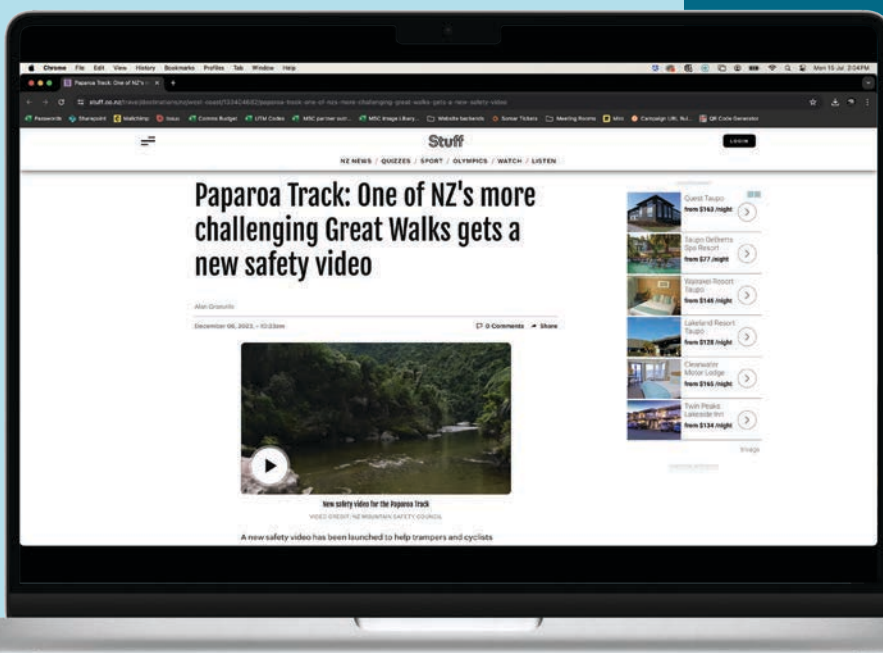
<b>24,969</b>
reach

Facebook – media release

<b>9,451</b>
reach

Facebook – top tips from video story

<b>2,411</b>
reach



# 3D TRACKS VIDEO

Our new series of 3D track videos takes a different approach to our existing safety content. We developed a suite of 16 3D track videos, which complement our popular tramping safety videos cost-effectively.

Since the success of the tramping safety video series, we identified the value of visual track-specific content that supports trampers' and hikers' planning and preparation. While the 16 tracks that feature in the 3D track videos have lower recorded safety incidents compared to the tracks featured in the tramping safety video series, they are all popular trips that require quality planning and preparation, and each has its own unique safety considerations.

Using a combination of 3D satellite imagery and animated graphics, each video uses a fly-over style that highlights important sections of each track, key decision-making points, hazards that need to be managed, seasonal considerations, and estimated walking times.

The videos are currently available exclusively through PMW. However, they will be launched via our YouTube channel ahead of summer 2025, making them more accessible to more people.

## KEY METRICS

TOTAL VIMEO VIEWS

21,645

TOTAL VIMEO IMPRESSIONS

217,604

VIEWERS WATCH ON AVERAGE

66% of the video

Mercer Bay Track

Karama

Piron

Poua

Abel Ta

“

*It gave me an idea of how difficult the tracks are, I was more prepared. The 3-D videos of tracks were awesome. I had met beginners wishing to do advance tracks, but they didn't realise how difficult the tracks they chose were, I showed them the videos and the track information, they reckon they were too difficult to them, they chose some easier tracks instead.*

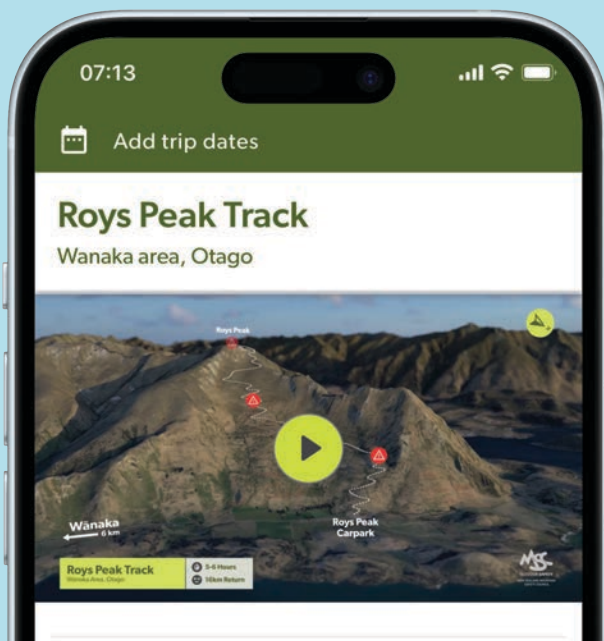
- PMW impact survey participant

”

Greenstone/Caples Circuit - 683

Roys Peak - 3,151





- THE VIDEOS COVER**
- > Cape Brett Track
  - > Te Whara Track
  - > Mercer Bay Track
  - > Karamatura Track
  - > Cossey-Massey Loop Walk
  - > Pironga Mountain Track
  - > Lake Waikaremoana Track
  - > Tongariro Northern Circuit
  - > Round the Mountain Track
  - > Pouakai Circuit/Crossing
  - > Mt Holdsworth Jumbo Circuit
  - > Queen Charlotte Track
  - > Abel Tasman Coast Track
  - > Avalanche Peak Route
  - > Roys Peak
  - > Greenstone-Caples Circuit

# MIA & LEO GO WILD!



Every year, thousands of families get outdoors on short day walks or overnight tramps.

Adventuring outdoors with young people adds additional layers of planning, preparation and safety considerations. To support families taking on this exciting challenge, we launched a children's book, *Mia & Leo Go Wild!* in collaboration with award-winning publishers Potton & Burton, award-winning author Gillian Candler and illustrator Gavin Mouldey.

*Mia & Leo Go Wild!* follows a young family planning their first overnight tramp together. The book cleverly weaves together an adventurous storyline with the important safety elements of tramping, including the planning stage, while bringing to life PMW and the realities of family tramping.

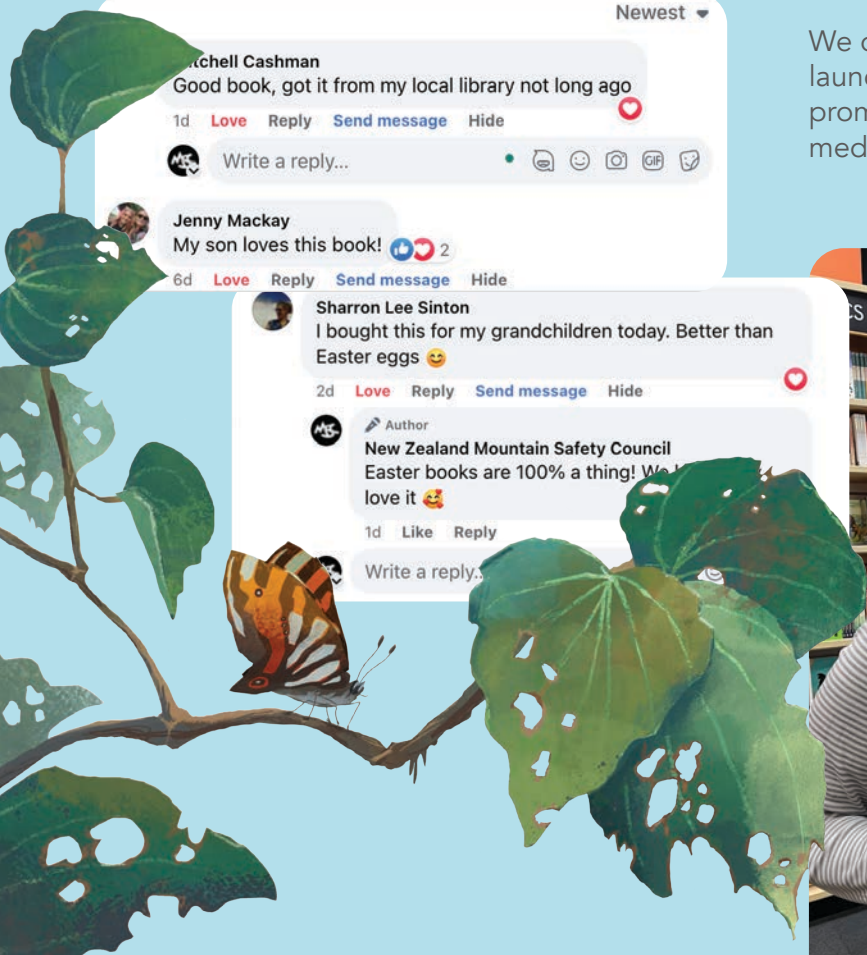
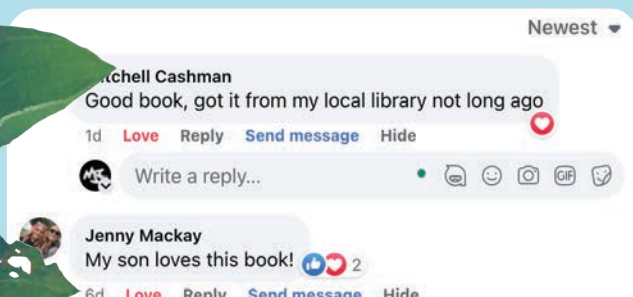
This project started in September 2022 when we committed to the collaboration.

## LAUNCH

In October 2023, the book hit bookstore shelves across the country, including all 53 Whitcoulls and 90 Paper Plus stores, and an estimated 55 independent bookstores.

To support the nationwide launch, we conducted a promotional campaign. Launching and promoting a children's book was a new concept for our team, so testing out creative ways to reach and engage the target audience was an ongoing learning process.

We developed an activity sheet, which we launched at the same time as the book, and promoted this using our own channels, earned media, partnerships and paid digital ads.



## DONATIONS TO SCHOOLS

We wanted as many children and their families as possible to have access to the book, whether that was purchasing it or reading it at school. Setting ourselves the target of sending a book to over 550 schools nationwide was ambitious. We selected 550 lower equity index schools, from small rural schools to large city schools, from as far north as Kaitaia and south to Stewart Island, from the East Coast of the North Island to the West Coast of the South Island, we reached as far and as wide as we could.

Each school pack included a copy of the book, a colouring-in activity sheet, a bookmark and information sheet.

It was encouraging to receive messages back from schools showing the impact of the book and resources on teachers and students as well as their whānau.

*"Thank you so much for the koha of Mia & Leo Go Wild. This actually ties in quite nicely with our blueprint for learning. Our tamariki were at a school camp just last week and I'm sure they are all wanting to try new adventures with their whānau, Such a lovely book with illustrations to captivate their imaginations."*

- **Western Heights Primary School, Rotorua**

*"Can you please tell me how I can order this book for my household. We just received it at the school and love the concept, book and Plan My Walk app. Great job!"*

- **Kohukohu School, Far North**

*"Many thanks for the book you sent to our school. The children will be very interested in this."*

- **Masterton Primary School, Wairarapa**

*"Today we received our copy of the beautiful book, Mia & Leo Go Wild! How exciting. I look forward to sharing it with our students and teachers. Thank you so much for sending it and I'm sure the students will be super excited about the colouring competition also."*

- **Eketahuna School, Tararua District**



## COLOURING-IN ACTIVITY SHEET

A nationwide promotional tactic to reach children, families, schools and any potential customers who didn't already have a book was a colouring-in activity sheet. Designed by the book illustrator, Gavin, we created a colouring-in sheet that tasked children to find important gear, and flora and fauna from the book in the image.

The competition ran for 4 months, from October 2023 to January 2024, with four monthly winners. The 16 monthly prize packs included essential outdoor gear, carefully chosen to support families getting outdoors safely. Prizes ranged from a rain jacket to a sleeping bag and backpack with a head torch, binoculars, first aid kit and drink bottle. All included a copy of the book, notebook and pencils, and a whistle.

By contacting both Whitcoulls and Paper Plus head offices directly, we were able to send out 30 activity sheets to 53 Whitcoulls stores nationwide to place on counters, while Paper Plus offered these to store owners to display them at their own discretion. The activity sheet was also available for download on our website as well as on Potton & Burton's and Suzy Cato's.

## WE RECEIVED A TOTAL OF

**522** entries.

## NATIONAL BOOK REVIEWS

As part of the book promotion process, publishers Potton & Burton employed a publicist to reach the target audience. The publicist secured 21 book reviews and additional social media promotions from five outlets.

Book reviews were featured on nationally recognised platforms, including Suzy Cato, Suzy & Friends radio show, Kiwi Conservation Club, The Sapling, Kids Books NZ, Farming Monthly, NZ Booklovers, Forest & Bird, NZ Alpine Club, What Book Next, FMC Backcountry, and Bobs Book Blog.

*"The book is easy to read aloud, if a little long for the Aspiring Alpinist (2.5 year) age group and has enough in it to keep adults entertained along with the kids. Aimed at an age-group of 5-10 years, the story and characters will promote discussion and a genuine desire to get outside."*

– **New Zealand Alpine Club**

*"Most importantly, this story highlights in an entertaining way, the need for proper preparation before setting off into the New Zealand bush."*

– **What Book Next**

*"Mia and Leo Go Wild is an informative and entertaining read that will inspire the whole whānau to explore our beautiful outdoors."*

– **NZ Book Lovers**

*"This is a beautiful book for any tamariki who love getting into the bush in Aotearoa or who want to learn more about tramping."*

– **The Sapling**

## METSERVICE PLACEMENT

A free ad placement for the book ran from 16-29 October across the MetService website and app, and Mountain and Parks page. It received:

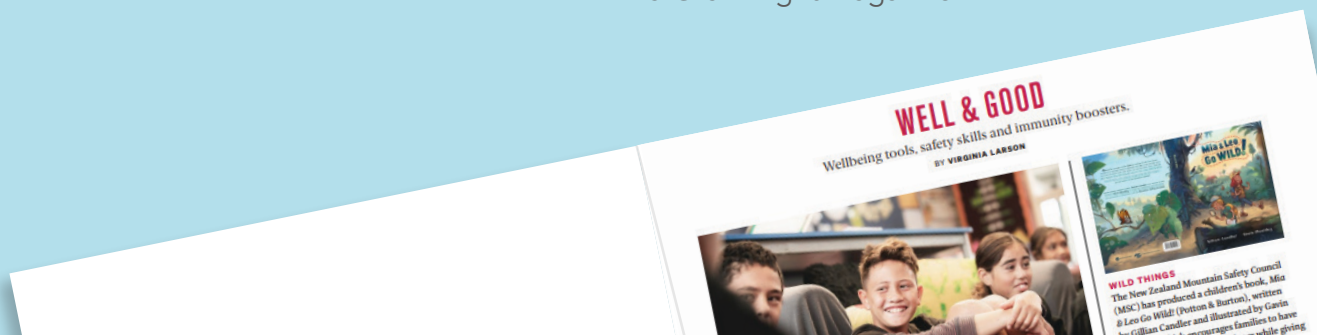
**104,087** impressions

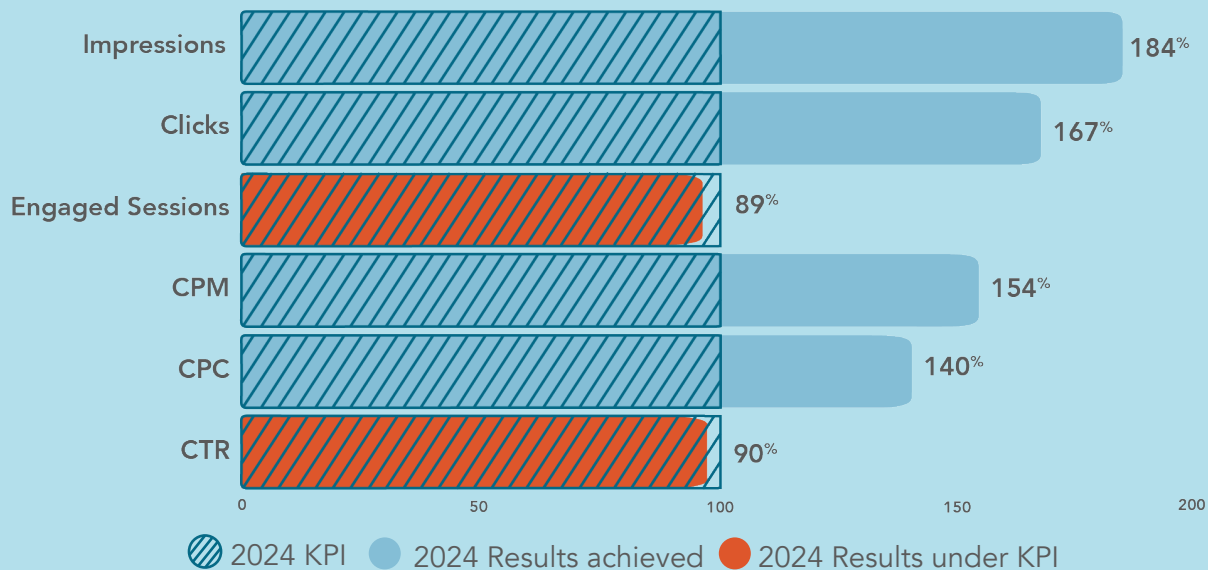
**84** clicks

## EARNED MEDIA

Creating a media plan for this unique resource required us to take a creative spin on pitching to media. This was achieved by highlighting key aspects of the book, including the important safety messages, and a Q&A with the author.

We generated eight media pick-ups across Stuff, The Post and The New Zealand Herald; an RNZ interview and a TVNZ Breakfast interview with the author; and a feature in Air New Zealand's Kia Ora inflight magazine.





### MSC SOCIALS

For our social strategy, we utilised a social-proof focus to showcase real examples of our target audience enjoying the book. We collaborated with family-focused micro-influencers to run giveaways and promote the book to their followers, fostering a sense of community and buzz. By the end of our campaign, we had collaborated on nine giveaways, receiving over 1,200 entries and sending 50 books to winners.

To complement this strategy, we were highly responsive on social channels. We shared behind-the-scenes content on our Instagram and TikTok, resharing posts we were tagged in, and responding to comments and media moments. We aimed to amplify every public exchange to create excitement around the book.

When Matty McLean announced live on TVNZ Breakfast that he needed the book, we filmed ourselves sending him one within an hour of the show, garnering over 30,000 organic views. By the end of our campaign, we had reached over 125,000 unique accounts from our content.

Another significant collaboration was with Suzy Cato, who promoted the book on her website, Instagram, Facebook and YouTube channels. This included a giveaway, a book review by a primary school student, and Suzy reading the book on Suzy’s Book Corner on YouTube. We reshared each piece of content to our own channels, maximising the reach of every mention.

### DIGITAL CAMPAIGN

From 13-29 March 2024, we ran a small digital campaign with a \$2,500 media spend budget.

We focused the spend on Meta, and targeted in-market audiences for kids books and other items, parents of children aged 3-5 and at primary school, and grandparents.

We set six campaign KPIs and achieved four of them, with the remaining two coming very close.

### TOTAL BOOK SALES

By 30 June 2024, **2,010 books** had been sold, not including the 1,000 copies MSC purchased and distributed for free.

### KEY PERFORMANCE INDICATORS

Overall positive sentiment from readers’ feedback

**Achieved.**

2,000 website landing page engaged users

**Achieved.**

 **2,787** views

 **1,685** unique users

 **23<sup>rd</sup>** top ranked views on MSC website

# OUTDOOR RETAIL EXPANSION SCHEME

Throughout the year, we actively expanded our outdoor retail network to include more stores, as well as recognised brands. This network agreed to come on board to help spread good safety advice to their customers and share MSC resources and initiatives.

This year our work in this space included some new highlights:

Jet Boil promoting PMW in their eDMs, sharing the Paparoa Track video in their online blog, and sponsoring prizes for Adventure Voice surveys.

Further Faster running an Avalanche Awareness evening in their Christchurch store.

The North Face joining us to promote Adventure Voice to their customer base.

Torpedo7 playing MSC videos in their stores and collaborating with us on blog content for their website.

A number of retail stores are partnering with us to promote MSC brand presence through physical flyers, stickers and posters in-store, social media content sharing and links to the MSC websites, or unique initiatives, such as instore digital kiosks.

These stores include:

Gordons, Small Planet, Bivouac Outdoors, Hunting & Fishing, Macpac, Torpedo7, Ground Effect, Further Faster, Kathmandu, Marmot, Jet Boil, Swazi, Cactus, Points South, Outfitters, Southern Approach, The North Face, and KEA Outdoors.

Discussions are underway with additional retailers and brands who are seeing the added value of partnering with MSC.



Photo: North Face

# EXPERT CORONIAL REPORTS

Producing in-depth, expert reports to assist coronial investigations into land-based outdoor recreation fatalities continues to be an important part of our workstream.

Our reports offer coroners an expert perspective on the fatality, including the circumstances of the incident, causation factors, a summary of our key findings and recommendations for prevention.

Our reports ensure that coroners have all the information relating to outdoor-safety related facts presented impartially to enable them to make informed recommendations that will have a real-world positive impact.

In almost all cases, coroners adopt all the findings and recommendations we provide.

We work closely with the Ministry of Justice media team when a coroner's final findings are released publicly. We send out a national media release highlighting endorsed MSC recommendations, and as a result, we are typically included in the media articles covering the findings.

In the course of this year, we completed three full reports, one supplementary report, and have started work on a further two.

## MEDIA EXPOSURE

A coroner's findings on a case can often take several years. In 2023-24, the coroner released six findings in cases that included our reports. We sent five media releases based on each set of findings, which resulted in 22 media mentions/pick-ups.

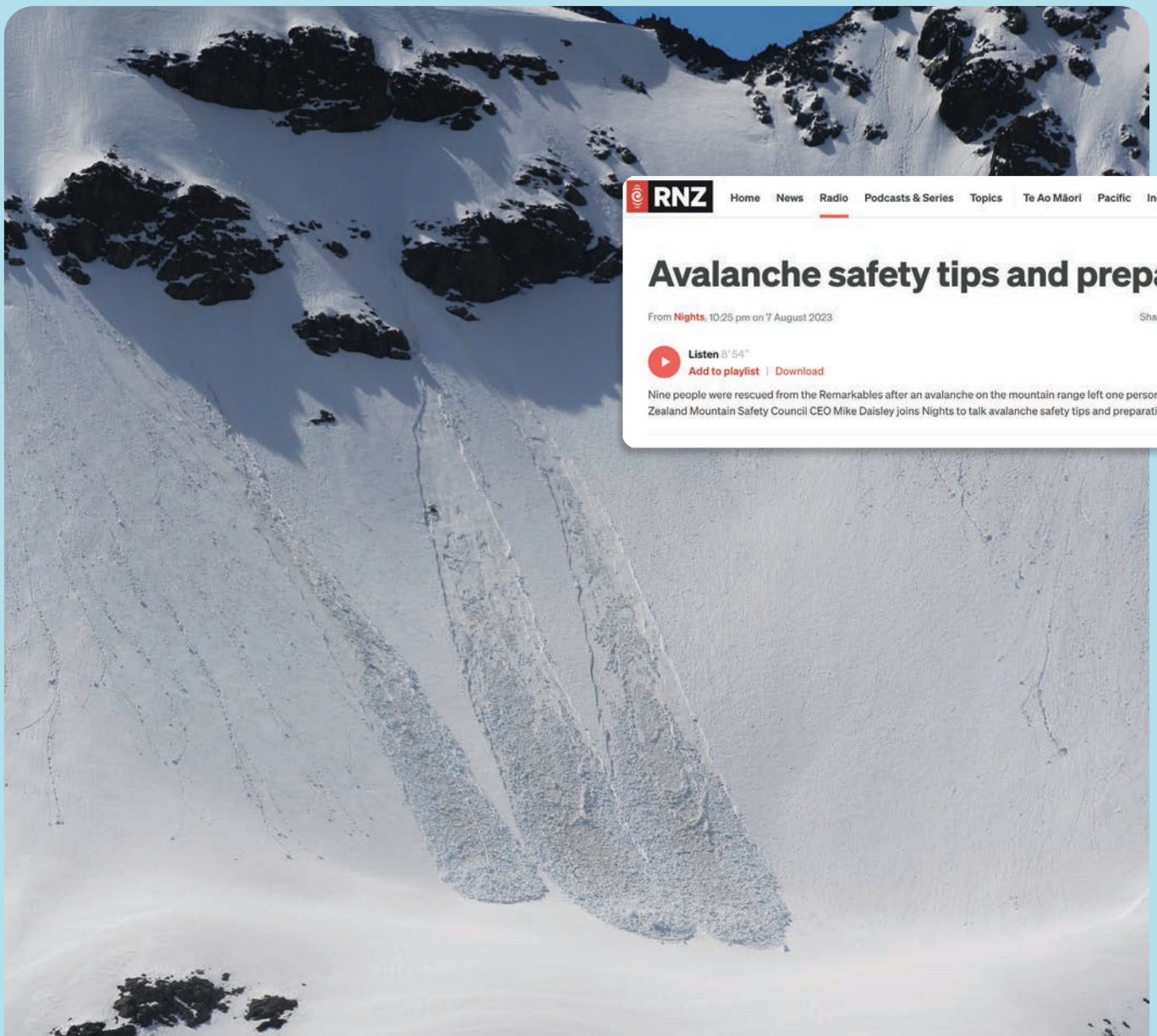


# AVALANCHE SAFETY VIDEO SERIES

In September 2023, we launched a new Avalanche Safety Video Series. The power of storytelling was at the heart of the series, which encouraged more conversations and sharing of avalanche experiences, especially amongst the mountaineering community.

The five initial videos feature a range of Kiwi mountaineers, including a mixture of professionals and recreationalists: Gavin Lang, Sooji Clarkson, Alastair McDowell, Jono Clarke and Christian Hanson. Each mountaineer shares their avalanche experiences, and their attitude and philosophies developed from time spent in New Zealand's mountains.

The video series was produced as an outcome of our Above and Beyond mountaineering research report. From the report recommendations, it was clear there was an opportunity to improve the sharing of avalanche experiences within the community.





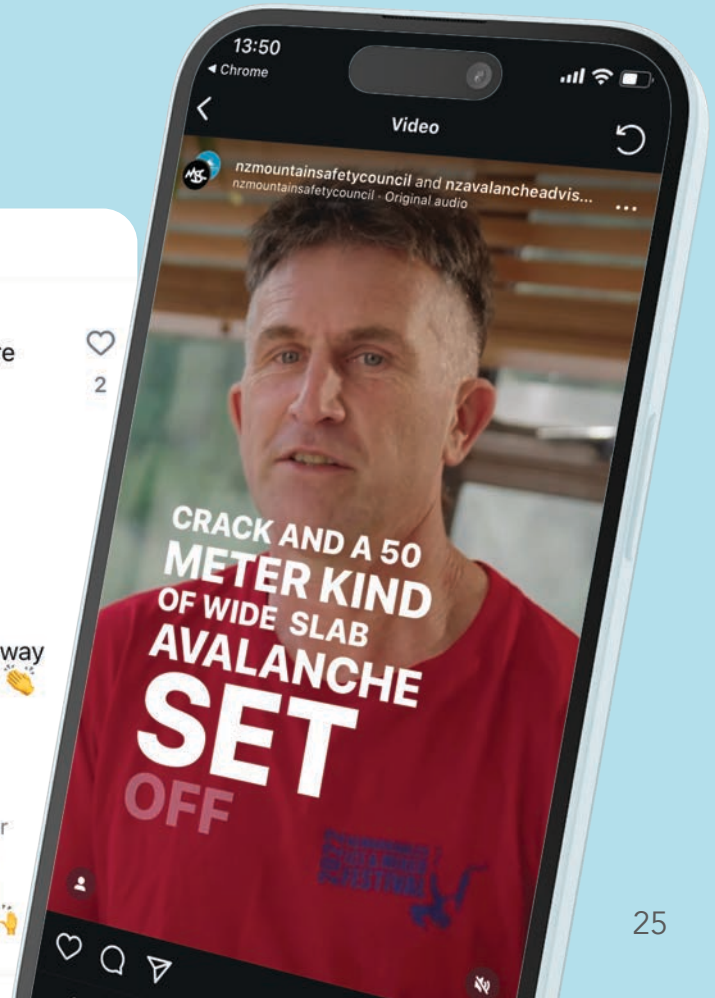
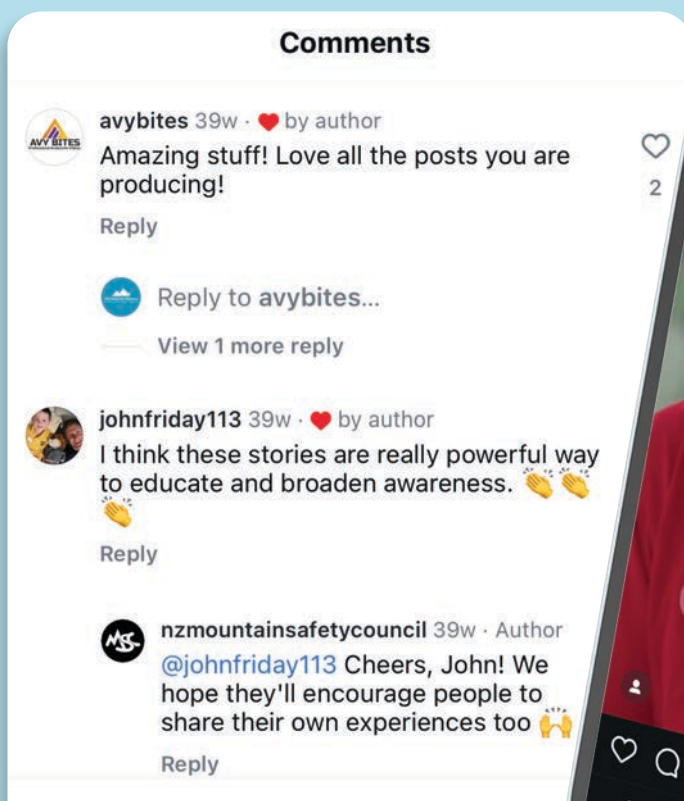
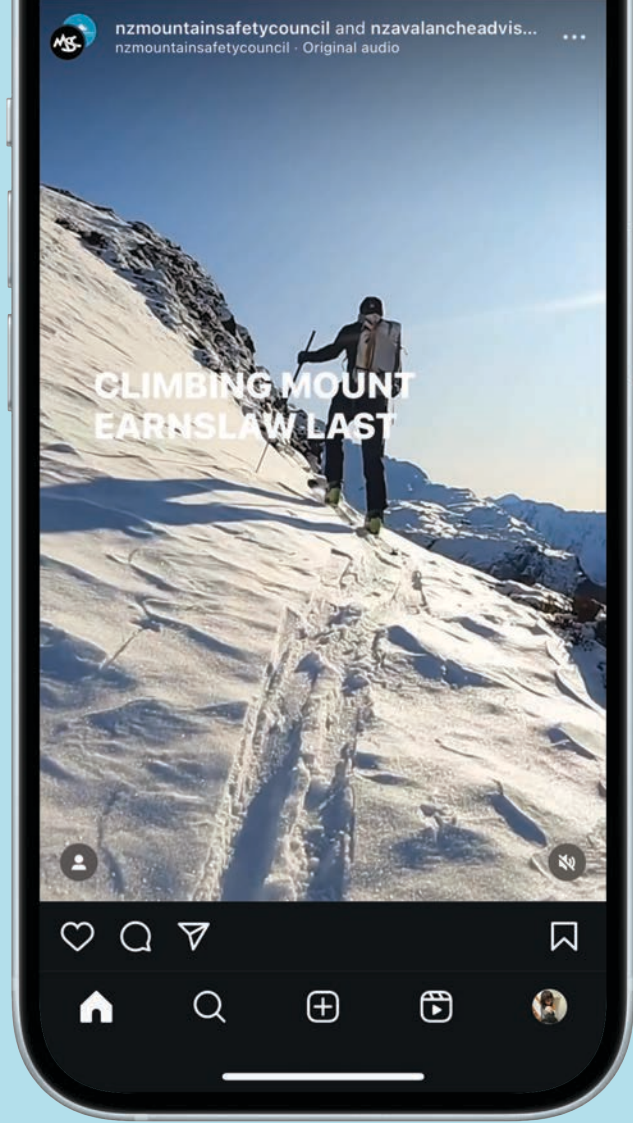
## MEDIA EXPOSURE

A media release on the series achieved some good national and regional coverage, with two pick-ups by RNZ, including an interview with our Chief Executive Mike Daisley and Jesse Mulligan on Afternoons. Stuff shared it across regional newspapers on its websites, and it also featured in print, including the *Taranaki Daily News*, *Manawatu Standard* and the *Southland Times*.

## SOCIAL MEDIA

We produced four 30-second shorter cutdowns of the videos in-house and shared them organically on our social channels. We also produced a series of 15-second cutdowns to use as the hero creative for our winter campaign ads on Meta. On our organic channels, we had a total reach of 72,035 and 107,388 plays across the four videos.

For our winter campaign on Meta, we gained 1,006,558 impressions from the video ads and reached 162,004 unique accounts, driving 11,338 link clicks to our Get #AvalancheReady landing page on the NZ Avalanche Advisory.





# PLAN MY WALK



# NEW FEATURES

## CUSTOM TRACKS + GEAR LIST

We've continued our focus on developing Plan My Walk (PMW), adding new functions that enable an improved user experience and deliver the best possible safety outcomes for users.

Through winter and spring 2023 we developed two major updates.

### CUSTOM TRACKS

Since launching PMW, the addition of a custom track builder has been a popular request from users.

While we have included as many public walking and tramping tracks as possible, there will always be an appetite for some users to go off-track in the backcountry or to connect sections of existing track into their own custom route. This is the reality for many advanced trampers, backcountry enthusiasts and other activity users, such as hunters.

In developing a custom track builder, we've ensured that these users still get the wider benefits of PMW, such as alerts that are applicable to their custom route, a weather forecast and weather warnings, a customisable gear list and the trip planner functions.

Developing the custom track builder was a significant undertaking, requiring a lot of advanced development and careful consideration of the user interface and experience. Of considerable challenge was making this work on a small mobile device screen. However, working closely with Somar Digital, we were able to achieve this, and the new function was successfully launched in spring 2023. Since then, 2,678 custom tracks have been created, demonstrating the value of this function for Plan My Walk users.

### CUSTOM GEAR LISTS

Gear lists have been a function on PMW since its launch, but until recently, users have not been able to build their own custom lists for their specific activities. Like custom tracks, this has been a popular user request.

Now users can create their own custom gear lists, naming each list and adding the specific items they need. Users can create as many gear lists as they want, and when it comes to planning a trip, they simply select the applicable gear list to help them pack.

For guest users (users without a free account), we still provide three starter lists – for short walks, day hikes and overnight trips.

In the last 12 months, users have manually added **14,757 items** to their gear lists.



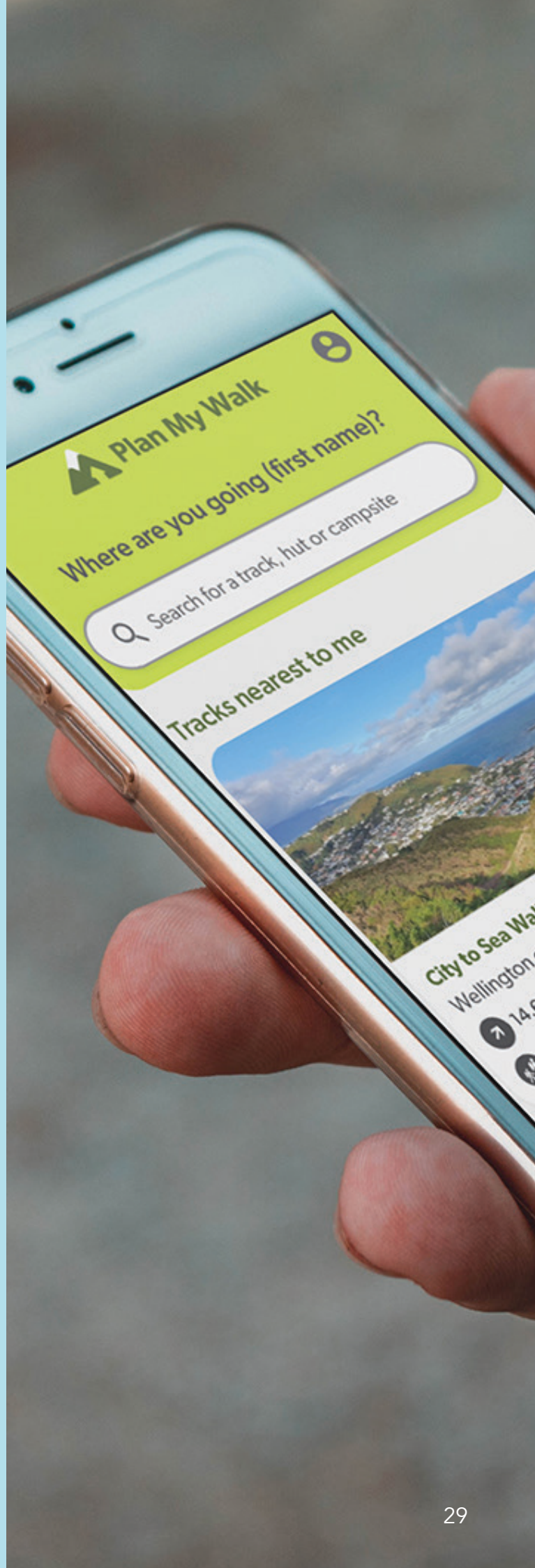
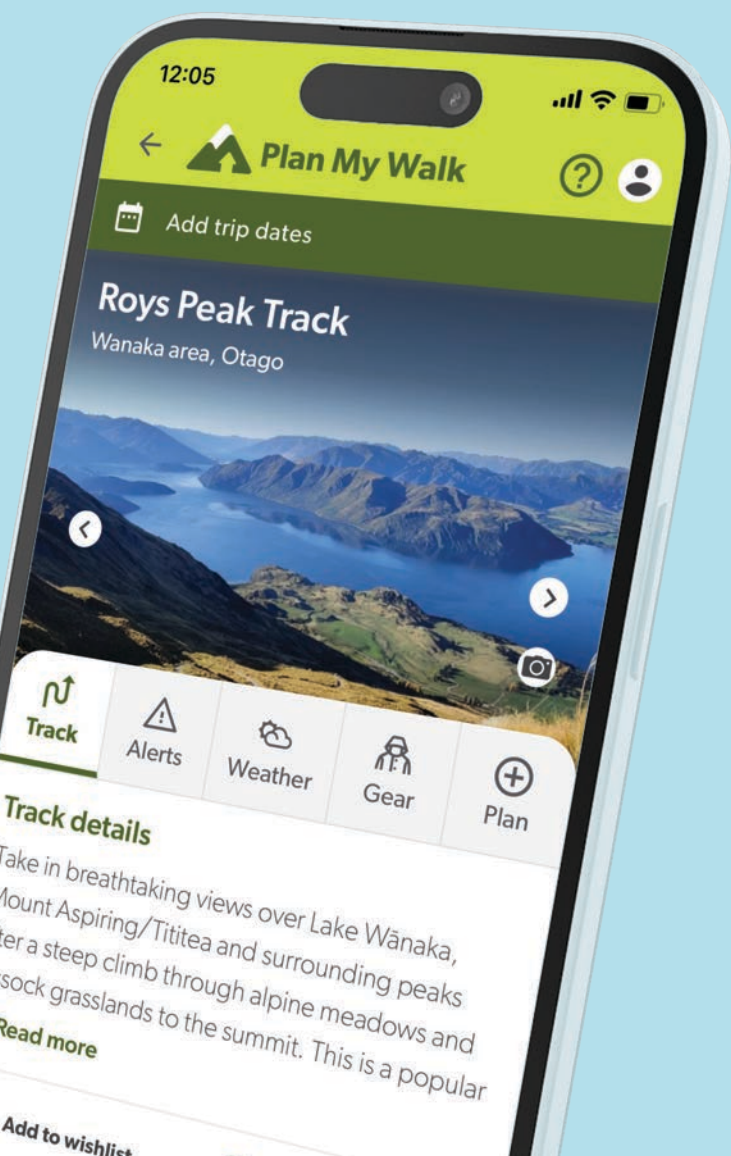
## MORE TRACKS

We've continued to add new tracks to the public database through our ongoing collaboration with regional councils, city councils and land managers, such as the Department of Conservation and Herenga ā Nuku Aotearoa.

Over the year, we have added approximately 260 new tracks across the country.

As of 30 June 2024, PMW now has

**1,778 public tracks** in the database. We believe this is the largest official source of public tracks in New Zealand.



**NUMBER OF TRACKS PER REGION**



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“ Your app encapsulates all the important planning data in one place to ensure that a planned trip has covered all safety bases. We all can become complacent about our preparations. This app is a real comfort blanket for not only the trampers, etc. but also those back at home. - PMW impact survey participant ”

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# QUANTIFYING THE IMPACT

PMW was developed to improve the safety of walkers, hikers and trampers by providing them with an easy-to-use tool that improves their planning, preparation and decision-making.

Since launching in May 2021, we've achieved some amazing engagement outcomes, with more and more people actively using PMW and organically reporting the benefits to us.

In 2022, we asked registered users to share their feedback on the impact of using PMW via an impact survey. The results were outstanding. This year, we surveyed registered users again, so we can compare the results and continue to understand the benefits and impacts for users. This feedback also provides us with great user input to make further valuable enhancements.

A total of 2,521 respondents completed the survey this year, compared with 1,163 respondents in 2022.

“  
*Whilst out on a multi-day walk I was informed of a weather change in the coming days. I used Plan My Walk to understand the terrain, level of exposure, comments and reviews to understand that it wasn't an ideal place to go in bad weather. I ended up changing my plans to avoid the situation.*  
- PMW impact survey participant  
”

“  
*Had planned Tongariro crossing in 2023 and by using this app it helped us to see the day we were going it wasn't safe. We ended up rescheduling and completed in 2024. Everything we needed for our trip was outlined in the app as well as conditions for the day. It was super helpful.*  
- PMW impact survey participant  
”

“  
*Was planning a trip to a popular hut and didn't want to bring a tent because I thought I could stay in the hut, but the reviews said it was always in use so I brought my tent and when I got there all the beds were in use so I camped outside in my tent. Life saver.*  
- PMW impact survey participant  
”

“  
*Looked up the Mt Grey walk and planned a day to do it, got a weather alert regarding rain and high winds, saw from the track description regarding checking ford prior to starting and advice not to go if water above ford. Did not even drive out that day just waited until my next days off and after a dry spell went then. Very helpful advice that probably saved me a long drive and unsuccessful tramp.*  
- PMW impact survey participant  
”

## OVERALL HIGHLIGHTS

Of those that have been using PMW for more than 12 months,

### 61% of respondents

agreed or strongly agreed that PMW is easier to use, with fewer bugs and more functionality. Furthermore, 58% of them agreed that the ability to create their own gear list was a positive addition, and 52% agreed that the ability to create their own custom track has been a positive addition.

### 78% of respondents

agreed that they use PMW to select tracks which are suited to their level of experience and capability. For those who consider themselves to be a beginner, this was 86%.

### 86% of respondents

agreed that PMW helps them to understand the key information about walks and tramps they are planning. For beginners, this was 90%.

### 74% of beginners

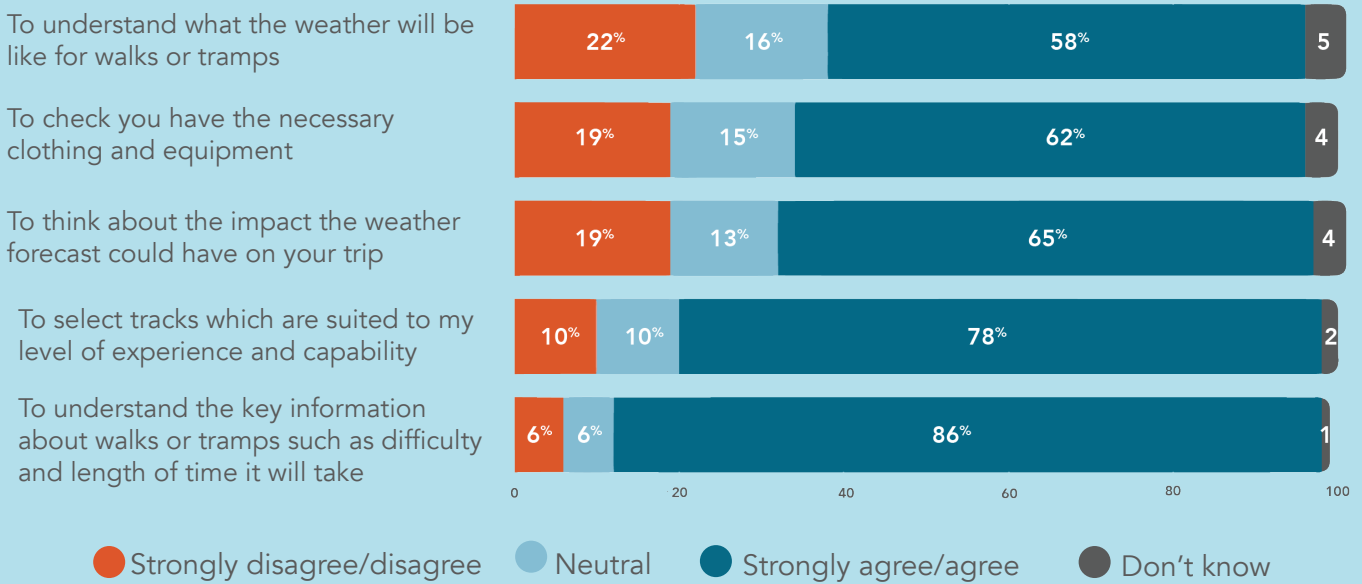
agreed that PMW helps them to think about the impact the weather forecast could have on their trip, and 75% found it useful to check they have the necessary clothing and equipment.

### 42% of respondents

confirmed they had made changes or altered their plans based on the information they had found in PMW.

## WHY ARE PEOPLE USING PMW?

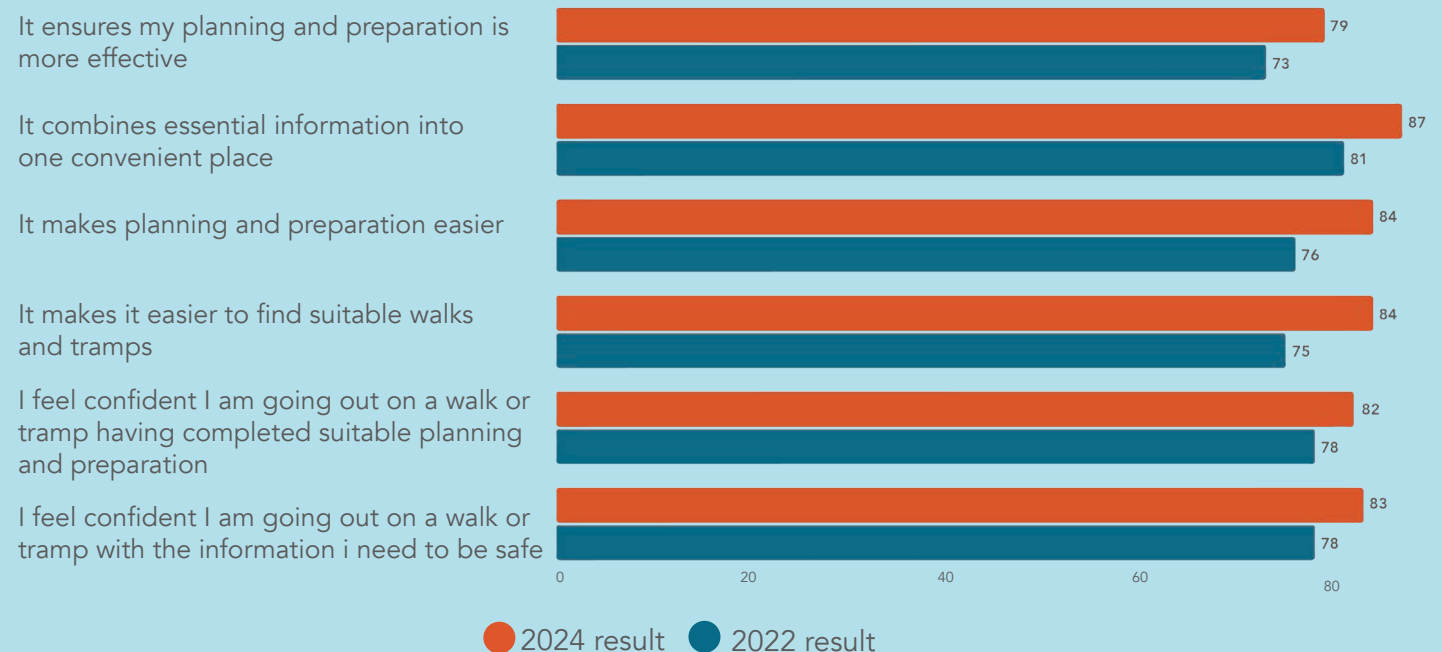
Respondents were asked to agree or disagree with a set of statements to help us understand why they use Plan My Walk. They were asked to rate their agreement using a 7-point agreement scale.



## BENEFITS OF USING PLAN MY WALK

Respondents were asked to agree or disagree with a set of statements to help us understand what they perceived as being the key benefits of using Plan My Walk.

These totals reflect the combined results of those who answered positively; using a 7-point agreement scale. 5 (agree), 6 or 7 (strongly agree)

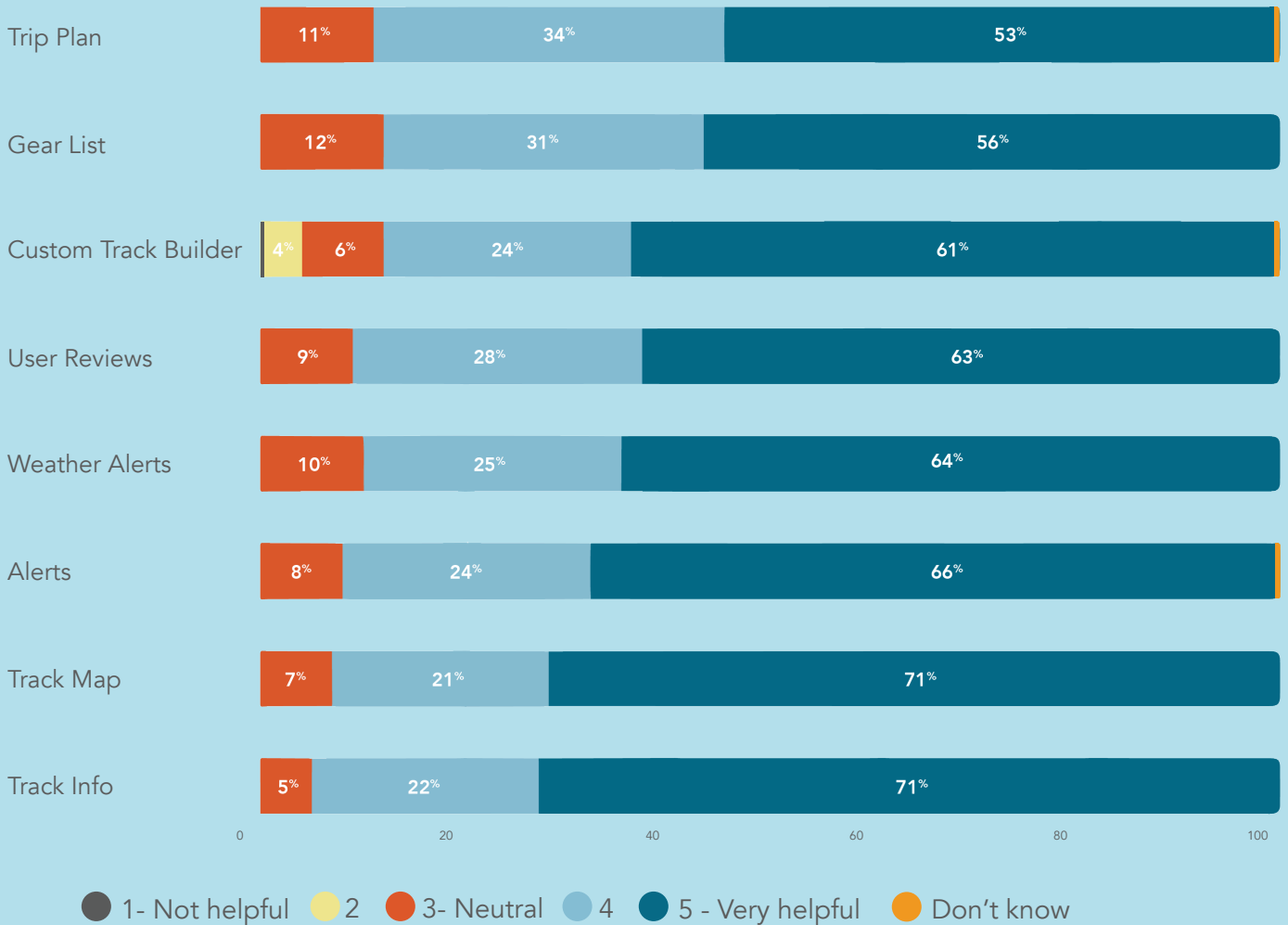




## WHAT FEATURES ARE PEOPLE USING?

Respondents were asked to rate the features they had used in the last 12 months to 'plan and prepare for a trip' on a 5-point helpfulness scale.

All features were rated as 'very helpful' (the highest possible rating) by one-half or more of all respondents.



## RECOMMENDING PLAN MY WALK TO OTHERS

When respondents were asked to what extent they would recommend PMW to other people who go walking and tramping, almost one-half (46%) responded positively with a rating of 9 or 10 on the 11-point rating scale.

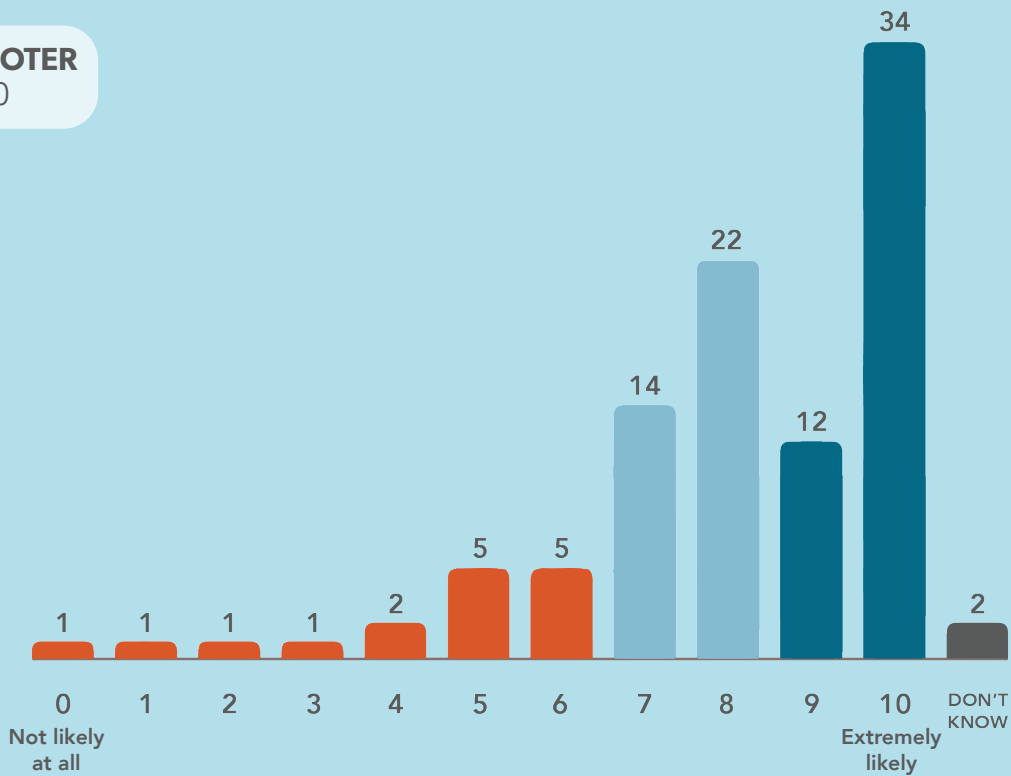
In contrast, 16% rated their likelihood of recommending Plan My Walk negatively with a rating of 0 to 6.

A reasonably significant percentage rated their likelihood neutrally (i.e., 7 or 8) (36%) or they did not know what they would do (2%).

As a result, PMW's Net Promoter Score is 30 (46-16=30). In the 2022 survey, this was also 30. This continues to be a very strong result.

## RECOMMENDING PLAN MY WALK TO OTHERS

**NET PROMOTER SCORE =30**



## RECOMMENDING OTHER MSC RESOURCES

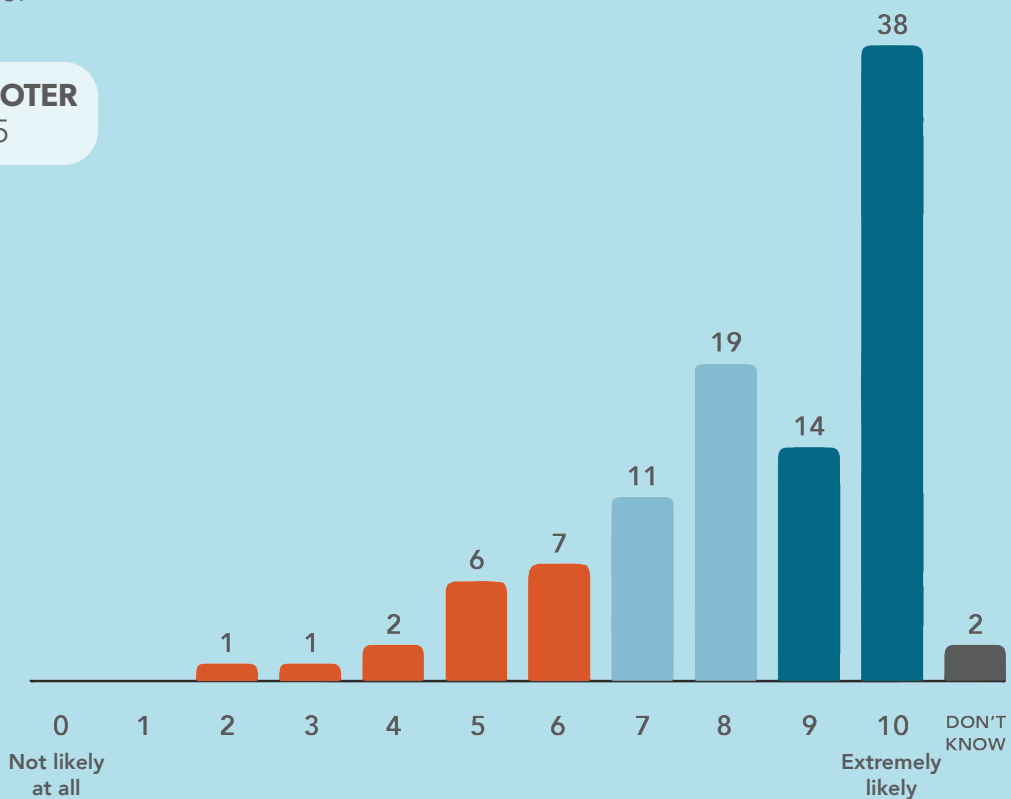
When respondents were asked to what extent they would recommend MSC resources to other people who go walking and tramping, almost one-half (52%) responded very positively, with a rating of 9 or 10 on the 11-point rating scale.

In contrast, 17% rated their likelihood of recommending MSC resources negatively with a rating of 0 to 6.

A reasonably significant percentage rated their likelihood neutrally (i.e., 7 or 8) (30%) or they did not know what they would do (2%).

As a result, MSC resources' Net Promoter Score is 35 (52-17=35). The NPS for MSC resources in the 2022 survey was 21; therefore, the current result is a significant improvement.

**NET PROMOTER SCORE =35**



# CONTINUED PROMOTION A REVISED STRATEGY

Our 2023-2024 PMW marketing strategy was developed around five key pillars.

## REGIONAL RELEVANCE

For past PMW campaigns, we've created one piece of hero content that we then shared nationwide. While this has proven to be successful, our research shows that most hikes are conducted in the region where people live. With this knowledge, we completely restructure our campaign approach, creating 134 region-specific paid assets, instead of having a single hero creative. We used these assets to target 15 regions. We also planned our social media influencer strategy around regional content, collaborating with creators across Aotearoa to share their favourite local walks and showcase PMW. All of this reflected where Kiwis hike most – in the region where they live.

## A SOURCE OF SUMMER INSPIRATION

We've positioned PMW as a way to experience each region 'better' rather than promoting it as a 'safety tool'. Our strategy focuses on attracting new users with beautiful walks and ways to explore their backyards. Once engaged, users have the information and tools they need at their fingertips to make it home safe.

## POSITIONING

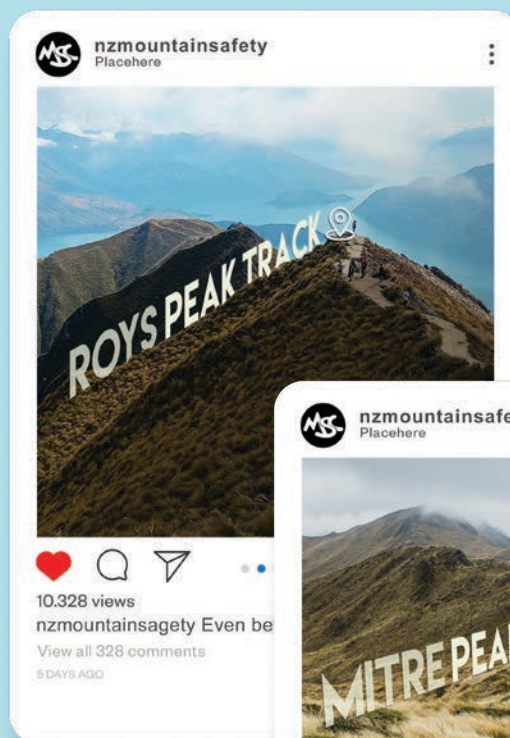
Many casual hikers/walkers don't see their participation as intensive enough to face safety risks because they often don't consider themselves 'trampers'. For this audience, solely focusing on the safety features in our marketing reduces the perception of relevance. Even though every outdoor trip includes risks, PMW is about helping people make safe, smart decisions, while championing positive participation. We rarely say, 'stay at home', we never say 'you're safer on your couch'. PMW is positioned as an enabler of adventuring and exploring, by providing quality information and easy planning, so users of all levels can make well-informed decisions about their own safety.

## INNOVATING AT EVERY OPPORTUNITY

We've always been quick to pivot to take advantage of new opportunities. In this case, we amplified PMW through a cross-campaign approach. Parallel to PMW campaign planning, a different project was emerging: the publication of a new children's book *Mia & Leo Go Wild!* We integrated PMW into the book as a new way to target families. We also embedded PMW in our new safety video about the Paparoa Track Great Walk, within a hunting campaign, and a partnership campaign with the Accident Compensation Corporation (ACC). Through these new channels, we shared multiple PMW use cases that were hyper relevant to the specific audiences.

## SEARCH OPTIMISATION

We maximised conversion (internet searches to site use) through targeted Google Search strategies, leveraging off the huge amount of search engine optimisation (SEO) work we've been undertaking.



## SUPPORTED BY OUR AWESOME PARTNERS

Partnerships are one of our four strategic pillars and utilising their channels is a specific tactic within our marketing strategy. For years, we've invested heavily in developing partnerships, enabling us to reach more people and effectively deliver our campaign messages.

### METSERVICE

We collaborated to place 40 tracks on the Metservice Mountains & Parks forecast map, each with corresponding track information and a linked call to action (CTA) to PMW. This sets us up long-term, as the placement will exist beyond the life of any one specific campaign. Metservice also gifted us over 338,000 free impressions on metservice.com.

### ACC

We collaborated with ACC on a summer campaign, weaving PMW into this through the creative assets and key messages, and by featuring heavily on the campaign landing page.

### TONGARIRO ALPINE CROSSING WITH DOC

DOC ran a safety campaign on the world-famous Tongariro Alpine Crossing day hike. PMW featured in all the campaign's CTAs, helping us to reach a wider audience.

### MACPAC

A further 170,000 double-sided swing tags attached to Macpac products showcased PMW. These swing tags provide awareness of PMW at the point a potential user is actively shopping for and thinking about their trip.

## TRACK PARTNERSHIPS

Through partnerships with multiple local authorities, such as Auckland Parks, Christchurch City Council, Invercargill City Council, Greater Wellington Regional Council and many more, we ensured a vast array of walking options across every region have been included on PMW. These partnerships enable us to provide ongoing up-to-date track and region-specific information, ensuring we can successfully deliver our regionalised campaign strategy.

## STUFF MEDIA

To get maximum media coverage of PMW, we've fostered and developed strong relationships with Stuff journalists. This strategy has enabled us to successfully pitch articles based around a list that highlights tracks and huts that are then linked to PMW. Through this approach this year, we secured 22 Stuff online articles, each one showcasing PMW. Combined, they contained 120 links to PMW, with a further 30 links to our website. There were 16 embedded MSC videos in these articles. All these articles are not only helping us to connect readers with PMW but are significantly contributing towards our SEO goals.

## PAID SUMMER PROMOTIONAL CAMPAIGN

From 6 November 2023 to 30 April 2024, we ran a large digital campaign in collaboration with our agency partner, Supergood.

The campaign used two layers to engage people:

- 1. An awareness layer, which was about 30% of the campaign budget, delivered through TikTok, Meta (Facebook and Instagram), Google Display Network and Google Search.**
- 2. A conversion layer, which was about 70% of the campaign budget, delivered through Meta (Facebook and Instagram), Google Display Network and Google Search.**

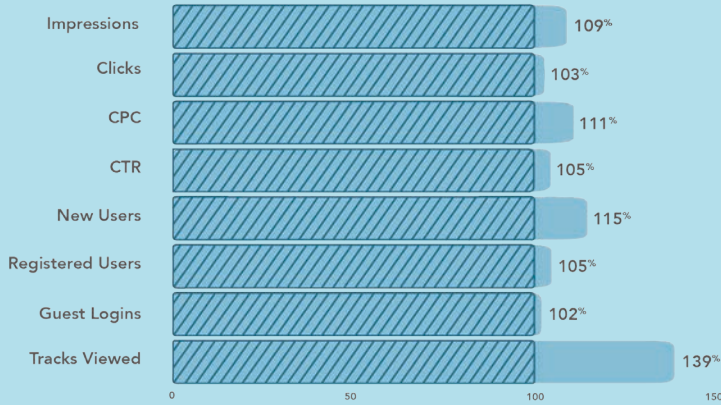
We set key performance metrics for each media channel using cost per click (CPC), cost per thousand impressions (CPM) and click through rate (CTR). Additionally, we set KPIs for key events/actions we wanted people to take once they had landed on PMW (like registering as a user).

Although we needed to reduce our marketing spend on PMW this year, we raised our expectations. We were confident that our refined strategy and tactical mix, and new partnership with Supergood, would deliver.

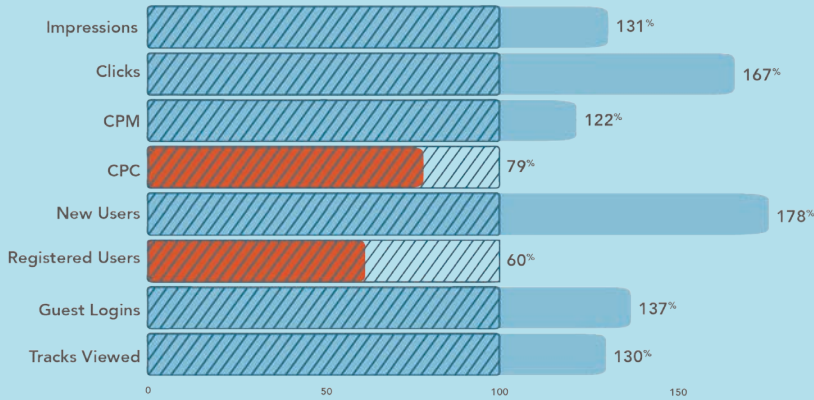
Our original KPIs were based on the results from previous campaigns. By the campaign half-way mark, our achievements had already surpassed our initial KPIs, prompting us to set further stretch targets, of which we accomplished 8 out of 10.

We tracked a lot of different metrics through the campaign, here are some of the highlights:

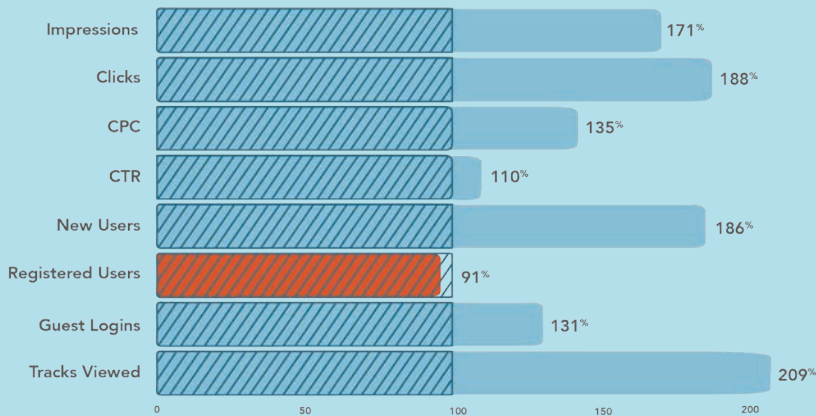
### GOOGLE SEARCH



### GOOGLE DISPLAY



### META ADS



### KPI RESULT

KPI	RESULT
800,000	874,420
115,680	120,120
\$0.40	\$0.36
14.46%	13.72%
98,326	113,268
1,099	1,164
5,784	5,920
161,952	225,738

### KPI RESULT

KPI	RESULT
3,666,667	4,806,796
7,333	12,249
\$3.00	\$2.33
\$0.75	\$0.91
4,033	7,205
20	12
64	88
1,347	1,756

### KPI RESULT

KPI	RESULT
5,000,000	8,552,629
18,498	34,818
\$1.10	\$0.63
0.37%	0.41%
14,430	26,834
506	464
122	160
10,000	20,928

## ALL PMW MEDIA PICK-UP

By fostering strong relationships with journalists across a range of media outlets, we were able to successfully pitch PMW articles at pivotal times of the year, such as long weekends when more people go on tramps/hikes and during periods of seasonal changes.



**44** total media articles including PMW



**126** total number of links in media articles to PMW

## SOCIAL MEDIA

We focused our PMW social strategy on initially engaging our audience through inspirational content, and then driving action through social-proof content.

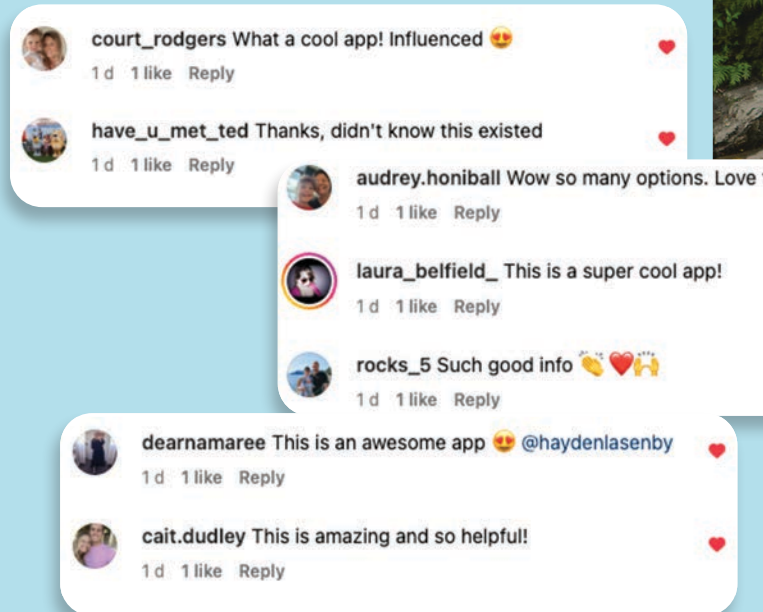
We collaborated with influencers to make half of our inspirational content, working with creators across the country to showcase regional adventures they found through PMW. This content directly spoke to people who were looking for ideas of what to do on their weekends and holidays by showing beautiful tracks across the country and highlighting how PMW makes planning adventures easier. We also worked with influencers to promote our new features, showing how they use Custom Tracks and Custom Gear Lists to plan their adventures.

The rest of our inspirational content was created in-house. By producing our own videos, we were also able to jump on trends and add a PMW angle to topical content. We shared all in-house videos on TikTok as well, resulting in a total of 430,056 views across our 18 videos.

To add a social-proof layer to our social strategy and show our audience that we have a strong, bustling community of active users, we amplified our PMW summer review competition. Every month from November to April, we chose three new track reviews as winners. The reviewers were gifted outdoor retailer vouchers, and we shared their track photos and links to their reviews across our social channels. Our call to action on these posts encouraged people to enter the draw by joining PMW to leave their own track reviews from any walks they'd done over summer.

Finally, we collaborated heavily with our partner organisations to promote safety messages that were relevant to their audience including how PMW will help them stay safe.

We were thrilled with the performance of our PMW social strategy. From 1 November to 30 April, we had a total reach of **2,107,160** across Facebook and Instagram content.





## REFLECTING ON THE CAMPAIGN

Our marketing strategy for PMW has already been proven to be a winner. It effectively enabled our team to reach an increasing number of walkers and trampers across Aotearoa, delivering vital outdoor safety information that was specific to their location and individual adventures. In doing so, our strategy helped to fulfil our overarching organisational objective: enabling people to enjoy their outdoor recreation safely. Thanks to our innovative and insights-led approach, we achieved this success while operating on half the budget of previous years.

Our strategy leveraged our strengths. We chose and elevated a mix of tactics that have delivered for us time and again, including paid digital marketing, search engine optimisation, influencer partnerships, earned media and partner channels. However, it also gave us room to be agile, and to identify and seize new opportunities. Adopting a regional focus with a high volume of targeted creative – 134 unique assets to be exact – is evidence of this, as we sought the best methods to reach and engage our diverse target audiences. Another example was our cross-campaign approach. By integrating PMW into multiple concurrent campaigns, we were able to test brand new channels and showcase multiple-use cases that were hyper-relevant to specific audiences.

Through our trusted relationships with media, we generated free, earned coverage and positioned the MSC brand as an authority in the field of outdoor safety. Continued strategic focus on improving our SEO has paid dividends, producing impressive results, both during this campaign and long term as a key pillar of our marketing strategy.

We're continually reflecting, learning and adapting to keep the PMW marketing strategy fresh, innovative and effective. We never rinse and repeat. And it works – the numbers don't lie.

*We're excited for what comes next!*





## USER METRICS

Through the period 1 July 2023 to 30 June 2024 (compared to the previous year), PMW achieved:

 **682,632** +26.89%  
total unique users

 **26,834** -0.05%  
new registered users

 **956,747** +73.29%  
total engaged sessions

 **2min 59sec** +21.21%  
average time users spent

 **81.79%** +22.23%  
engagement rate

 **2,603** +0.80%  
total track/hut/campsite reviews

 **12,036** +83.72%  
total trip plans created


The iOS (Apple) and Android apps provide user data with varying terms and definitions. For accuracy, we present these using their own specific definitions:

**23,151** total iOS downloads<sup>^</sup>  
**20,840** total Android device  
install events<sup>\*</sup>

**LIFETIME, SINCE 1 MAY 2021 TO 30 JUNE 2024, PMW HAS HAD**


 **1,494,059**  
total unique users

 **94,340**  
total registered users

 **1,628,836**  
total engaged sessions

 **8,293,396**  
unique page views

 **6,646**  
total track/hut/campsite reviews

 **24,456**  
total trip plans created

The iOS (Apple) and Android apps provide user data with varying terms and definitions. For accuracy, we present these using their own specific definitions:

**70,561** total iOS downloads<sup>^</sup>

**77,560** total Android install events<sup>\*</sup>

<sup>^</sup>The number of first-time downloads and redownloads on devices. Does not include app uninstalls and may not reflect the number of current devices or users.

<sup>\*</sup>The number of times the app has been installed on a device. Does not include app uninstalls and may not reflect the number of current devices or users.

## TOP 5 SOURCES OF TRAFFIC ACQUISITION

**DIRECT**  
**304,570** +68% users  
**491,277** +111% engaged sessions

**ORGANIC SEARCH**  
**168,734** +108% users  
**250,991** +105% engaged sessions

**PAID SEARCH**  
**128,263** +12% users  
**141,905** +23% engaged sessions

**REFERRAL FROM OTHER WEBSITES**  
**49,791** +46% users  
**50,529** +59% engaged sessions

**ORGANIC SOCIAL**  
**38,182** +469% users  
**16,650** +206% engaged sessions

## TOP 5 REFERRAL WEBSITES RANKED BY ENGAGED SESSIONS

**STUFF.CO.NZ** **9,015** +914%

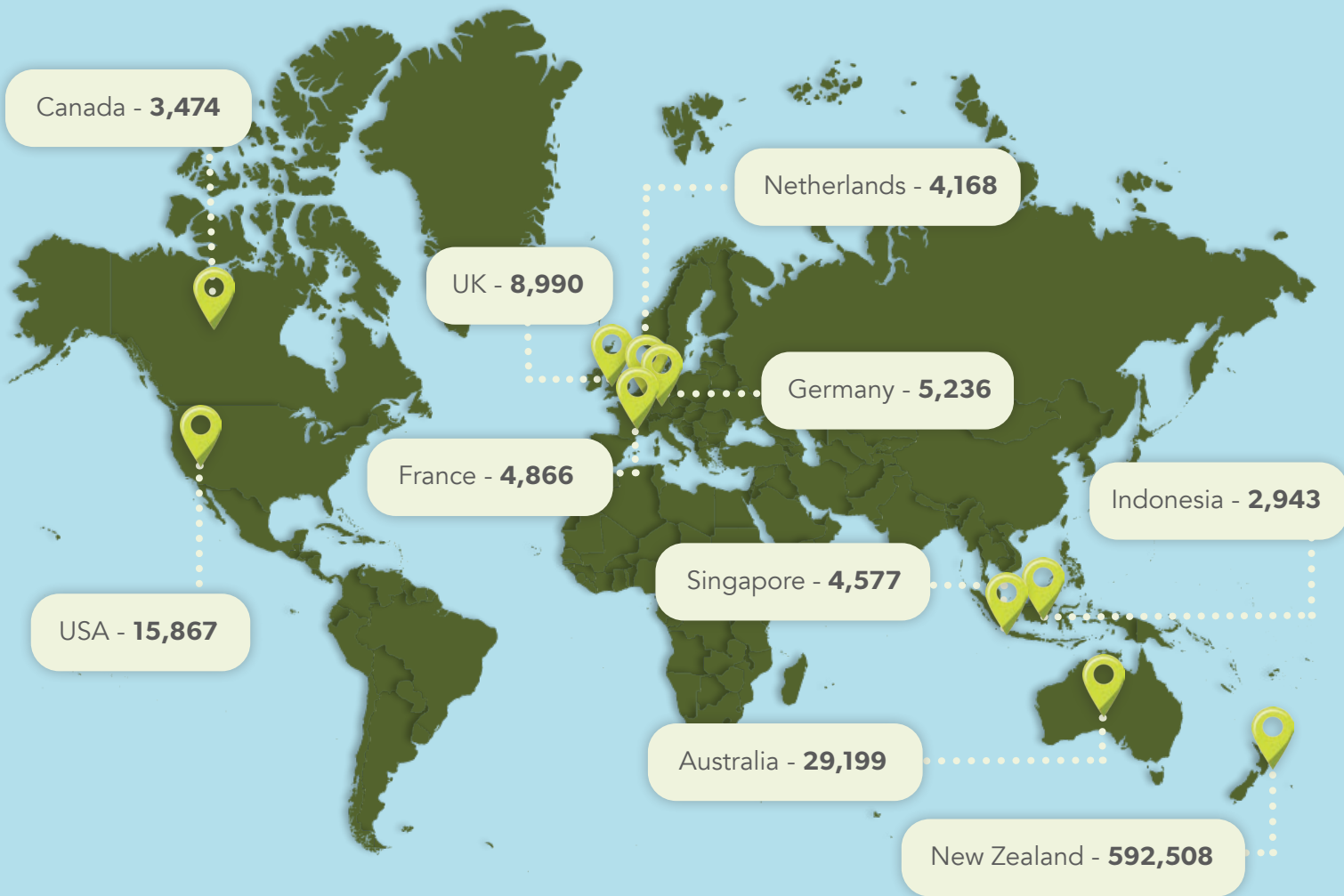
**CCC.GOV.T.NZ** **7,990** new

**LOVETAUPO.COM** **6,937** +18%

**DOC.GOV.T.NZ** **5,189** +91%

**MOUNTAINSAFETY.ORG.NZ** **3,779** -24%





### WHO'S USING PLAN MY WALK?

This data is collected via Google Analytics 4, it should be viewed as a general guide only. It includes website and app use.

#### USERS BY TOP 10 COUNTRIES

- New Zealand: 592, 508
- Australia: 29,199
- United States: 15,867
- United Kingdom: 8,990
- Germany: 5,236
- France: 4,866
- Singapore: 4,577
- Netherlands: 4,168
- Canada: 3,474
- Indonesia: 2,943

#### USERS BY TOP 5 NZ CITIES

- Auckland: 236,317
- Christchurch: 213,166
- Wellington: 50,555
- Queenstown: 23,399
- Hamilton: 18,820

#### USERS BY PLATFORM


- Website: 91.5%
- iOS App: 4.7%
- Android app: 3.8%

#### USERS BY DEVICE CATEGORY

- Mobile: 57.9%
- Desktop: 37.7%
- Tablet: 4.4%

# NZ MARKETING AWARDS 2024





The YouTube NZ Marketing Awards 2024 once again represented a highly successful result for us, as we were named as finalists in three different categories and won the Excellence in Travel/Leisure & Entertainment Marketing Strategy award for Plan My Walk.

The awards were announced at a huge 1,000-person event in Auckland on 4 September 2024. With the biggest names in marketing and communications present, we were up against some incredible competition from the likes of Air New Zealand, Spark NZ and Jucy Group.

***“A clever approach to the serious subject of safety, wrapping it up in a better user experience to win overall awareness, engagement and usage”*** - NZMA Judge

***“Great learnings and agility in optimising the strategy in flight and use of partnerships to stretch the campaign for success.”*** - NZMA Judge

We place a lot of importance on these awards as they provide us with a fantastic opportunity to benchmark our marketing strategy and campaigns against the wider industry and many big players. This is just one of the reference points we use to assess our performance and gain external validation of our approach and execution of our campaigns.

It is the fifth year in a row that we've been named as finalists at these awards, and the second time we've won a category. This is an incredible streak for any organisation, let alone a small NGO.



# ***SAFETY CAMPAIGNS***



# ROAR 2024

## GET #ROARFIT

The Roar 2024 campaign looked a little different this year as we embraced a new approach.

Our insights show that severe injuries to shoulders and knees are a key problem for hunters, and most of these are caused by slips, trips and falls.

Severe hunting injuries double during the Roar hunting period, compared to an average month. Over the past 10 years, on average, **40% of the severe hunting injuries\*** were to the **knee or shoulder**, which **resulted in an average of 76 days of missed employment**.

The 2024 safety campaign focused heavily on the prevention of these injuries by encouraging hunters to get #ROARfit ahead of their hunt. After all, the fitter hunters are, the more likely they'll be able to comfortably handle the rugged terrain and challenges of chasing stags.

To support the messaging and creative campaign assets, we created a downloadable #ROARfit guide to help hunters get ready for the season. This guide included a fitness self-assessment, hot tips and key prompts at 8 weeks, 4 weeks and 1 week out from the Roar. The guide also had essential preparation reminders and links to other resources to help hunters get the most out of their Roar hunt.

\*A severe injury includes an ACC claim cost of at least \$2,000, at least 10 days off work, or any fracture, head injury or fatality.

We rolled out the messaging in two phases via our partners, the media and our own channels.

### PHASE 1: EIGHT WEEKS

Quality preparation and fitness training starts with self-reflection on fitness capabilities and goal setting, before training begins.

### PHASE 2: FOUR WEEKS OUT

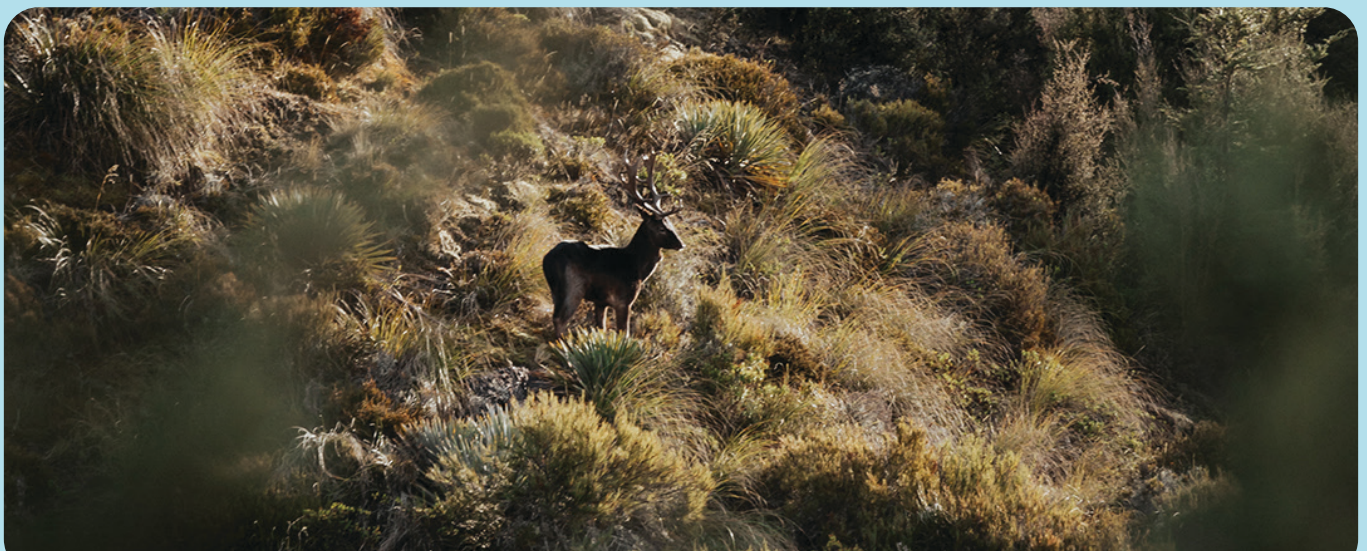
Actionable hunting related safety tips and advice for in the field.

### MEDIA PICK-UP

A phase 1 media release announced our focus on fitness, which resulted in five media pick-ups.

*Note: During March we had no communications advisor on board.*

A second media release was issued when the Roar was underway, emphasising the campaign's safety messaging for during the hunt. This generated two pick-ups from regional media.



## MSC SOCIAL MEDIA

The objective of our social strategy was to build a sense of community and buzz around the campaign.

We launched our campaign on social channels with a giveaway collaboration with Hunting & Fishing New Zealand, asking people how they were planning to pack for their hunts. Then, to establish our #ROARfit message, we collaborated with 12 partners/influencers to share weekly #ROARfit tips on our social channels and in eDMs for the 8 weeks leading up to the Roar and the 4 weeks in-season.

We curated our influencer partnerships to reflect a diverse range of demographics, ensuring our content reflected and spoke to each demographic within our audience. By sharing collaborative reels and posts with key organisations, like New Zealand Deerstalkers Association, Department of Conservation and Game Animal Council, we further strengthened our message. Every reel showing well-known hunters and organisations out there getting #ROARfit created fresh content and a strong sense of social proof.

Our partner collaborations extended to their channels. We designed a suite of assets and sample copy, and asked our partners to use these on their social channels and within their eDMS. Our decision to involve them early in our campaign and include their tips in our content meant we got fantastic engagement when we asked them to share our resources.

By the end of our campaign, we had a total reach of over 200,000 across our #ROARfit social content.

## PARTNERS SUPPORT

Hunting & Fishing NZ

Land Search and Rescue NZ

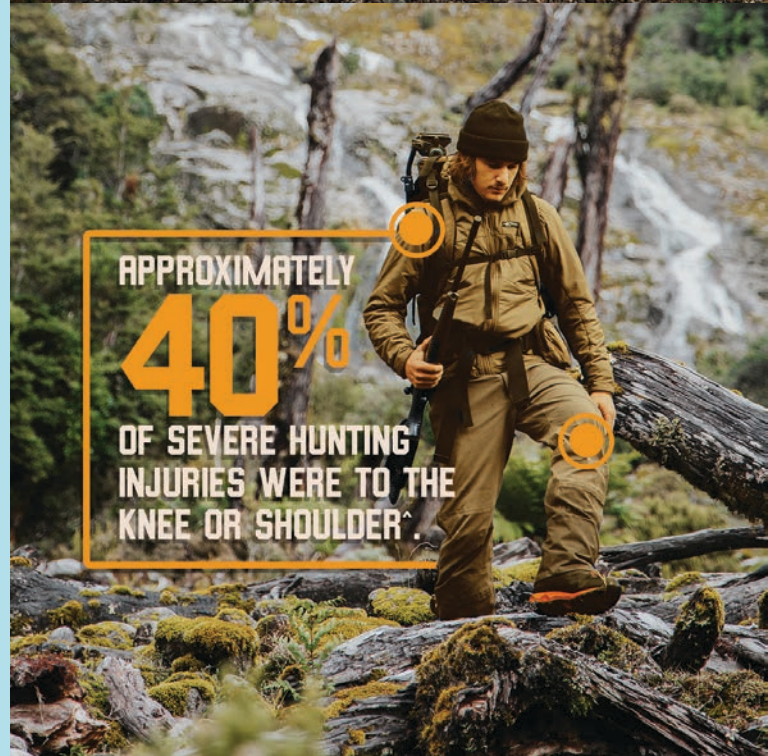
NZ Deerstalkers Association

Game Animal Council

Department of Conservation

Cactus Outdoors

Fish & Game NZ



## PAID CAMPAIGN PROMOTION

From 8 January to 24 April, we ran a small digital campaign to reach hunters with these important messages, in collaboration with our agency, Supergood.

Our campaign goal was to reach as many of the 160,000 hunters who go out each year as possible.

We focused on using Meta, Google Display, and Demand Gen as our media channels. With such a specific audience, we needed the most accurate targeting options available. While there would be some non-hunters reached, we could see from engagement with the advertising that overall these platforms were reaching the intended audience.

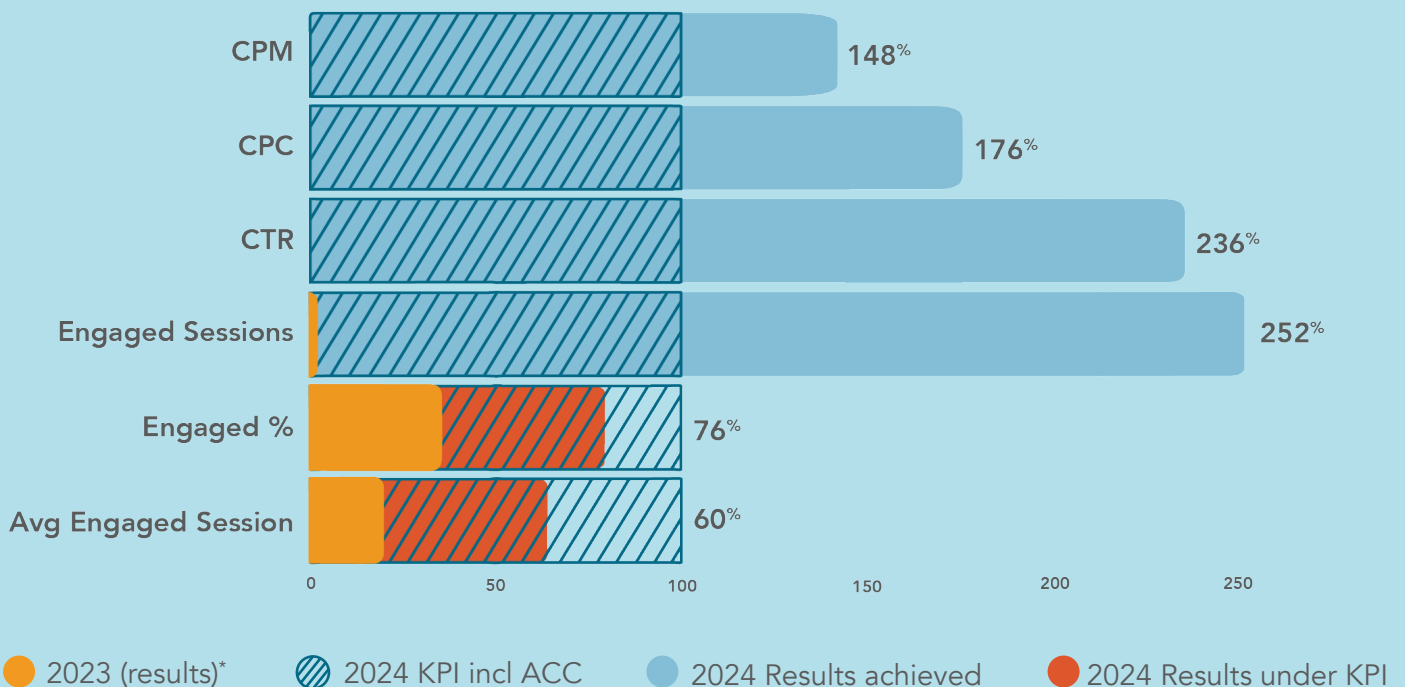
We split the campaign into three phases (8 weeks out, 4 weeks out, and 1 week out), with different creative messaging. In the earlier stages, the focus was on getting hunters to engage with the #ROARfit guide, while closer to the Roar, we switched to field-based safety focused messaging.

We set key performance metrics for each media channel using cost per click (CPC), cost per thousand impressions (CPM) and click through rate (CTR).

We tracked a lot of different metrics through the campaign. Here are some of the highlights:

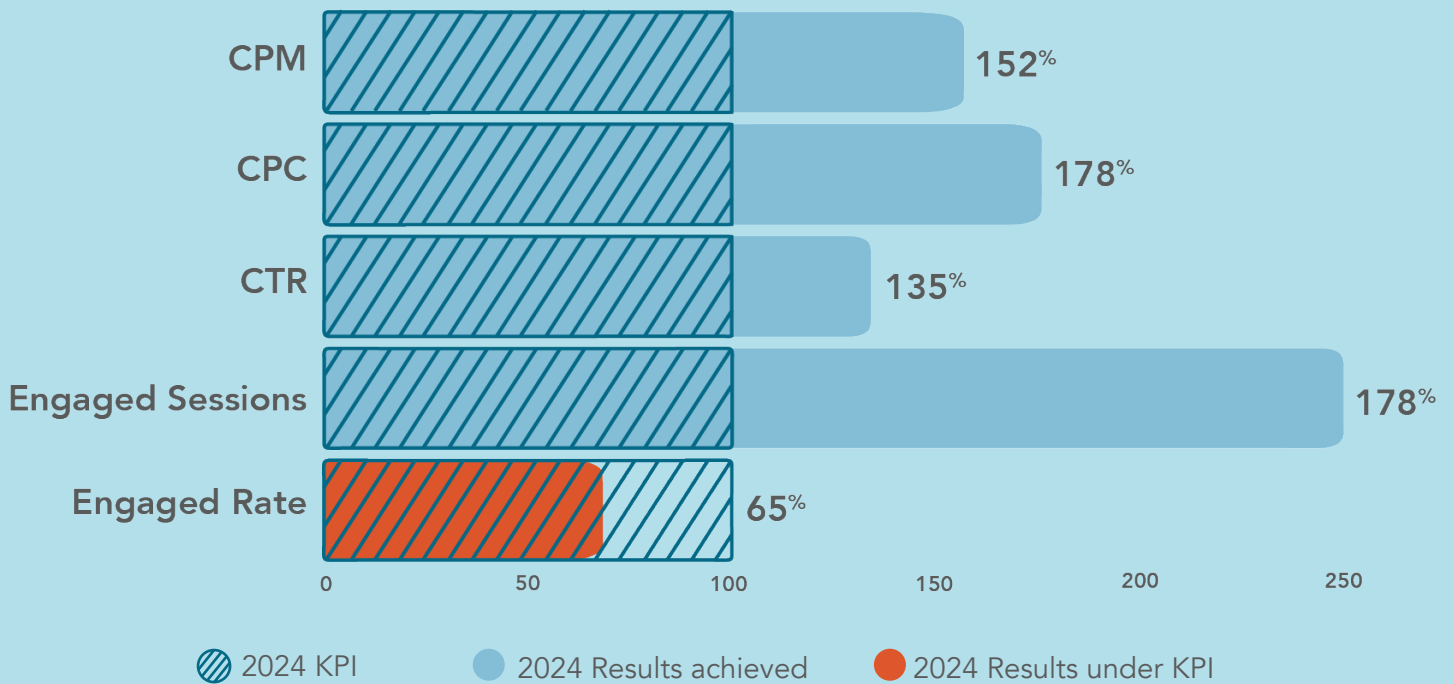


## 2023 VS 2024





## #ROARFIT CAMPAIGN



### REFLECTING ON THE CAMPAIGN

Campaign engagement was very strong, especially in the early stages of the campaign. We far surpassed our engaged session target, but came in slightly under our engagement rate and engagement time targets. Campaign engagement increased directly after we transitioned to the RoarReady creative, after a mid-campaign lull (following the fast start). This indicates that this specific messaging update was worthwhile.

This was the first campaign where we tested demand generated ads, and they were a huge success, with the highest onsite engagement rate and average engagement time of any channel. Because of the way clicks are calculated, we won't focus on that number or CTR going forward, but they have consistently shown strong onsite engagement.

We only had one targeting option for Meta, but across both display and demand generated ads, our audience of people who visit hunting retailer websites had consistently higher CTRs than those who visit hunting association websites or our hunting interest-based audience.

Each creative pillar performed well in specific scenarios: the general messaging 'Are you #ROARfit/Roar Ready' and 'Tips' creative were strongest across Meta, while the 'Statistics' messages were the clear winner across Google.

The #ROARfit guide was a great success. We should think about ways we can make it more interactive next year, so that we track engagement with different parts of the guide and potentially collect email addresses.

# DUCK 2024

## PLAN TOGETHER, STAY SHARP, KEEP SAFETY FRONT OF MIND

The duck hunting season opens in the first week of May each year and is eagerly anticipated by thousands of duck hunters. In 2024, an estimated 60,000 hunters were expected to take part in opening weekend on 4 May.

Our prevention campaign and messaging for the season is focused on firearms safety. Game bird hunters in Aotearoa have an improving safety record, and to continue this downward trend, we urged duck hunters to always follow good firearms safety practices in and around the maimai.

### MEDIA PICK-UP

We collaborated with Te Tari Pūreke – Firearms Safety Authority and Fish & Game New Zealand for a media release before opening weekend of duck hunting season. While the media release came from MSC, to further strengthen the safety messaging, it included supporting information and quotes from Te Tari Pūreke and Fish & Game. It was picked up by two media outlets.

### MSC SOCIAL MEDIA

On our social channels, we aligned our posts with key dates in the duck season calendar. On the eve of mark-up day, we shared a giveaway collaboration with Hunting & Fishing New Zealand. To enter, users had to share their top tip for an organised maimai. This post gained a high volume of quality comments and safety tips, sparking discussions around safety between users.

As we got closer to opening day, we shared carousel-style posts that aligned with our paid media campaign and communicated our key safety messages.

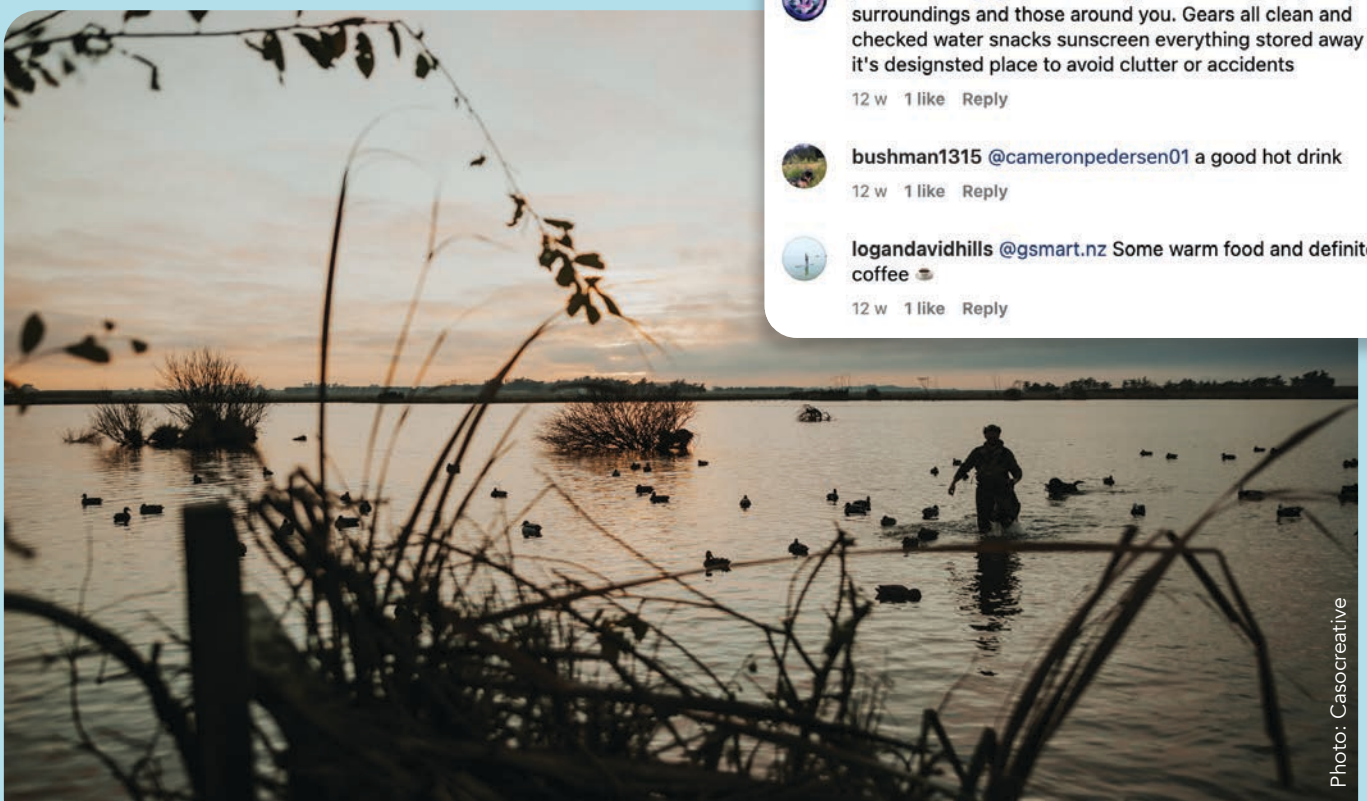
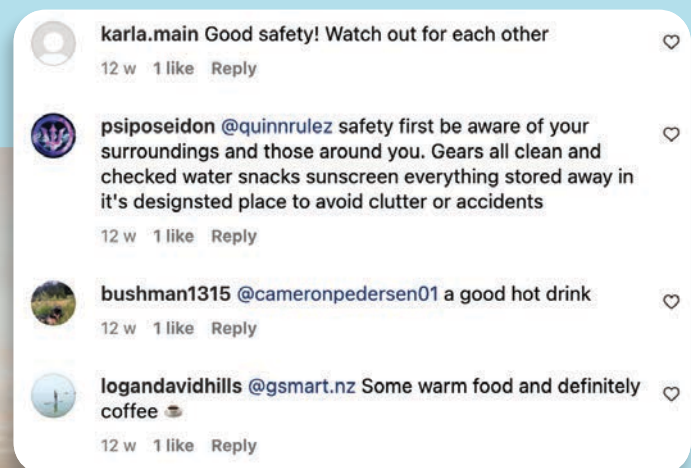


Photo: Casocreative

## PAID CAMPAIGN PROMOTION

From 22 April to 31 May, we ran a very small digital campaign to reach duck hunters with these important messages, in collaboration with our agency, Supergood.

The campaign was split into two phases:

### FLIGHT 1

The two weeks leading up to opening weekend, with 72% of the budget.

### FLIGHT 2

The remainder of May, with 28% of the budget.

This phasing allowed us to focus on the opening weekend when most duck hunters are out, while keeping some advertising live for the rest of the season. With duck hunters being distinct from other hunters, but hard to target, we focused on creating audiences that were small and likely to be duck hunters. In Meta, we focused on their duck hunting interest audience who weren't located in metro areas, and in Google we combined their duck hunting interest audience with people who visited sites like Fish & Game. We set key performance metrics using cost per click (CPC), cost per thousand impressions (CPM) and click through rate (CTR), overall website engaged sessions, clicks and impressions.

We tracked a lot of different metrics through the campaign. Here are some of the highlights:

## REFLECTING ON THE CAMPAIGN

We significantly outperformed all our key media metrics (impressions, clicks, CTR), ensuring we achieved high awareness of the campaign message, while driving traffic to the site.

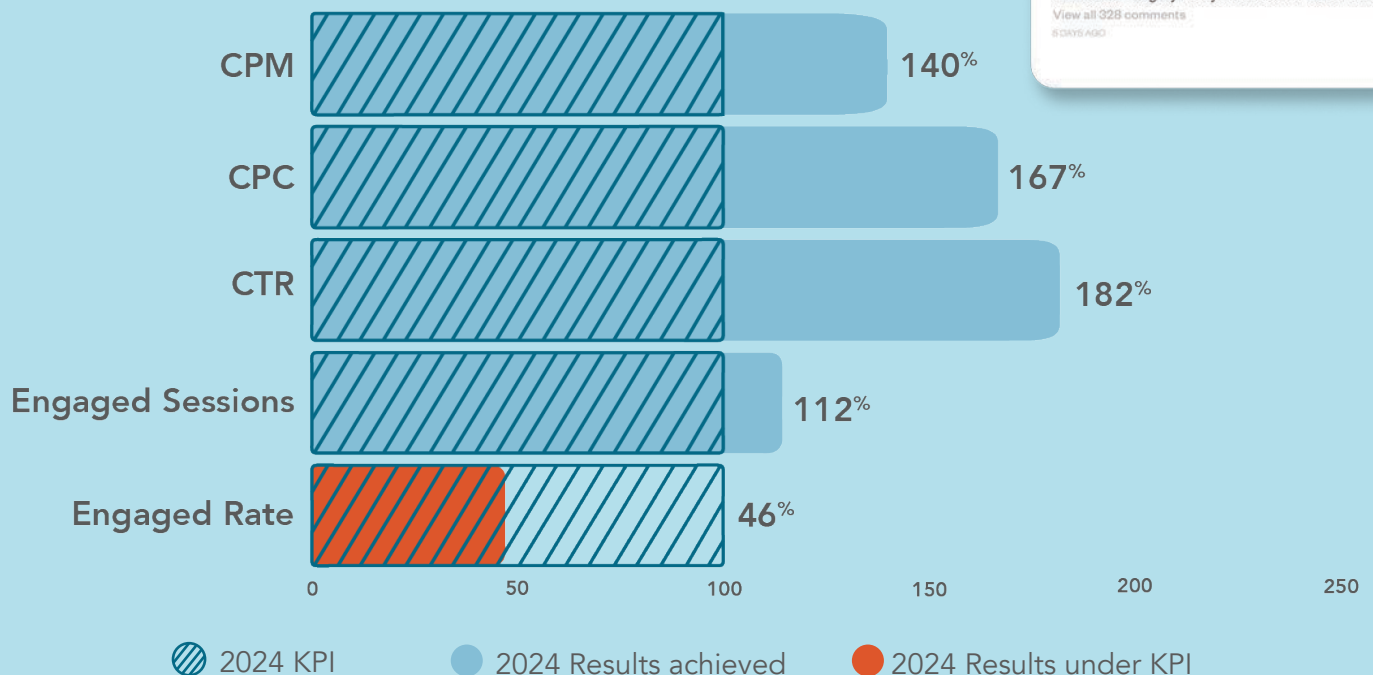
We also surpassed our target number of engaged sessions on the website. Onsite engagement rate and engagement time were slightly down on similar campaigns (ACC Hiking and Roar), but not significant.

Of the three creative messages:

'Stay Sharp' and 'Safety' were the clear winners on Meta.

'Safety' and 'Plan' were the clear winners on Demand Gen.

It would be worthwhile testing all three messages again next year, but also adding in some 'Statistics' creative, similar to that which had high engagement in the Roar campaign.



# WINTER 2023 CAMPAIGN

Every year, the winter season is one of our most challenging times due to the volatile weather, challenging alpine conditions and presence of avalanche danger.

Backcountry alpine recreation continues to see significant growth in participation, meaning the need for proactive avalanche safety messaging has never been as important.

We continued to champion our three core safety messages by asking users: *Are you avalanche ready?* Our call to action is: *If you're heading into the New Zealand backcountry this winter, be sure to: get the forecast, get the training, get the gear.*

We aimed to raise awareness of the NZAA and increase public observations, while encouraging backcountry users to share their stories from the mountains to help us increase avalanche awareness.

## MAXIMISING REACH THROUGH PROMOTION

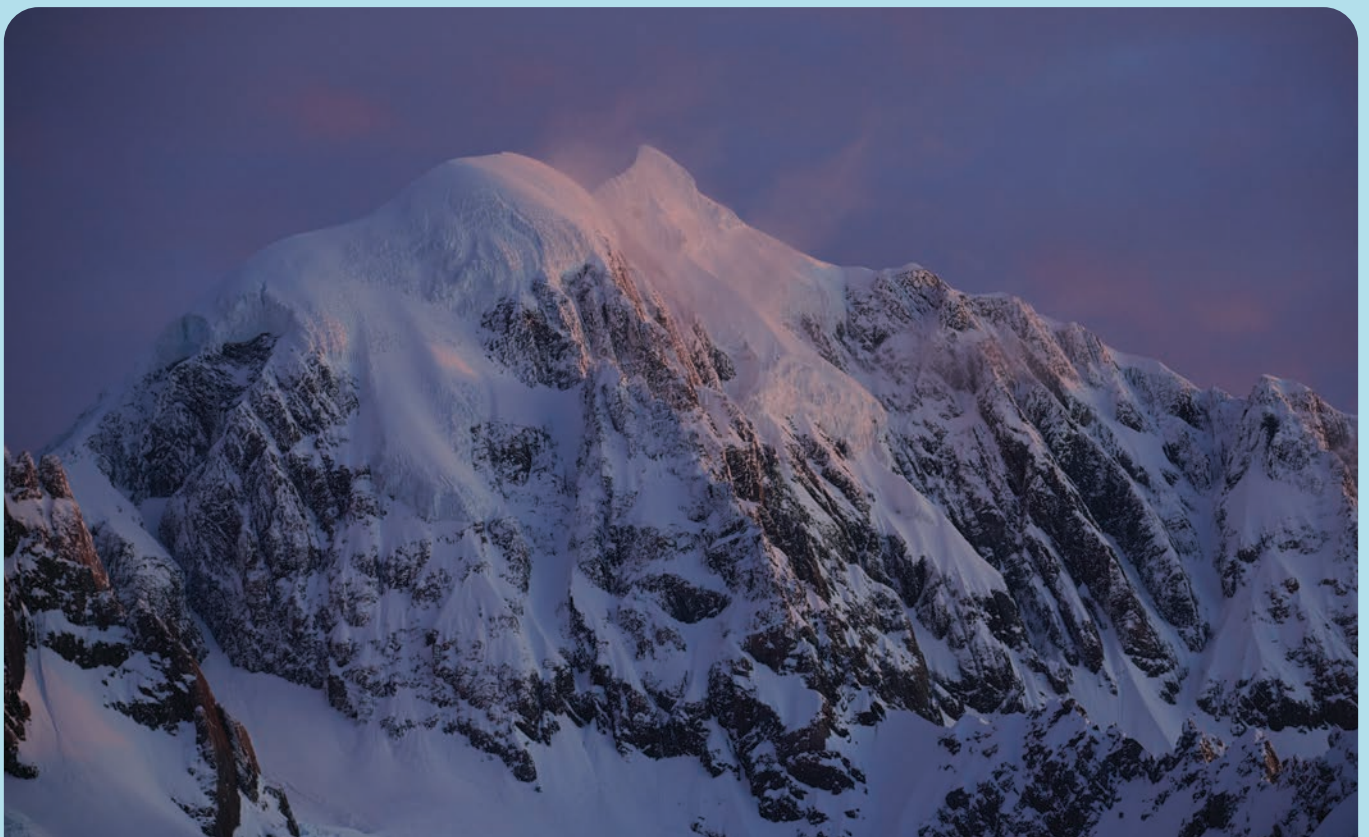
Through winter and spring 2023, we delivered a small digital campaign utilising our successful strategy: own channels, earned media, partnerships and digital promotion.

The 2023 paid campaign ran from 3 July to 19 November, and delivered:

 **1,268,062**  
total impressions

 **41,545**  
clicks

 **9,932**  
new website sessions with an average duration of 3.35 minutes



Overall campaign click through rate (CTR) was 3.28%. This was our second highest CTR in a paid campaign over a four-year year period, with winter 2022 the highest at 4.5%.

## SOCIAL MEDIA

Our NZAA social channels achieved significant growth over the 2023 winter season. Within four months, our Instagram followers had doubled with incredibly strong engagement from our audience. Our winter 2023 content continues to be some of our best performing social content to date.

## LEADING WITH VIDEO

We put a strong focus on producing short video content, frequently sharing reels of avalanche advisory forecasters explaining the conditions and completing snowpack tests. These clips consistently performed strongest, with hundreds of shares on several of our posts.



5th August 2023

2 min

### "That's all it took, one wrong step"

Story | "However, it's doesn't matter the result of any test, you just have to be so careful - anything can happen," says Joe O'Connor as he recalls being swept...



## RESPONDING TO THE CONDITIONS

Our social strategy for winter was to remain highly responsive, creating content quickly to ensure it was topical and relevant to the conditions. In response to the persistent weak layer (PWL) problem, we swiftly created a three-part social video series explaining the PWL, the key safety concerns and what to look for in a snowpack. These three videos received over 200,000 views across TikTok and Instagram and helped our audience better understand what they were reading about on the avalanche advisory.

## SPOTLIGHT ON SHARING

In direct response to our Above and Beyond mountaineering research report, we aimed to encourage backcountry participants to share their experiences with their community. We led by example, frequently sharing public observations, videos of real avalanche stories, and breaking news stories of people who had been rescued from the mountains that season.

To bolster our 'sharing' message, we collaborated with a range of influencers to promote public observations. At the end of the season, we also posted a giveaway in November, asking people to share their end-of-season reflections to be into win. The feedback on all of these posts was incredibly positive, with people thanking those who had the courage to share.

# ACC COLLABORATIONS

## TRAMPING AND HUNTING

We partnered with the Accident Compensation Corporation (ACC) to deliver two campaigns utilising their 'Have a hmmm' message. This partnership was a natural fit as the 'have a hmmm' message aligns extremely well with our messaging and resources for trampers and hunters, and both MSC and ACC have a prevention focus.

With ACC's investment, we developed a range of creative assets that combined our visual style and key messages with theirs.

### HIKING CAMPAIGN

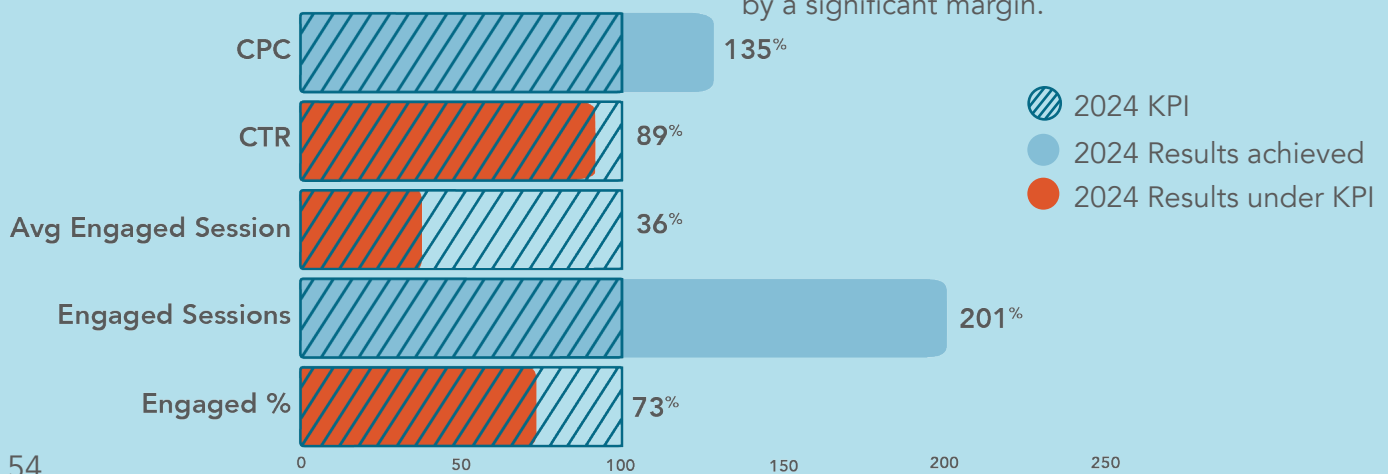
The hiking campaign ran from 13 November 2023 to 7 April 2024. Because the PMW campaign was active at the same time, we decided to condense the ACC campaign into three two-week flights, to ensure increased visibility of the campaign message around key tramping times (start of summer, January holiday period and Easter weekend).

Our goal was to get the maximum amount of engaged traffic onto our Have a hmmm campaign landing page. We decided to focus our media spend on Meta and Display, as they gave a good mix of awareness and traffic. Creative assets were provided by ACC, but we ran some copy tests throughout the campaign to see what worked best.

We set key performance indicators focused on cost per click (CPC), click-through rate (CTR), engaged sessions, average engagement time and engagement rate onsite.

We generated double the number of engaged sessions (2,509) as our key performance indicator (KPI) (1,247). While the average engagement rate and engagement time onsite were below our KPIs, the volume of engaged traffic made up for this. Our test of using 'hiking' versus 'tramping' in our ad copy resulted in no significant difference when it came to CTR, indicating we can continue using either going forward.

The onsite engagement rate of 25% was better or equal to other similar campaigns we've run this year (e.g. Roar and Duck). Now we know that 20-25% is our baseline, we can set this as a KPI going forward, and work at bringing it up in future campaigns. Similar to other campaigns, single-image graphics outperformed carousels by a significant margin.

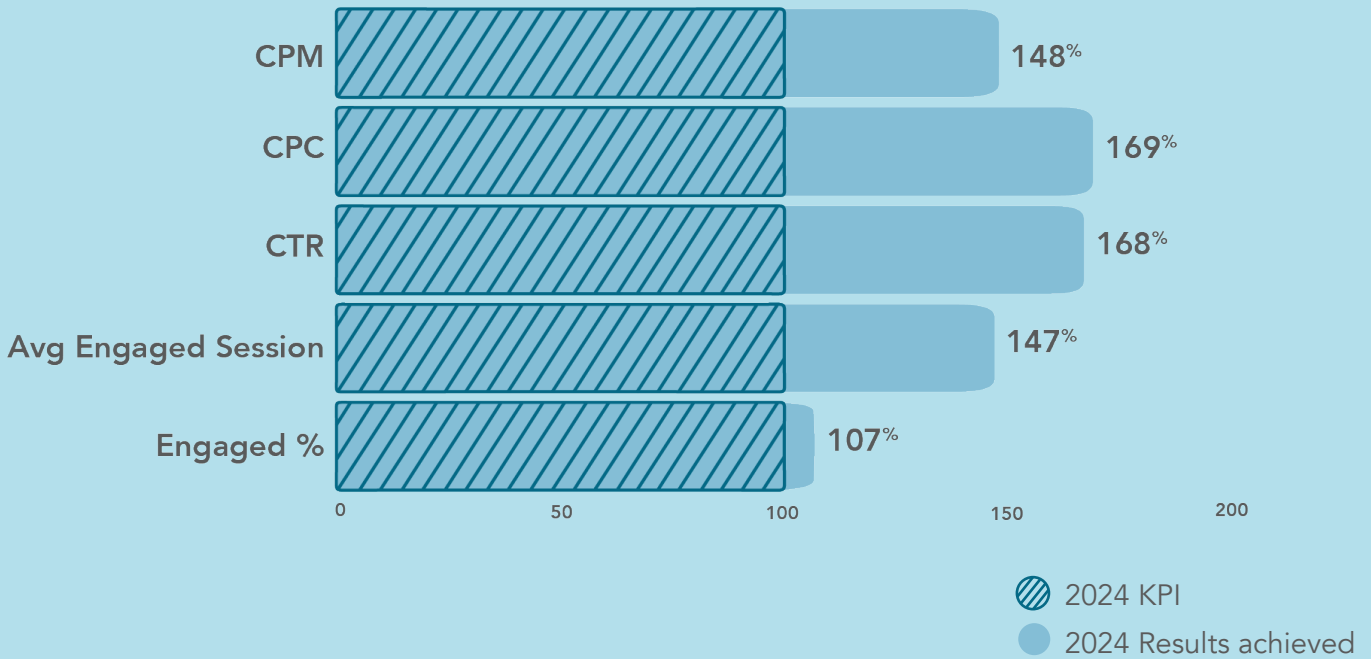


## HUNTING CAMPAIGN

The hunting campaign ran from 8 January to 24 April 2024 to coincide with our wider #ROARfit campaign.

With the ACC investment, we could deliver a larger campaign and reach more hunters. We tracked the specific ACC campaign elements separately so we could measure their effectiveness and see how they performed independently of our investment.

For our ACC-specific key performance indicators, we achieved a 69% better CPC than our KPI, a 48% better cost per thousand impressions and a 68% better CTR.



The collage features an Instagram post from @nzmountainsafetycouncil and four campaign banners with the following text:

- Banner 1:** ARE YOU ROAR-FIT? Have a hmmm before you jump in
- Banner 2:** Research your hunting area
- Banner 3:** Set your fitness goals
- Banner 4:** MSB OUTDOOR SAFETY NZ MOUNTAIN SAFETY COUNCIL. ACC He Kaitiaki He Mōhiohio He Whakōwhiri. prevention, care, recovery.





# MSC CHANNELS



# MSC WEBSITE

mountainsafety.org.nz continues to be one of our key public information sources and tools for outdoor safety resources. As Plan My Walk (PMW) grows, it receives more of our attention, but we continue to invest in mountainsafety.org.nz through refining existing content, creating new content and optimising for effective search engine results.

Through the period 1 July 2023 to 30 June 2024, we achieved:

 **193,047**  
Total unique users

 **104,457**  
Total engaged session

 **337,927**  
Total page views

*Note: We have not included any comparisons to last year's metrics because we moved to Google Analytics 4 during the last financial year and don't have an accurately comparable record for the full previous year.*



## TOP 5 PAGES VIEWED (EXCLUDING HOMEPAGE)

 **Hunting campaign landing page**  
**45,623** views from 40,116 users

 **Adventure Voice**  
**28,384** views from 22,888 users

 **'Have a hmmm' hiking campaign**  
**12,557** views from 9,678 users

 **Remote Mountain Cameras**  
**12,523** views from 4,948 users

 **Game Bird Hunting**  
**9,835** views from 8,257 users

## TOP 5 SOURCES OF TRAFFIC ACQUISITION

**ORGANIC SEARCH**  
**45,473** users    **70,786** engaged sessions

**ORGANIC SOCIAL**  
**35,136** users    **38,793** engaged sessions

**PAID SEARCH**  
**34,289** users    **39,346** engaged sessions

**DIRECT**  
**30,287** users    **38,952** engaged sessions

**REFERRAL FROM OTHER SITES**  
**29m880** users    **38,763** engaged sessions



## TOP 5 EXTERNAL WEBSITES REFERRING TRAFFIC

### DOC

15,640 users having 19,705 sessions

### MT HUTT

2,984 users having 3,460 sessions

### PLAN MY WALK

1,561 users having 1,914 sessions

### TE ARAROA TRAIL

1,323 users having 1,658 sessions

### CORONET PEAK

1,079 users having 1,258 sessions

The 'Read' section of our website contains all our written stories and media releases, received 47,657 combined views from 29,889 users, who had 37,302 sessions and spent an average 1min 13sec engaged in the content.

## TOP 5 STORIES READ

### Spring skiing avalanche on Cascade Saddle

2,596 views from 2,236 users

### Ice climbers admit pushing limits too far

2,337 views from 2,236 users

### That's all it took, one wrong step

1,927 views from 1,609 users

### A woman's guide to solo tramping

1,920 views from 1,614 users

### Multiple mistakes led to death on Tongariro Alpine Crossing says Coroner

1,879 views from 1,680 users

The 'Learn' section of our website contains all of our skills content, activity specific safety information, our resources and training course provider information, and campaign landing pages for hunting and tramping. This section received 200,915 reviews from 126,177 users, who had 165,602 sessions.

This section of our website accounted for just under 60% of all our website traffic.

# GOOGLE SEARCH STRATEGY

Our strategic focus on search engine optimisation (SEO) has continued this year.

Engaging users who are searching the internet and showing an active intent for content relevant to us is a critically important part of our overall marketing and communications strategy.

We've continued to develop our websites to ensure we're using best practice SEO principles, and we've continued to produce new written material that incorporates relevant keywords and content that users are searching for online.

Through our SEO prioritisation, we're ensuring our content gets to more people, for less cost.

Here are some SEO highlights from the year:

## PLAN MY WALK

This graphic illustrates how we've significantly increased the keyword rankings of PMW over the last year.

On 28 June 2022, we had a total 966 keywords ranked by Google. By 21 June 2024, this had increased to more than 18,000 keywords. Nearly 250 keywords are showing as one of the top three Google search results to users.

We've achieved a 1,792% increase in Google ranked keywords between June 2022 and June 2024.

We've achieved a 1,545% increase in top 10 Google ranked keywords between June 2022 and June 2024.

Between 1 July 2023 and 25 June 2024, PMW received 164,890 users via organic search (traffic acquisition), and these users had 246,485 engaged sessions.

Compared to the same period for the previous year, we achieved:

**106%** increase in total users via organic search

**104%** increase in users' engaged sessions via organic search.

## MOUNTAINSAFETY.ORG.NZ

This graphic illustrates how we've increased the keyword rankings of PMW over the last year.

On 25 June 2022, we had a total of 3,066 keywords ranked by Google. By 22 June 2024, this had increased to 4,420 keywords. That means we've achieved a 44% increase in Google ranked keywords between June 2022 and June 2024.

Most impressive of these results, our search engine result page (SERP) features have jumped from zero to 143 in this time.

With improved SEO, we've seen a substantial jump in organic users to our website. Between 1 July 2023 and 25 June 2024, mountainsafety.org.nz received 44,939 users via organic search (traffic acquisition), and these users had 44,445 engaged sessions.

Compared to the same period for the previous year, we achieved:

**381%** increase in total users via organic search

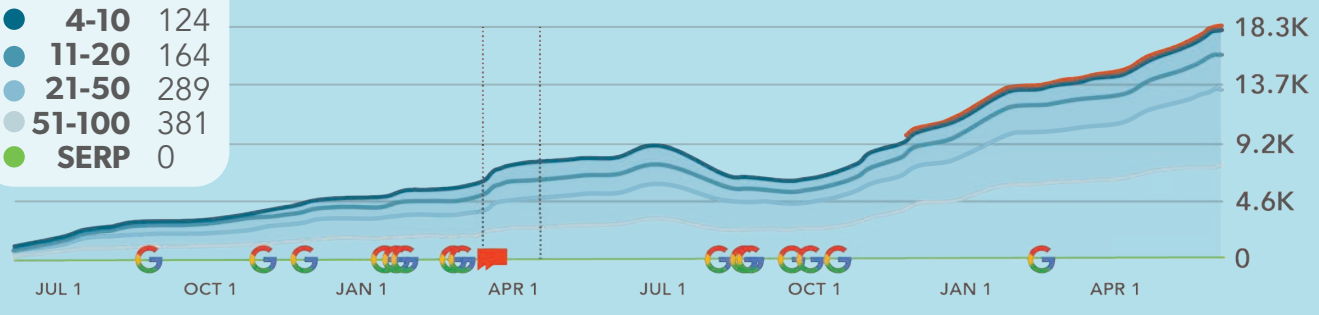
**412%** increase in users engaged sessions via organic search

## PLAN MY WALK

ORGANIC KEYWORDS 18,280

TOP 3	249
4-10	2,040
11-20	2,787
21-50	6,037
51-100	6,981
SERP	187

TOP 3	8
4-10	124
11-20	164
21-50	289
51-100	381
SERP	0



## MOUNTAINSAFETY.ORG.NZ

ORGANIC KEYWORDS 4,448

TOP 3	50
4-10	163
11-20	316
21-50	1,243
51-100	2,505
SERP	143

TOP 3	50
4-10	129
11-20	196
21-50	999
51-100	1,692
SERP	0

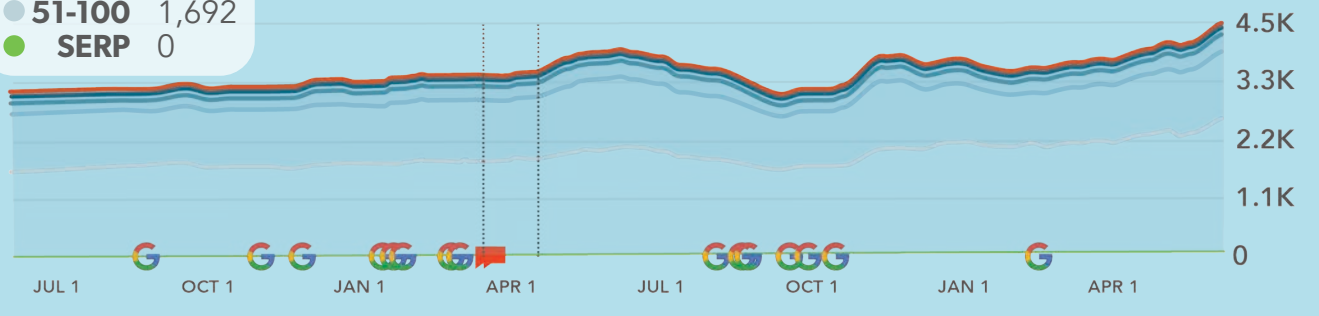


Photo: Jonathoan Astin

# GOOGLE AD GRANT

We've benefited significantly from fully utilising our Google Ad Grant. As a charity, we can access up to US\$10,000 per month to use on Google search campaigns. Working with our partner Somar Digital, since October 2023, we've optimised this grant to generate the greatest returns. In doing so, we're essentially accessing free advertising and reaching more people as they search for relevant content online.

Thanks to Google's generosity and Somar's excellent management we have:

- > Used US\$83,400 worth of search ads
- > Achieved over 201,000 impressions
- > Generated over 37,500 clicks, with a CTR of 18.6%.

 **37,543**  
total visits

 **201,020**  
total ad views

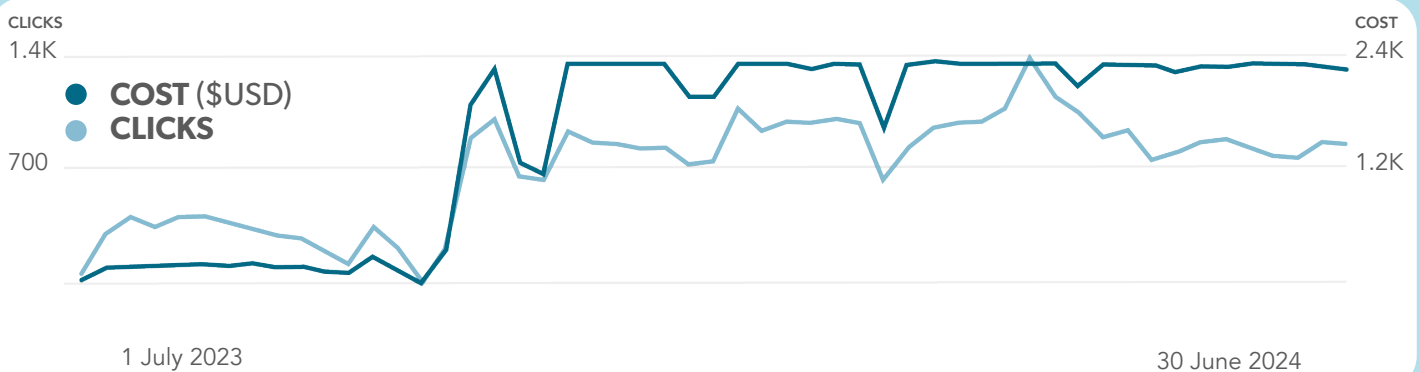
## TOP 5 SEARCH TERMS (PMW)

- Hooker Valley track: 2,756
- Tongariro Crossing: 4,346
- Plan My Walk: 551
- Routeburn track: 2,408
- Omanawanui track: 1,071

## TOP 5 SEARCH TERMS (MOUNTAINSAFETY.ORG.NZ)

- Mountain Safety Council: 672
- Tongariro Alpine Crossing death: 1,621
- NZ Mountain Safety Council: 164
- Mountain Safety course: 81
- Tongariro Crossing: 799

*Note: This ranking is inclusive of all elements (impressions, clicks, CTR, CPC and cost)*



# YOUTUBE AND VIMEO

Our YouTube channel continues to be the home of our video content.

In the past year, we have seen an increase of 4,781 subscribers, bringing our total subscriber base to 17,548. This growth indicates our continued efforts in creating and sharing longer form video content that engages our followers and audiences. This year we released six new videos.

Through the period 1 July 2023 to 30 June 2024 (compared to the previous year), we have achieved the following highlights:

## OVERALL


 **561,685** -1.2%  
total views

 **26,653** +9.4%  
total hours watched

 **2min 50sec** +6.8%  
average watch time

 **2,705,799** -11%  
total impressions

## TRAMPING VIDEO SERIES THIS YEAR

 **292,032** +17%  
total views

 **18,100** +13%  
total hours watched

 **1,283,289**  
lifetime views of all videos in the series

## TOP 6 MOST WATCHED VIDEOS THIS YEAR

### TONGARIRO ALPINE CROSSING

77,831 views

### MILFORD TRACK

26,151 views

### PAPAROA TRACK

25,246 views

### KEPLER TRACK

18,702 views

### MT TARANAKI SUMMIT ROUTE

17,645 views

### THE OLD GHOST ROAD

17,353 views

## TOP 5 MOST WATCHED VIDEOS OF ALL TIME

### TONGARIRO ALPINE CROSSING

275,844 views

### MILFORD TRACK

188,006 views

### KEPLER TRACK

128,015 views

### MT TARANAKI SUMMIT ROUTE

122,909 views

### MUELLER HUT ROUTE

79,025 views

Mobile devices accounted for 40.1% of video views, compared with 35% via computer and 20% on TV.

Of the traffic sources that contributed video viewers, 35.2% were from external sources, with the top 5 being:

#### DOC

52,415 views

#### GOOGLE SEARCH

31,031

#### TONGARIROCROSSING.ORG.NZ

14,965

#### MOUNTAINSAFETY.ORG.NZ

11,966

#### OLDGHOSTROAD.ORG.NZ

5,704

## VIMEO

Vimeo videos are used to embed video content into PMW.

Through the period 1 July 2023 to 30 June 2024 (compared to the previous year), we have achieved the following:

 **41,638** +72%  
total views

 **1,583hrs 36mins**  
total hours watched

 **2min 16sec**  
average watch time

 **526,581** +91%  
total impressions

### TOP 5 MOST WATCHED VIDEOS THIS YEAR

#### KARAMATURA 3D TRACK

6,445 views

#### TONGARIRO ALPINE CROSSING

5,797 views

#### ROYS PEAK 3D TRACK

3,151 views

#### ABEL TASMAN 3D TRACK

3,150 views

#### KAUAERANGA KAURI TRAIL (Pinnacles)

1,584 views

### TOP 5 MOST WATCHED VIDEOS OF ALL TIME

(VIDEO LAUNCH TO 30 JUNE 2024)

#### TONGARIRO ALPINE CROSSING

10,707 views

#### KARAMATURA 3D TRACK

6,445 views

#### ABEL TASMAN 3D TRACK

6,162 views

#### ROUTE BURN TRACK

4,625 views

#### KEPLER TRACK

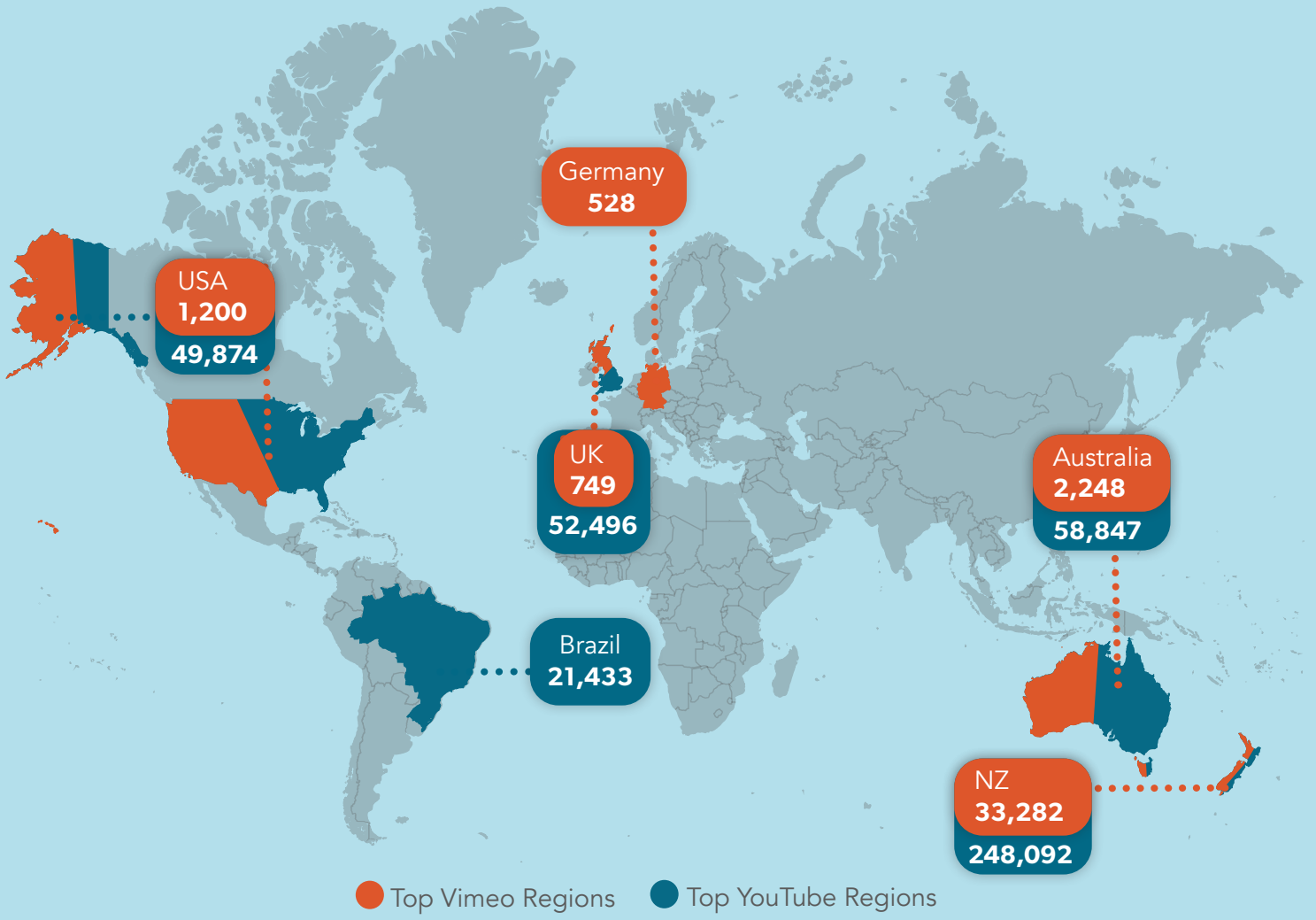
4,120 views

Mobile devices dominated viewing, accounting for 75% of views.





## TOP VIEWS PER REGION



# SOCIAL MEDIA

We've achieved strong results across all our social media channels this year, especially on Instagram where we've continued to see a steady growth in followers, reach and engagement.

Our social media strategy focused on creating a community of educated enthusiasts who champion outdoor safety. We prioritised short-form video across all channels, collaborations with trusted outdoor influencers, and strengthening our messages with our partner organisations.

## KEY HIGHLIGHTS INCLUDE

Breaking records for our highest views with our winter 2023 Instagram content.

Doubling our NZ Avalanche Advisory Instagram followers in one season.

Collaborating with influencers across Aotearoa to showcase beautiful tracks found through Plan My Walk.

Launching *Mia & Leo Go Wild!* on socials and gifting 50 books to giveaway winners.

Receiving hundreds of positive comments from our followers, thanking us for the work we do.

The overwhelmingly positive response we received to our #ROARfit social content after partnering with key hunting organisations and influencers.

Through the period 1 July 2023 to 30 June 2024 (compared to the previous year), we have achieved:

 **87,989**

total followers across all MSC social media channels (including NZAA).

## MSC INSTAGRAM

 **26,134** +29.3%  
total followers

We aimed to achieve a 45% increase in followers YoY and a 49.5% reach YoY. We actually achieved a 46.5% increase in followers YoY and a 160.5% increase in reach YoY.

## MSC FACEBOOK

 **29,995** +11.1%  
total followers

We aimed to achieve a 7% increase in followers YoY and a 15.5% increase in reach YoY. We actually achieved a 2.4% increase in followers and a 57.6% increase in reach YoY.

## MSC TIK TOK

 **8,969** +35.2%  
total followers

We aimed to achieve a 150% increase in followers and a 74% increase in total video views. We actually achieved a 40.9% increase in followers and a 128% increase in total video views.

## NZAA INSTAGRAM

 **10,489** +918  
total followers

We aimed to achieve a 15% increase in followers YoY and a 43% increase in reach YoY.

We actually achieved a 106% increase in followers YoY and a 62% increase in reach.

## NZAA FACEBOOK

 **10,909** +749  
total followers

We aimed to achieve a 5% increase in followers YoY and a 24% increase in reach YoY.

We actually achieved a 7.2% increase in followers YoY and a 58.7% increase in reach YoY.

## NZAA TIK TOK

 **1,493** +1,344  
total followers

We aimed to achieve a 400% increase in followers and a 400% increase in total video views.

We actually achieved a 1115.6% increase in followers and a 327.6% increase in total video views.

## TOP PERFORMING IG REEL

### TREBLE CONE SKI PATROL TRIGGERING AN AVALANCHE

 **157k**  
views

 **3,877**  
likes

 **1,147**  
shares

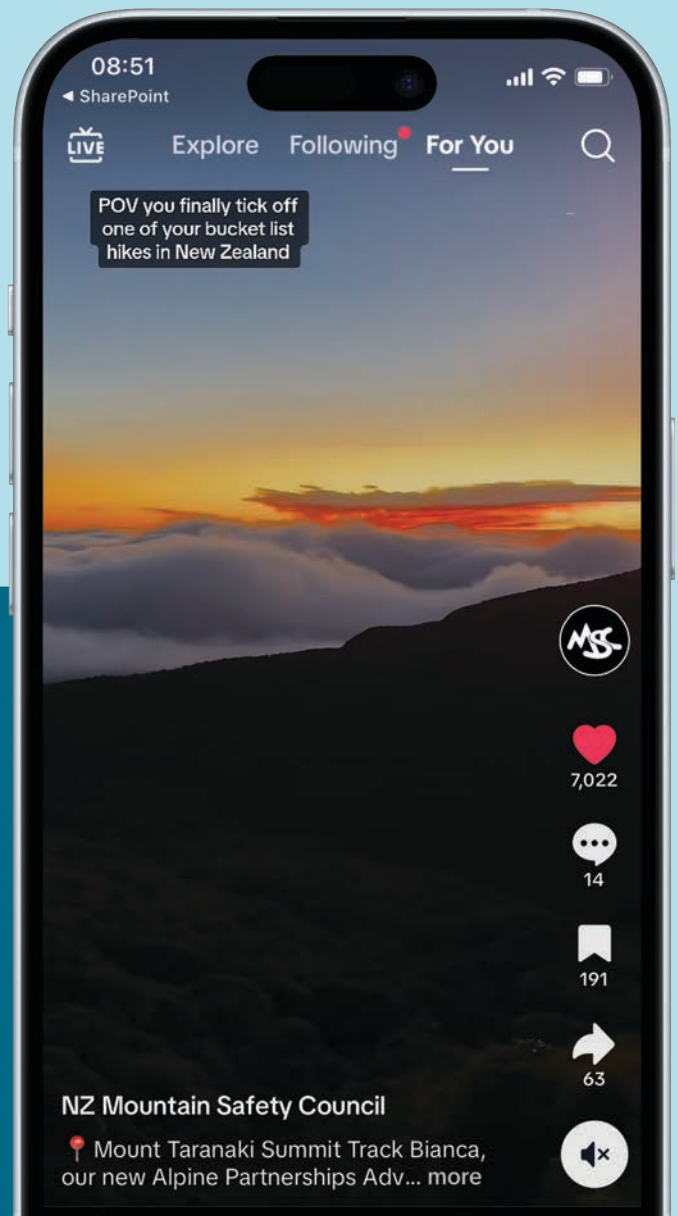
## TOP PERFORMING TIKTOK

### TARANAKI SUMMIT

 **67.2k**  
views

 **7,022**  
likes

 **191**  
saves



# EMAIL MARKETING (EDMS)

We've seen huge growth in our email audience over the past year, increasing our total email subscribers by 27%. We also had some exciting new developments in our email marketing in 2023. In September, we launched our two-part welcome flow for Plan My Walk, to nurture new users by teaching them how to use Plan My Walk, and sharing track ideas and inspiration.

## WELCOME FLOW

To make our email content as relevant to the individual as possible, we segmented new users based on their chosen skill level. We then created three different journeys for users: 'Beginner', 'Intermediate', or 'Expert/Advanced'.

Our first email goes to all users, thanking them for joining Plan My Walk, sharing key features, and explaining how to filter tracks by location.  
70% open rate

Our second email promoted Plan My Walk's 'wishlist' feature, by sharing the MSC team's 'top picks for your wishlist'. The track suggestions in the email matched the skill level chosen by the user.



**60%**

average open rate (across all segments)

Since launching our welcome flow, 21,667 new users have completed the email journey and we've maintained a strong overall open rate of 65% and click rate of 5.2%.

## TRAMPING AUDIENCE

We sent 10 emails to our Plan My Walk and tramping audience over the past year with an impressive average open rate of 45.21%. Our best performing EDM was sent in October, announcing Plan My Walk's new Custom Tracks and Custom Gear Lists features, with an open rate of 53.9%.

## HUNTING AUDIENCE

EDMs have proven to be an effective channel for our hunting audience. In 2024, we produced a three-part email flow counting down to the Roar. The average open rate was 50.6%, even higher than our tramping audience.

## CONNECT

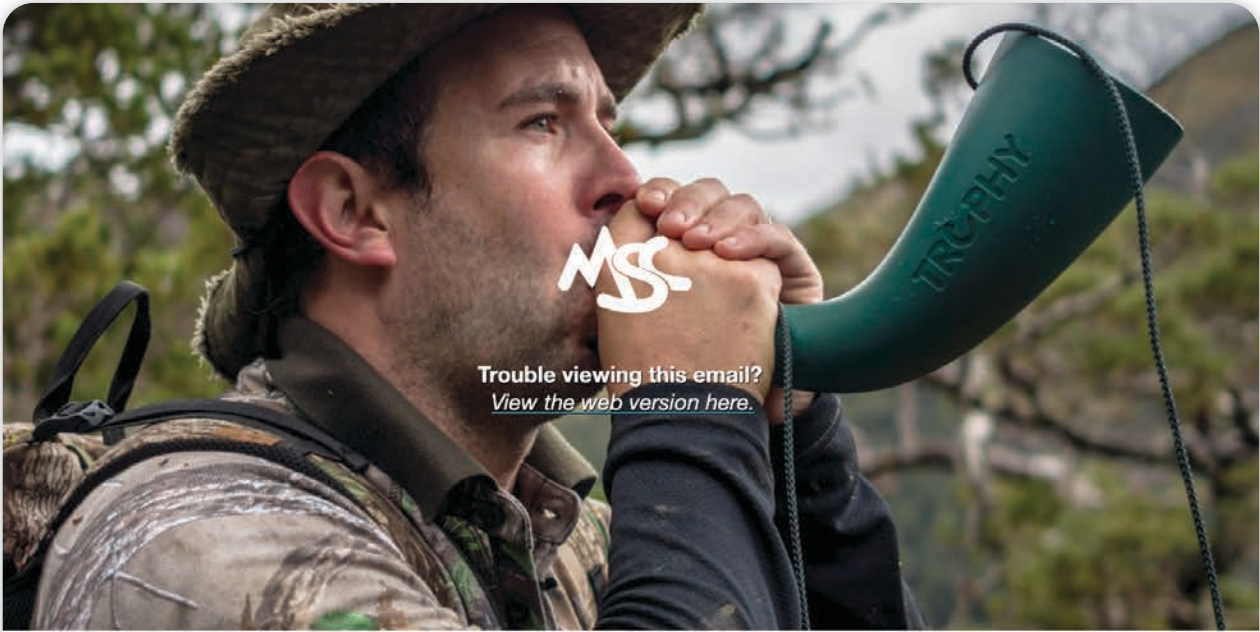
Our monthly Connect emails to our friends and partner organisations continues to prove an effective method of communication, with an average open rate of 46.7% across 10 emails.

As of 30 June 2024, we had a total of 106,683 email subscribers across all audiences.



**22,764**

new subscribers



## Only 8 weeks until the *Roar!*

Kia ora,

The countdown is on! With around 8-weeks to go until the first cold snap of March, it's time to get your pack on your back, hit the hills, and get Roar-fit.

This year, we've put together a free Roar-fit guide to help you get in the planning mindset well ahead of time. After all, the fitter you are, the more enjoyable your hunt will be, and the less likely you'll be to take a slip, trip or fall.

Keep reading for top tips and training ideas.

***NZ Mountain Safety Council***



**Getting started: it's all about building up your base fitness over the next few weeks**

# MEDIA IMPACTS AND HIGHLIGHTS

Building and maintaining a good relationship with media outlets and journalists continues to deliver results.

Through our seasonal campaigns and the launch of new products and resources, we have used the media strategically to strengthen our messaging and brand recognition. Online media articles play an important role in our continued SEO efforts, as media websites are usually highly trusted information sources and, therefore, have strong Google authority scores. The more these sites link to ours, the better.

As a benchmark, we aim to achieve a minimum of 52 proactive articles over the 12-month period. Media pick-up is never guaranteed and is particularly challenging for the promotion of annual events, such as the Roar, duck hunting season and beginning of avalanche forecasting, where the news value of a medial release is minimal. We have found that by fostering trusted relationships with individual journalists and show producers, and pitching story ideas directly to them, we are achieving a good media presence.

Targeting smaller, regional publications is also proving to be a successful tactic, instead of focusing exclusively on the major national media outlets.

*Note: We only include well-established New Zealand-based media in our monitoring, such as Stuff, NZME, Newshub and RNZ, as well as regional, independently owned newspapers and online news sites, such as The Wānaka App and Crux. We do not count sources that publish media releases verbatim, such as Voxy and Scoop.*



## KEY MEDIA METRICS

 **17** total media releases distributed

 **29** total media requests received

 **200** total media pick-ups, up 50 from previous year, including:

- > **74** total proactive media articles
- > **86** total reactive media articles
- > **5** assisted reactive media pick-ups

## TOP MEDIA OUTLETS

 **63** +11 from last year media pick-ups on Stuff

 **25** +22 from last year media pick-ups on NZ Herald

 **16** media pick-ups on RNZ

## LINKS OR EMBEDDED MSC CONTENT

Across all 200 media pickups, we achieved:

 **127** links to PMW

 **48** links to the MSC website

 **24** embedded videos



## TOP TOPICS

### WINTER/NZAA



**50** +15 from last year  
media articles

### ROAR



**8** equal to last year  
media articles

### MIA AND LEO GO WILD!



**7** media articles

### CORONIAL REPORTS



**22** media articles

### ADVENTURE VOICE



**7** media articles

### GREAT WALKS



**6** media articles

### GENERAL TRAMPING & OUTDOOR SAFETY



**49** media articles

## IMPORTANCE OF MEDIA PRESENCE

A consistent media presence positions us as the industry 'go to' for land-based outdoor safety related news. We have become a clear point of contact for media, being trusted and respected for our evidence-based responses. This helps us to:

- > Increase brand recognition on a national scale
- > Maintain high trust with our audience
- > Target on specific issues and messages
- > Improve our search engine optimisation.

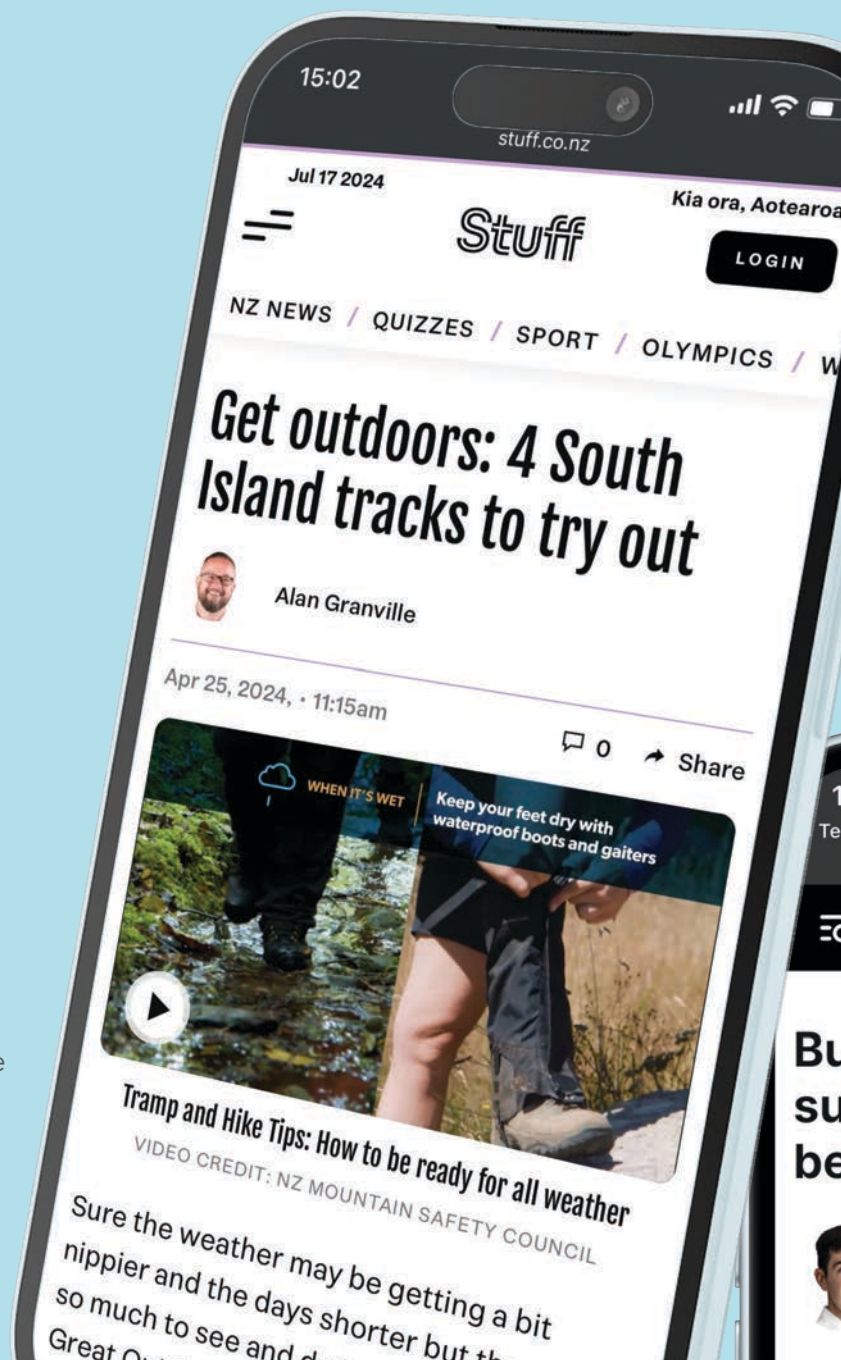
## CLASSIFYING OUR PICK-UP

We classify all our media pick-up into clear groups, allowing us to track the type of media we're generating. These are:

**Proactive** – features we have generated through proactive engagement and pitching ideas.

**Reactive** – responding to media enquiries we receive, usually following an outdoor safety incident.

This year we utilised a new approach to generating media interest, 'Assisted Reactive'. We used this during winter 2023 when we wrote two reactive stories with the goal of generating further media pick-up. These stories were published due to our proactive efforts to write and share them with media, creating a narrative that would have otherwise not existed.





## MEDIA HIGHLIGHTS

### PLAN MY WALK AS DATA SOURCE

A pre-summer holiday article in NZ Herald ('Busiest walking trails this summer', 23 December 2023) highlighted the country's top tracks for the summer months, coupled with our advice for safe adventures. We suggested the use of PMW's data to showcase these tracks. This was a proud moment for the team, as PMW was recognised as one of the country's official trip planning tools.

### WINTER: JUNE – AUGUST 2023

Conditions during the 2023 winter had our team, and the media, on high alert for incidents, avalanches and changes to the and snow-pack conditions. We played a key role in supporting and facilitating media, ensuring articles were using the correct language and always pushed our safety message. For two articles, we spoke to an avalanche survivor and rescued climber, respectively, about their experience and learnings. These articles were picked up by media and run across various platforms.

### MIA & LEO GO WILD!

*Mia & Leo Go Wild!* children's book was a unique resource for MSC, so required some out-of-the-box thinking to generate media interest. We focused on highlighting key aspects of the book, including the important safety messages, and a Q&A with the author.

This resulted in interviews on RNZ and TVNZ Breakfast; eight media pick-ups across Stuff, *The Post* and *The New Zealand Herald*; and a feature in Air New Zealand's *Kia Ora* inflight magazine.

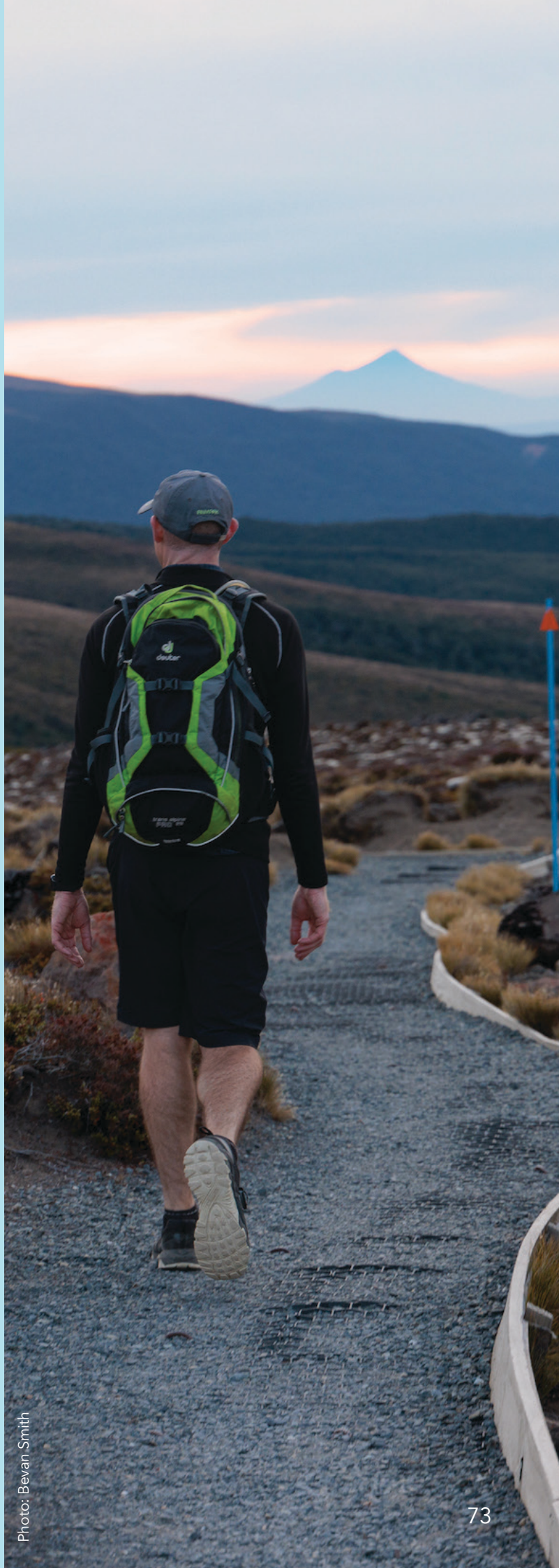
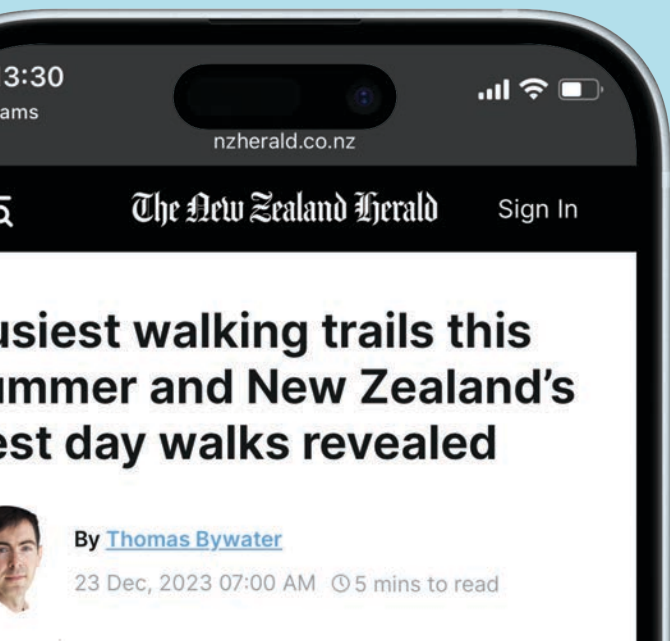


Photo: Bevan Smith



# ADVENTURE VOICE

## RESEARCH COMMUNITY



# JOIN THE ADVENTURE VOICE COMMUNITY.

The foundation of our prevention work is evidence-based insights. Using evidence to inform how we invest in prevention resources ensures we're focusing on the issues that need attention and, critically, it ensures we're implementing initiatives that are suitably designed and targeted to the relevant audience/s.

A lot of our work focuses on behaviour change. To do this successfully we utilise a broad range of data. With this data we develop insights, and those insights drive our work.

Over the last 8 years, we've built a robust insights framework, drawing on unprecedented access to data from Accident Compensation Corporation (ACC) injury claims, search and rescue events, and fatalities.

However, there's always more to learn, and we know these more traditional data sources can't answer all our questions about human factors: what motivates us, how we make decisions, our attitudes, what influences us, and how we behave. Additionally, we know that 99% of outdoor recreation experiences end positively (by that we mean without a safety incident), therefore injury, search and rescue, and fatality data only provides insights into 1% of the experiences that people are having in the outdoors.

So how are we expanding our knowledge and developing insights about these social science-related topics? By launching Adventure Voice!

Adventure Voice is a dedicated outdoor research community established in collaboration with Rangahau Aotearoa Research New Zealand. Everyone with an interest in outdoor recreation is encouraged to sign up – no matter what their level of experience or ability.

Community members take part in regular, short online surveys, sharing their experiences, insights and opinions on various outdoor recreation topics. These insights are then used to enhance our educational resources, safety information and campaigns.

**WE LAUNCHED ADVENTURE VOICE ON 26 MARCH 2024,  
AND BY 30 JUNE WE HAD 1,943 REGISTERED COMMUNITY MEMBERS.**

## MONTHLY PULSE SURVEYS

Each month we conduct a short pulse survey with community members. This achieves two primary goals: firstly, continued engagement with the community so they stay connected and, secondly, it allows us to build insights over time through short, easy questions on simple topics.

Our first pulse survey was conducted in May, when we asked members about their navigation preferences between a mobile phone and a paper map. We had 771 members respond to the survey.

The survey found that most people use a mapping app on their phone for navigation compared to a printed map and compass. These findings have informed the information we provide to people preparing for the outdoors to now cover tips for getting the best out of your phone while out on the track. This includes, for example, protecting your phone, monitoring the battery and always having a back-up.

Here are the highlights of what we learnt from the survey.

### OF THE RESPONDENTS

**91%** use a mapping app always (34%) or sometimes (57%)

**72%** take a map always (33%) or sometimes (39%)

**59%** take a compass either always (35%) or sometimes (24%)

People are using their phones for a vast range of navigation-related functions, including tracking or recording their progress, taking a photo of the map, identifying landmarks in the distance, and using a digital compass.

The top five reasons for not using a phone for navigation are: being comfortable relying on track signage, no coverage in the area, enjoying the challenge of navigating without technology, preferring to be without technology in the outdoors and concerns about phone battery.



## ADVENTURE VOICE PROMOTION AND RECRUITMENT

To ensure the community membership continues to grow we will always be recruiting new members. To do this effectively, we employ a range of tactics and channels.

Launching Adventure Voice, we focused on our own channels and existing audiences, through our email database, social media channels and media relationships.

We also conducted a small paid digital campaign, between 26 March and 5 May.

With people needing to complete the onboarding survey before joining the panel, we decided to focus on generating as much traffic as possible at the first stage of the sign-up journey on the MSC site.

We concentrated the majority of the budget in Meta ads, which we predicted would be the most effective at driving conversions. We also tested Demand Gen and Google Display. With creative being a crucial factor in conversion campaigns, we tested a lot of creative variations including text-based vs image-based graphics, blue vs white vs green graphics, and highly produced video vs user generated campaign style.

As with all of our campaigns and paid advertising, we set KPIs for campaign impressions, clicks, sign-ups and CPM, CPC and CTR.

Because of the three-stage sign-up process and embedded form, we lost visibility fairly quickly with the journey from an ad click -> the MSC page -> survey completion. At the end of the campaign, there were 1,532 registered panel members.

Excluding the first week of the campaign (where email had a significant influence), the campaign had a conversion rate of about 2.2% of MSC page sessions -> registrations on the panel. This is quite high, considering the multi-step sign up process, which we've already had discussions about condensing.

While Meta generated a lot of traffic, its engagement rate and time spent onsite was fairly low. Demand Gen was slightly better, but Display drove significantly more engaged traffic than any other channel. As we've seen in multiple campaigns now, creative featuring a person's face performed significantly better than other creative. In particular, the selfie-style video of MSC Operations Manager Nathan Watson was the clear winner, driving well over 90% of the clicks that came from Meta.





Photo: Nathan Watson





# PRODUCTS & SERVICES



Photo: Georgina Bloomfield

# FIREARMS SAFETY TRAINING

We continue to deliver New Zealand's firearms safety courses in partnership with Te Tari Pūreke – Firearms Safety Authority. This collaboration has existed for many years and for us provides a key channel to connect with firearms users who are hunters or who may become hunters.

Around 40 instructors across the country provide the courses and give hands-on instruction to every firearms license applicant.

**534** Total courses delivered

**6,869** Total attendees

**7,209** Total course bookings

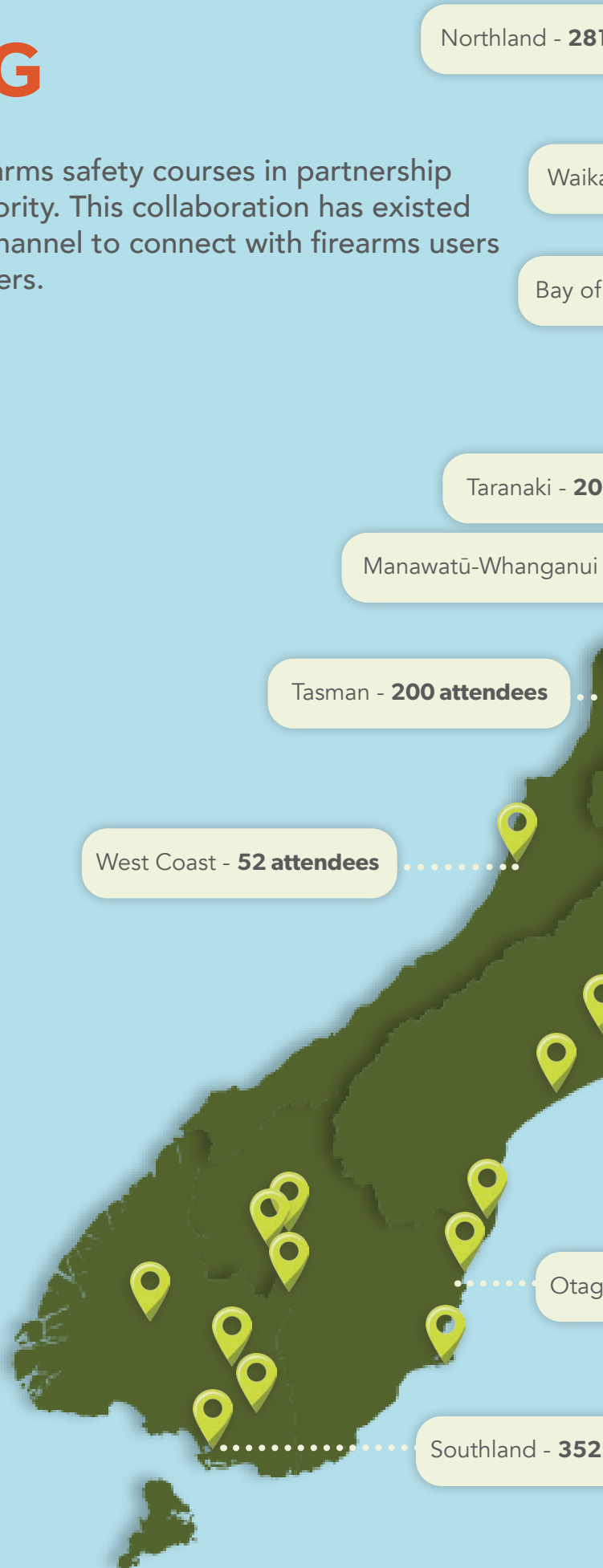
**6,591** Attendees who achieved a theory test pass

**93%** Average course occupancy rate

Attendee course feedback: 1,191 submissions with an average score of 4.87/5



Photo: Adam Smith





## ENSURING QUALITY AND CONSISTENCY

Moderation visits provide an excellent opportunity for instructors to get feedback, advice and tips from other instructors and to ensure consistent delivery of the syllabus. In addition to peer-to-peer moderation, MSC and Te Tari Pūreke visit a selection of courses.

Peer moderation completed by instructors: 20

MSC staff moderation completed: 9

## PARTNERSHIPS: FIREARMS COMMUNITY ADVISORY FORUM AND RECREATIONAL FIREARMS USER GROUP

We maintain a constant presence on the Firearms Community Advisory Forum (FCAF) as well as the more recent and recreation-safety focused Recreational Firearms User Group (RFUG). Our involvement helps us and our partners ensure good coverage of relevant safety messaging and insights to outdoor users, particularly hunters during the peak hunting periods. Liaising with RFUG, in particular, was beneficial for our very successful #ROARfit campaign this year.



Photo: Adam Smith

o - 600 attendees

attendees

# NEW ZEALAND AVALANCHE ADVISORY

The NZ Avalanche Advisory (NZAA) continues to be a key product in our prevention toolkit, providing avalanche advisories for 13 alpine regions across the country.

Plagued by a persistent weak layer across most of the Southern Alps, through winter and spring 2023, we published 1,696 unique forecasts in what was one of our most challenging seasons yet.

## WEBSITE METRICS

From 1 July 2023 - 30 June 2024, avalanche.net.nz received:

**69,704** Total unique users

**111,294** Total engages sessions

**448,384** Total page views

The NZAA homepage received 131,919 views at an average of 4.19 views per user.

## THE TOP 3 MOST POPULAR REGIONAL FORECASTS BASED ON VIEWS WERE

### AORAKI/MT COOK

31,887 views from 11,673 users

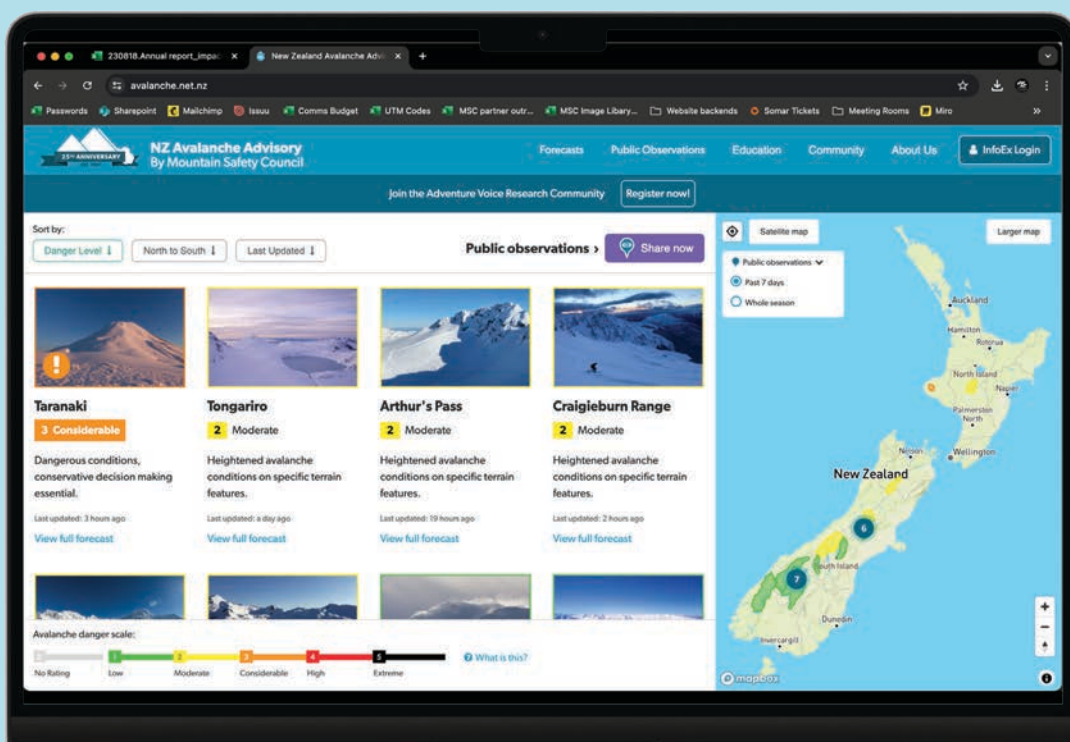
### TONGARIRO

28,446 views from 9,503 users

### QUEENSTOWN

27,866 views from 8,101 users

*Note: We have not included any comparisons to last year's metrics because we moved to Google Analytics 4 during the last financial year and don't have an accurately comparable record for the full previous year.*



## PUBLIC OBSERVATIONS

Through our efforts to encourage backcountry users to share their observations, we continue to see growth in the number of public observations submitted on the NZAA website.

In 2023, we achieved a 3.8% increase compared to the previous year. This increase is small, which is likely attributed to the very challenging avalanche conditions backcountry users experienced and the corresponding decrease in backcountry participation.

*Note: We use the calendar year to showcase these metrics as the financial year split lands at an awkward time for the winter season.*



Photo: Nathan Watson

## ANNUAL TRAINING

Every year we hold our annual avalanche forecaster training ahead of the avalanche season. This year the training was successfully held in Wānaka on 13 and 14 June. Guest speaker Jono Conway from NIWA joined to present a session. Other key topics covered included:

- Media management
- Social media
- Website development and reporting issues
- Dealing with avalanche incident and crisis management
- Health and wellbeing
- Internal communication
- Public observation promotion
- Floyer Report recommendations
- Future forecasting software options and snowpack modelling
- Addressing data-sparse regional needs
- Glide slab forecasting and management strategies for the public
- Avalanche danger scale use of extreme rating
- Specific training for new forecasters.



Photo: Nathan Watson

## FORECAST REGIONS AND ADVISORIES PUBLISHED

The 2023 season started very early in some regions, and in others, very little snowpack existed well into June and July. This small amount of snow was a contributing factor to the development of a widespread persistent weak layer throughout much of the Southern Lakes and Mackenzie areas early in the season.

There were 15 forecasts issued during May 2023 (excluding Aoraki/Mt Cook) – the most ever issued during the month of May in the last nine seasons (as far back as we can easily check). From 2015 to 2022, we only ever issued three forecasts during May.

The Tongariro and Queenstown regions began permanently forecasting the earliest we have ever started in the last nine seasons.

Between 1 May and 30 November 2023, across all 13 regions, we published 1,696 unique advisories. Here's a breakdown of the number per region and the season forecasting dates.





Photo: Malcolm McRae

## NZAA MEDIA PICK-UP

For the period from 1 July 2023 to 30 November 2023, we achieved 50 total media inclusions relevant to the NZAA or avalanche safety. This includes eight that were proactively generated, five that were proactively generated but in response to an incident or avalanche event, and 37 that were reactive and generated in response to an incident or avalanche event.

## TOP MEDIA OUTLETS TO FEATURE THIS CONTENT

### STUFF



### OTAGO DAILY TIMES



### RNZ



### NZ HERALD



This volume of media interest is beyond anything we have generated in previous years and is reflective of a significant amount of work that went into effectively communicating the dangers of the persistent weak layer as well as the number of incidents or avalanche events.

The strong increase in media attention was predominantly in response to snowfall, rescues involving non-fatal avalanche events and NZAA forecasts. We played a key role in supporting and facilitating media, ensuring articles were using the correct language and always including our safety messages.

To keep the media and backcountry users up to date, we sent six media releases and wrote two stories that included interviews with an avalanche survivor and rescued climber. The media ran the two stories and all media releases including the campaign messaging, which enhanced the seasonal safety messaging.

We found that backcountry users were more than happy to share their experiences and learnings with us in the hope it would prevent others becoming involved in further avalanche incidents.

# ***SOUTHERN HEMISPHERE ALPINE CONFERENCE (SHAC)***

The two-day Southern Hemisphere Alpine Conference (SHAC) is the only one of its kind in the southern hemisphere and provides a unique opportunity for the alpine community to engage in a series of workshops and presentations that seek to extend their professional skills, knowledge and experience, and contribute to a safer alpine community.

## **SHAC HAS THREE BROAD OBJECTIVES**

- 1. To provide a platform for people working in alpine snow environments to share ideas, network, and enhance their knowledge and practical skills.**
- 2. To build strong partnerships that connect our alpine community together.**
- 3. To generate opportunities to develop future strategies and collaborations that help more people stay safe in the outdoors.**

The 2024 event, held in Wānaka on 12 and 13 June at the Lake Wānaka Centre, attracted a record crowd of approximately 220 professionals from across the snow, alpine and mountain communities and industries.







SHAC was supported by a fantastic range of partners, sponsors and exhibitors, including NZSAR, Mammut NZ, Envirolapse, Mountain Adventure (La Sportiva), Macpac, Elevate Products (ATK Bindings), Black Diamond (Southern Approach), The North Face, Outfitters (Rab), Aspiring Guides, HMM Wānaka and Explosive Pyrotechnic Solutions.

The programme included 21 different presenters covering a diverse range of topics from resiliency and human hazard management to wet snow, snow anchors, glide crack avalanches, medical preparedness of New Zealand ski areas for an alpine fault earthquake, using explosives to control avalanches, first 30 minutes patient care and case studies from Japan to Colorado, and much more.

For the first time, the event featured a film evening and panel discussion, and a remote presentation from Vancouver Island, Canada.

International guest speakers included Ethan Greene from the Colorado Avalanche Information Centre (United States), Dr Ian Snape (Tasmania), Kurt Walde (Italy) and Urs Wellauer from the International Federation of Mountain Guides Associations (Switzerland), Ken Wylie (Canada) and Professor Jordy Hendriks (now New Zealand based).



# *STRATEGIC* INTERNATIONAL PARTNERSHIPS



Through developing partnerships and ongoing collaboration with international prevention organisations, we're able to maintain visibility of what's happening in other parts of the world. These insights are used to inform our work.

Additionally, we're able to share our work with international partners, and this helps to build our trust and credibility on an international scale.

Over the past year, we've focused on three international partnerships or opportunities.

# INTERNATIONAL OUTDOOR SAFETY FORUM (IOSF)

The purpose of the IOSF is to 'foster global collaboration to enable the delivery of effective outdoor recreation safety and prevention work'.

The IOSF is an MSC initiative, started in 2022. Over the last year it has significantly gained momentum with the development of a terms of reference led by us in collaboration with the six other founding members.

IOSF members contribute to this joint purpose through sharing their strategies, tactics, experiences, ideas and evidence of their prevention work.

Find out more information at: [mountainsafety.org.nz/iosf](http://mountainsafety.org.nz/iosf)

**NZ MOUNTAIN SAFETY COUNCIL**  
(New Zealand)

**ADVENTURESMAST BC** (Canada)

**ADVENTURESMAST UK** (United Kingdom)

**PARKS TASMANIA** (Australia)

**SIMON FRASER UNIVERSITY AVALANCHE  
RESEARCH PROGRAM** (Canada)

**MOUNTAINEERING SCOTLAND** (Scotland)

**COLORADO SEARCH AND RESCUE  
ASSOCIATION** (Colorado, USA)

# INTERNATIONAL SNOW SCIENCE WORKSHOP '24

The International Snow Science Workshop (ISSW) is the world's largest conference on snow and avalanches.

Held in Bend, Oregon, in October 2023, MSC Operations Manager Nathan Watson attended the 5-day event, alongside approximately 1,200 others from around the world. As part of this experience, we had a poster presentation about our mountaineering avalanche research 'Above & Beyond'.

The conference was an excellent opportunity to connect with avalanche forecast centres from around the world, specifically to continue to embed our partnership with Avalanche Canada and establish new connections with the likes of the Colorado Avalanche Information Centre as well as others.

*Note: This trip was not funded by LGB.*



Photo: Nathan Watson

# AUSTRIAN BOARD FOR ALPINE SAFETY

MSC Senior Partnerships & Insights Advisor Bevan Smith took the opportunity while in Europe in January to meet with Matthias Knaus, Manager of Österreichisches Kuratorium für Alpine Sicherheit (Austrian Board for Alpine Safety), which is dedicated to research, prevention and communication on alpine accidents with the aim of creating a platform for organisations, experts and users at all levels.

With a similar mission and a shared objective of using insights to shape messages and interventions, this was a great opportunity to learn about how they operate and to share our operational platforms and strategy.



Photo: Bevan Smith



# LOCAL PARTNERSHIPS



# DUKE OF EDINBURGH'S 60TH BIRTHDAY

Council member, The Duke of Edinburgh's Hillary Award, celebrated 60 years of service in New Zealand in 2023. As part of their celebrations, we joined them and Sport NZ to run a workshop focused on opportunities for organisations working with rangatahi (youth) and how we can collaborate better. This workshop was also attended by His Royal Highness The Duke of Edinburgh Prince Edward as part of his Asia-Pacific tour.



# RECREATION AOTEAROA CONFERENCE

MSC Senior Partnerships Advisor Bevan Smith presented PMW's journey from conception to the realisation of the app/website we all know and love today. It was a fantastic opportunity to reflect on our achievements and see how far PMW has come and to connect with friends and partner organisations.

# RECREATION AOTEAROA REGIONAL HUIS

We continue to support Recreation Aotearoa at outdoor recreation hui around the country. These are an opportunity for members of the local outdoor community to gather, share fresh insights and perspectives, and hear about new opportunities and initiatives which they can be part of. This year we've attended hui in Waikato, Wellington and Wānaka.



# BANFF NZ WORLD TOUR (NZ ALPINE CLUB)

MSC was one of the principal sponsors of the NZ Banff World Tour. We used this event to promote Adventure Voice via a short promo video at the 32 screenings across the country. We were also present at six of these screenings, where we handed out flyers and gave a brief presentation on Adventure Voice. It was also a great opportunity to chat with members of the outdoor community. These events resulted in noticeable growth in numbers signing up to the outdoor research community.



# NZ MOUNTAIN FILM AND BOOK FESTIVAL

This event is New Zealand's version of the Banff Film Festival and attracts quality outdoor films from around the world, as well as local books and artworks. This year, MSC sponsored the event and joined other exhibitors at trade shows in Wānaka and Queenstown. This was another great opportunity to promote Adventure Voice, PMW and the NZ Avalanche Advisory.



# DOC TONGARIRO ALPINE CROSSING BEHAVIOURAL CAMPAIGN

We worked closely with the Department of Conservation to produce new social media content for trampers planning to hike the Tongariro Alpine Crossing. This focused on the two main causes of incidents on the track: trips and slips, and underestimating the fitness needed to undertake the crossing.

The campaign includes a video showing people how to safely descend the scree slope on Red Crater and encourages people to build up their fitness ahead of their trip.

# NZ LAND SEARCH AND RESCUE PARTNERSHIP

MSC and New Zealand Land Search and Rescue have both benefited from a long-standing relationship. This year we established a partnership agreement to formalise our collaboration and continued support of each other.



# WATER SKILLS FOR LIFE

## RIVER CROSSING

Water Safety New Zealand is expanding its Water Skills for Life programme beyond basic water survival skills taught in a pool, to add on extensions with beach, river and lake programmes.

These programmes are designed to provide students in years 5-8 with the opportunity to experience real-world conditions and practice applying their skills and knowledge in more realistic environments. We were involved closely in the development of the river programme through to the pilot in November 2023.



# LAND SAFETY FORUM

The Land Safety Forum is a group of agencies and organisations that work together to reduce preventable land safety incidents. This is achieved through greater coordination and integration of ideas, projects and initiatives. The forum is made up of agencies and organisations involved in the land safety sector, including land managers, outdoor recreation groups and organisations involved in search and rescue.

We have been an active member of the forum since its establishment in 2021 and actively contribute on a range of projects, including participating in sub-groups on data and insights, behaviour change, and signage.

# FIORDLAND WAPITI FOUNDATION

The Fiordland Wapiti Foundation (FWF) is a long-running effort to guide and manage conservation efforts in Fiordland and, in particular, the Wapiti (North American Elk) herd. The inaugural Winter Wapiti Weekend was created as a fundraising event by FWF, as well as a great opportunity for hunters to have a catch up about hunting in general. Partnerships Advisor – Hunting Adam Smith attended the event and met up with hunters and many long-time MSC partners, such as FWF, Points South, Backcountry Cuisine, Game Animal Council and Mountain Gear.



# ***SUMMARY*** **FINANCIAL STATEMENTS**



## FINANCIAL SUMMARY

MSC has applied the Tier 3 (NFP) Standard. These summarised financial statements have been extracted from the Performance Report (PR) which was authorised for issue by the Executive Committee on 24 September 2024. 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 2024

	2024	2023
<b>ASSETS</b>		
Property, plant and equipment	384,874	343,141
<b>Non-current Assets</b>	384,874	343,141
Inventory, debtors & prepayments	120,440	114,242
Term deposits	850,000	750,000
Bank accounts	278,015	150,530
<b>Current Assets</b>	1,248,455	1,014,772
<b>TOTAL ASSETS</b>	<b>\$ 1,633,329</b>	<b>\$ 1,357,913</b>
Current Liabilities	281,285	229,136
Retained earnings	1,352,044	1,128,777
<b>TOTAL LIABILITIES AND RETAINED EARNINGS</b>	<b>\$ 1,633,329</b>	<b>\$ 1,357,913</b>

### STATEMENT OF FINANCIAL PERFORMANCE - YEAR ENDED 30 JUNE 2024

<b>Revenue</b>		
Non-government service delivery grants/contracts	1,166,459	1,224,779
Government service delivery grants/contracts	864,865	781,068
General grants	292,541	321,521
Capital grants	118,000	101,000
Interest	56,627	33,716
Other revenue	48,916	14,930
Donations	20,000	-
Revenue from commercial activities	23,446	96,265
<b>TOTAL REVENUE</b>	<b>\$ 2,590,854</b>	<b>\$ 2,573,279</b>
<b>Expenditure</b>		
Non-employee expenses related to service delivery	1,125,440	1,113,080
Employee remuneration and other related expenses	971,140	967,301
Other expenses	258,434	242,264
Expenses related to commercial activities	12,573	54,018
<b>TOTAL EXPENDITURE</b>	<b>\$ 2,367,587</b>	<b>\$ 2,376,663</b>
<b>SURPLUS</b>	<b>\$ 223,267</b>	<b>\$ 196,616</b>

### CASH FLOW STATEMENT - YEAR ENDED 30 JUNE 2024

Net Cash Flows from Operating Activities	382,649	84,991
Net Cash Flows from Other Activities	(255,164)	(343,538)
Opening cash balance	150,530	409,077
<b>CLOSING CASH BALANCE</b>	<b>\$ 278,015</b>	<b>\$ 150,530</b>

### THIS IS REPRESENTED BY

Bank accounts	278,015	150,530
<b>CLOSING CASH BALANCE</b>	<b>\$ 278,015</b>	<b>\$ 150,530</b>

# THANK YOU



A huge thank you to our wonderful core funders.



### Project funders



We also wish to thank the following organisations for their generous non-financial contributions that support our public safety messaging and campaigns.

