



NZ MOUNTAIN SAFETY COUNCIL STRATEGIC PLAN 2023-2026

OUR VISION

Safer places, safer activities, safer people.

OUR MISSION

Enabling people to enjoy their outdoors recreation safely.

OUR IMPACTS

A reduction in the number or rate of outdoor recreation fatalities, search and rescues and serious injuries involving New Zealanders and overseas visitors.

An increased awareness of who we are and the resources, information and advice we provide.

STRATEGIC PLATFORMS

PARTNERSHIPS

Develop and strengthen partnerships with organisations that share common objectives.

MESSAGING

Communicate to identified audiences with engaging and actionable information that improves their awareness and ability to make quality, informed decisions, about their safety.

INSIGHTS

Develop insights that provide us, and our partners, with the clarity required to deliver effective evidence-based safety and prevention initiatives.

EVOLVE

Maintain an agile and evolving organisation, that effectively responds to changes in society, technology, environment, and political framework, through strong internal capability and collaboration with partners who have specific expertise.

WHY WE USE THESE STRATEGIC PLATFORMS

PARTNERSHIPS

Partnerships are core to everything that MSC does, from gaining information to derive insights that drive our communication and our partners work, providing direct capability to enable our work, and being a channel for our communication.

MESSAGING

Communication of safety information is the core business of MSC to provide New Zealanders with the knowledge to make safe decisions. The modes, methods, timing and form of that communication needs to be continually evolving.

INSIGHTS

Insights are the foundation of all our work. We believe that by using insights to define our communication activities we will achieve the most effective outcomes, and our insights are becoming more and more important to our partners in informing their safety and incident prevention activities.

EVOLVE

Our insights and strategic analysis confirm how rapidly the ecosystem in which we operate is changing, from climate change through to technology. We need to continue to evolve our capability as an organisation and partner network to remain relevant.



WHAT SUCCESS LOOKS LIKE

PARTNERSHIPS

Our partners recognise MSC as an organisation that is aligned to (some of) their objectives

Our partners are working with us to deliver our messaging and campaigns

Our partners are aware of and using our insights

Our partners are actively contributing to our insights

Our partners are providing MSC with capability to support our work

We have identified new partners that enable us to more effectively target and deliver our messaging

MESSAGING

Our messaging and campaign activity is delivered at useful times and locations

Our messages are responsive, accurate and relevant

Our messaging and campaigns are targeted at specific audiences

Our messages are informed by our insights

We are recognised as a trusted source for safety information

INSIGHTS

Our insights drive/direct all our activities and strategy, including our messaging

We continually seek new sources of data and data-partnerships to improve our insights

We are managing, maintaining and protecting our existing sources of data

Partner organisations use our insights to inform their work

We proactively provide insights to our partners to help guide their work

EVOLVE

We can attract staff with the necessary capabilities and passion

We have passionate people who want to make a difference, and believe in the way MSC positively impacts people

We are developing our people so they can continually respond to change

We are changing how we work through reflection and learning to continue to be effective

We can identify our core internal capability needs as our ecosystem changes

We strive to align our work with the principles of Te Tiriti o Waitangi



OUR CHANGING ECOSYSTEM



Demographics - age, ethnicity



Climate change



Data accessibility in remote areas



Digital platform evolution - new platforms, usage of platforms



Technology that enables accessibility



Post-Covid return to recreation - NZ'ers and tourists



Use of 'big data'



Tourism workforce changes



Impacts of AI