



NEW ZEALAND
MOUNTAIN SAFETY COUNCIL
ANNUAL REPORT

2011-2012



OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

DISCOVER
MORE, SAFELY.▲

ABOUT MSC

The New Zealand Mountain Safety Council (MSC) is a national organisation and incorporated society with a mandate from our member organisations to encourage safe participation in land-based outdoor activities.

We facilitate the setting of standards, offer training and education opportunities, create and distribute resources, lead public awareness campaigns and foster positive support in the community so that more people can discover and enjoy New Zealand's outdoors safely.

OUR MISSION IS TO:

- ▲ enable people to enjoy their recreation safely in the outdoors
- ▲ foster positive community support for outdoor safety
- ▲ promote the development and maintenance of national outdoor safety standards for land-based activities.

More information regarding the Mountain Safety Council's objectives, responsibilities and current projects can be found at www.mountainsafety.org.nz

OUR GOALS:

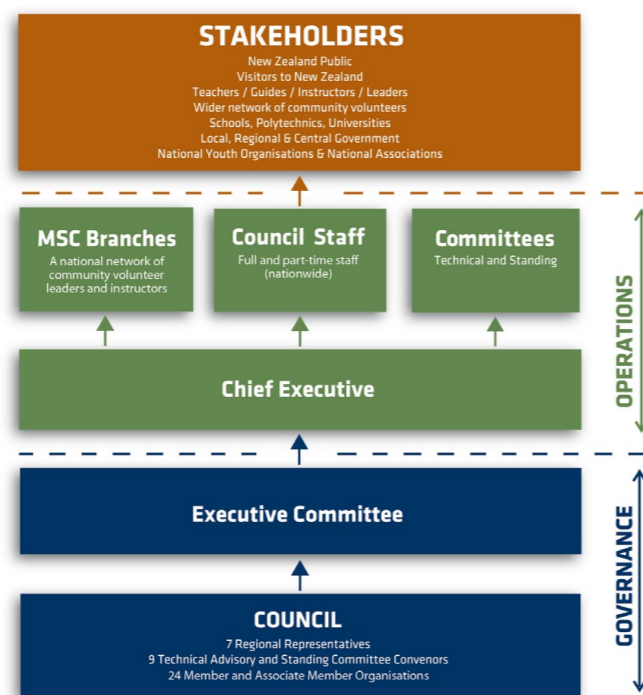
- ▲ an increased number of leaders, teachers, instructors and guides are inspired, inspiring, competent and retained as leaders
- ▲ groups and clubs effectively promote and deliver increased safety in the outdoors
- ▲ commercial operators operate safely
- ▲ the community is more aware of outdoor safety
- ▲ the MSC is financially strong.

OUR OUTCOME: MORE PEOPLE PARTICIPATING SAFELY IN LAND-BASED OUTDOOR ACTIVITY

MSC MEMBER ORGANISATIONS



MSC STRUCTURE



MEMBER AND ASSOCIATE MEMBER ORGANISATIONS

Accident Compensation Corporation (ACC) | The Boys' Brigade New Zealand inc | Department of Conservation (DOC) | Duke of Edinburgh's Hillary Award | Education Outdoors New Zealand (EONZ) | Federated Mountain Clubs (FMC) | The Girls' Brigade New Zealand | Girl Guiding New Zealand | Heliski Operators New Zealand Land Search and Rescue New Zealand (LandSAR) | Ministry of Business, Innovation and Employment (previously Department of Labour) | New Zealand Alpine Club (NZAC) | New Zealand Deerstalkers' Association (NZDA) | New Zealand Defence Force (NZDF) | New Zealand Mountain Guides Association (NZMGA) | New Zealand Mountain Radio Service | New Zealand Outdoor Instructors Association (NZOIA) | New Zealand Police | New Zealand Shooting Federation | New Zealand Snowsports Council | New Zealand Sports Industry Association (NZSIA) | Search and Rescue Institute NZ (SARINZ) | Scouting New Zealand | Tourism Industry Association New Zealand (TIANZ)

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CHAIRPERSON'S REPORT | ROSS MEDER



The Mountain Safety Council's five-year strategic plan was approved at the 2011 AGM and since then we have focused delivery on the five key outcomes identified.

We are inspiring, training and supporting competent leaders and instructors, from both our own network and external groups and enabling them to promote and deliver increased safety in land-based outdoor activity.

We have considered the role commercial operators play with regard to their responsibilities around safe practice and we have been actively involved in the review into adventure tourism and other initiatives to achieve consistent standards across the sector.

Our work to ensure the community as a whole is 'more aware of outdoor safety' goes from strength to strength and all of this is underpinned by the need to work from a strong and sustainable financial position.

We accept that the current annual funding model is challenging and that we often compete with others to secure funds, but several initiatives undertaken in the last year have worked to spread this risk. Sector collaboration will become increasingly important as we aim to maximise value in everything we undertake.

As a Nation we are frequently reminded of the cruel hand Nature can play when we choose to recreate in her playground. We are confronted with the near misses, the lucky escapes, the rescues and sometimes the sad loss of life which can often result from poor planning, preparation and decision making.

Council has identified we need to remain relevant in an ever-changing society. Through our ongoing work, via a multitude of channels, and in cooperation with our many partners, we will strive

to alter the balance and continue to educate outdoors participants to make better decisions.

An aspect of this education through Youth Leader development needs to be explored fully, with MSC seeing itself as a vital conduit to its success.

Many projects are now starting to mature and become embedded across the country. AdventureSmart.org.nz, Outdoors Intentions, the Safety Codes and Avalanche.net.nz are all tangible ways that we are making outdoor safety information easily accessible to the public. Much of this information forms the basis of our engagement with the media and our comments regarding outdoors incidents leverage further emphasis on safe practice.

While the sector-wide review of formal outdoors-based qualifications continues, MSC will be heavily involved to ensure our feedback is considered and our position is clear. Potential gaps need to be recognised early and strategies developed to ensure our needs and that of our members are met. Our role within this process has been respected.

We need to remain credible as an education delivery mechanism, recognised as a valuable support agency and vital as an organisation to the wider community.

Thank you for your continued support.

Ross Meder
Chairperson

June 2012

CEO'S REPORT | DARRYL CARPENTER

Throughout 2011/2012 we began to implement our new strategic plan which reinforces the aims of our constitution and outcomes model.

The slight increase in Lotteries Outdoor Safety funding allowed us to initiate a number of additional programme and resource reviews which resulted in the completion of some significant redevelopment work. The additional funding also supported our regular activities and allowed us to complete a number of important projects to ensure we remain credible, relevant and compliant. Many of these projects extend beyond this financial year and are reflected in the carryover funding.

We delivered a solid calendar of core programmes based around terrain (bush and snow) technical (firearms, leader/instructor development), and groups (youth organisations, teachers, Iwi).

Our outdoor safety education courses were delivered on a local, regional and national basis and provided MSC instructors, member agencies and the general public with many opportunities to engage and benefit from the interaction.

The challenge of ensuring adequate volunteer capacity for the delivery of such education and training remains, as does maintaining and improving quality and safety in the face of increasing compliance requirements (financial, safety and quality).

The community became more aware of outdoor safety messages via many channels. Our proactive, seasonal safety messages were used extensively by media, a number of feature articles appeared here and overseas and our messaging via electronic and social media increased considerably. Our reactive media comment and responses to incidents and fatalities were timely, respectful and provided opportunities to further reinforce key messages.

We worked hard to ensure we collaborated in all projects where member agencies and other key outdoor sector colleagues could achieve mutual benefit and outcomes. We also continued to represent the Council by participating in a number of committees, advisory groups and forums.

My personal thanks go to our key funders who support our work, in particular the Department of Conservation, NZCT, NZ Police, NZSAR Council, Ski Areas Association and Sport New Zealand plus the many other organisations who contribute financially or in kind.

I would also like to take this opportunity to thank our staff, volunteers and member agencies for their valuable input, endorsement and ongoing support of the work of Council. Together we have taken another positive step towards achieving our outcome of 'more people participating safely in land-based outdoor activity'.

Darryl Carpenter
Chief Executive

June 2012



KEY ACHIEVEMENTS

The New Zealand Mountain Safety Council has delivered a number of significant achievements in the last 12 months which contribute to our overall goal of 'more people participating safely in land-based outdoor activity'.

AVALANCHE



- ▲ Launched www.avalanche.net.nz the new 'Avalanche Advisory' website and increased visitors by 14%. It was well received by the domestic and international avalanche community.
- ▲ New avalanche resources were produced including *Avalanche Safety* and *Avalanche Rescue* pamphlets plus the *Avalanche Assessor* and *Avalanche Rescue* cards.
- ▲ Updated Avalanche Awareness course with new resources and participant workbooks.
- ▲ Created a new electronic format and distribution method for the avalanche periodical – *The Crystal Ball*.
- ▲ New Info-Ex (Avalanche Safety Information Exchange) website introduced for commercial operators to log and share daily weather, snowpack and avalanche observations. Provides avalanche professionals with accurate data to manage local avalanche risks and is basis of the backcountry avalanche advisories.
- ▲ Updated Professional Avalanche Hazard Safety (Stage 1) course with new course content and written exam.
- ▲ Enhanced public profile and increased visibility due to presence at events such as Queenstown Winterfest, Auckland and Canterbury Snow Shows, weekly Fireside Chats, avalanche info evenings and lunchtime demos.

OUTDOOR FIRST AID

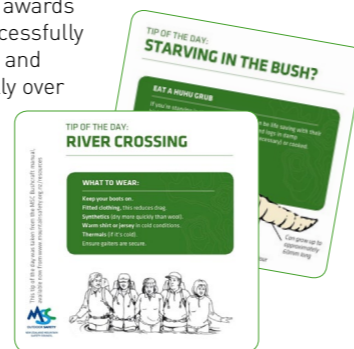
- ▲ The project to review, update and publish MSC's Outdoor First Aid manual led by Jen Riley, commenced in January 2011 and involved technical input from Dr Dick Price and many MSC instructors.
- ▲ Created assessment material for unit standard 424 (Manage and assess an emergency care situation in an outdoor recreation activity) which was approved by the Skills Active ITO.
- ▲ Reviewed the existing course structure in light of new NZQA requirements and put forward developed and updated paperwork, processes, reporting and delivery documents to enable our organisation to continue to deliver first aid education.
- ▲ Launched restructured OFA courses: Workplace first aid in the outdoors (2 day), Outdoor emergency management (1 day) and Outdoor first aid refresher (1 day)
- ▲ Held revalidation and moderation workshop weekends for all OFA instructors where they revalidated their first aid qualifications and were familiarised with the changes required to meet NZQA approval to deliver unit standards.

ALPINE

- ▲ The Alpine Technical Advisory Committee was re-established with key alpine organisations in attendance to plan and address sector-wide technical issues relating to alpine activity and mountaineering.
- ▲ Ongoing redevelopment of the MSC Alpine community education programme and targeted support for MSC instructor development provides a degree of reassurance in our continued delivery of this programme.
- ▲ Continued support provided to member agencies, especially those who were working their way through the various internal and external inquiries.

BUSHCRAFT & RISK MANAGEMENT

- ▲ Implemented volunteer engagement programme, visiting 22 MSC branches from Invercargill to Auckland to provide information and gain insight and feedback to improve and develop the whole organisation.
- ▲ Two regional training weekends were held across the country where more than 88 instructors received training from internal and external experts and shared best practice techniques. This training is now a regular and established feature of the programme.
- ▲ Brought together senior risk management facilitators and established bushcraft experts to create a combined and highly specialised bushcraft and risk management technical advisory committee.
- ▲ Increased collaboration with youth organisations such as supporting Duke of Edinburgh with instructors to enable an increased number of young people to pass the assessment criteria to achieve Bronze, Silver and Gold awards and Girl Guiding NZ where we successfully trialled specific Risk Management and Outdoor First Aid courses nationally over two weekends.
- ▲ Technical expertise used to deliver accurate safety messages via collateral and resources including pamphlets, packliner, survival bag, photographs plus 'Top Tips' series via social media.



ABSEIL

- ▲ Demand for abseil training has remained steady and consistent with previous years. 540 participants attended 34 MSC organised events, however MSC trained instructors delivered a far higher number of sessions to their own youth and community groups.
- ▲ The pilot programme to provide site-specific accreditation was very successful. This will be rolled out during 2012-2013 to meet an increasing demand for this assessment.
- ▲ The MSC Instructor development and assessment workshop held in the North Island in March was well attended. This created a great opportunity to provide instructor development and support consistent course delivery.

FIREARMS



- ▲ Nearly 10,500 participants (new licence applicants and community groups) received more than 6800 hours of firearms safety training from 470 volunteer instructors in 147 locations across New Zealand.
- ▲ A new firearms instructor guide was created, published and distributed to all instructors to assist in the delivery of firearms safety training.
- ▲ Existing promotional collateral was reviewed, redesigned and updated resulting in a suite of four consistent pamphlets, canvas banners, web banners and a folding firearms safety card which will put firearms safety messages in the hands of firearms users.
- ▲ The Whakatūpato programme doubled in size delivering 16 courses to more than 670 rurally located participants.
- ▲ Mike Spray featured in 12 Hunting Aotearoa (Maori Television) episodes delivering firearms safety tips.
- ▲ Continued engagement with media providing expert analysis and technical insight in both proactive and reactive situations.
- ▲ Public outreach delivered via branches, events attended such as the Sika Show plus showcased to international observers from the Victoria Police (Australia).

470 TRAINED MSC INSTRUCTORS

10,497 INDIVIDUALS TRAINED

6,800 VOLUNTEER HOURS

147 LOCATIONS OVER NEW ZEALAND

MARKETING AND COMMUNICATIONS



- ▲ Enhanced MSC's profile by creating and distributing pro-active media releases to national and community press, TV and radio outlets and producing more than 1000 articles and appearances in the media.
- ▲ Reviewed and revamped the MSC website which received more than 60,000 visitors viewing nearly 300,000 pages of content. More than 600 referring sites link to us to and favourable feedback has been received regarding usability.
- ▲ Social media plan executed, including revamp of Facebook and Twitter pages and daily interaction and engagement with outdoors enthusiasts.
- ▲ All MSC pamphlets were reviewed, rewritten and redesigned. A consolidated print run meant cost and time saving efficiencies.
- ▲ Published key MSC publications including *OnTrack* and *Crystal Ball* and applied brand standard consistently across all promotional material.
- ▲ Project managed key cross-sector projects including AdventureSmart website, Outdoors Intentions and Outdoor Safety Code design, implementation and promotion.
- ▲ Identified opportunities and collaborated across sector on key outdoors initiatives.
- ▲ Produced resources to support MSC's retail element and began review into online store and resources.

RESEARCH AND EVALUATION

- ▲ We have continued to implement the evaluation methodology developed to support the implementation of our outcomes model. The data that is generated better informs individual instructor, courses, programmes and our overall operational activity.
- ▲ We continue to host the National Incident Database (NID) and the implementation of the review recommendations for adventure tourism, when combined with the expectation that use of the NID forms part of OutdoorsMark accreditation, means the number of new users and overall use is increasing.

Note: Annie Dignan left her role at MSC in April 2012.

INNOVATION & CHANGE

- ▲ MSC has continued to implement a change programme across all aspects of our business including reviewing our safety management system and preparing for OutdoorsMark accreditation.
- ▲ We have reviewed our quality management system so that we will be better able to accommodate the constantly changing requirements for leader and instructor training, assessment, qualifications and moderation.
- ▲ We have been actively involved in the Targeted Review of Qualifications (TROQ) process on behalf of our members and for our own needs.
- ▲ We have worked closely with Skills Active our industry Training Organisation (ITO) to ensure we comply with their requirements as a registered work place.
- ▲ We have delivered a revised and compliant structure of Outdoor First Aid training and have piloted a Walking Leader qualification with an additional overnight component (to make up 'outdoor leader').

WE WORK COLLABORATIVELY

ACROSS A NUMBER OF SECTORS WITH PARTNER AGENCIES AT MANY LEVELS

COMMITTEES

National office staff participate in and often chair or lead a number of committees, working and advisory groups and forums across the outdoor sector. Below is a list of groups where we have actively collaborated over the last year to achieve our objectives.

- ▲ NZ Search and Rescue Council (NZSAR) Consultative Committee
- ▲ Ministry of Education: Education outside the classroom (EOTC) reference group
- ▲ Outdoors NZ: CEO forum
- ▲ Ministry of Business, Innovation and Employment (formerly DoL): Adventure tourism review project advisory group
- ▲ NZ Register of Recreation Professionals (NZRRP): Interim Governance Group
- ▲ Skills Active Industry Training Organisation (ITO): Shareholders meeting
- ▲ Emergency Management Qualifications (EMQUAL): members forum
- ▲ NZ Land Search and Rescue (LandSAR): Member forum
- ▲ Bushcraft and Risk Management Technical Advisory Committee
- ▲ NZ Mountain Radio Service Committee
- ▲ NZ Water Safety/River Safety Advisory Group
- ▲ Targeted review of Qualifications (TROQ) outdoor recreation working group
- ▲ Standards New Zealand ISO Risk Management Advisory Group
- ▲ Outdoor First Aid Technical Advisory Committee
- ▲ National Incident Database (NID) Review Group
- ▲ Ministry of Conservation hunter safety 'discussion group'
- ▲ Firearms Technical Advisory Committee
- ▲ Snow and Avalanche Committee
- ▲ Avalanche Education Working Group
- ▲ Alpine Technical Committee
- ▲ Tongariro Alpine Crossing Technical Advisory Group (TACTAG)
- ▲ LandSAR Search Management Strategy Group (SMSG): Consultative and technical group for all Search and Rescue
- ▲ LandSAR Alpine Technical Rescue committee: Alpine rescue specific technical committee.
- ▲ SAANZ Snow Safety Committee: Ski area snow safety group
- ▲ International Avalanche Programme Leaders Group
- ▲ ONZ Forum/Confluence planning committee

HIGHLIGHTS

EDUCATIONAL RESOURCES

Project in collaboration with Education Outdoors NZ (EONZ), New Zealand Association of Environmental Education (NZAEE), Ministry of Education and Sport New Zealand to produce resources and deliver teacher development opportunities to those teaching Education Outside the Classroom (EOTC) in schools.

VISITOR RISK MANAGEMENT

We worked closely with the Department of Conservation, LandSAR, NZ Police, NZSAR Council and the Rescue Co-ordination Centre to deliver on the three key strands of the project:

AdventureSmart Website	Outdoors Intentions	Outdoor Safety Code
Full version (including the new Outdoors Intentions mechanisms) went live and was promoted across the country via the media and stakeholders.	Chaired the steering committee Designed and implemented new Outdoor Intentions process and promoted extensively as part of AdventureSmart launch.	We continued to embed the code in all aspects of our communications activity and liaise with key stakeholders to ensure the community (including visitors to New Zealand) are aware of the five simple rules.

ALPINE SAFETY

Upgrade of the avalanche safety website www.avalanche.net.nz to provide practical avalanche safety information to the public and avalanche data and support to the wider outdoor sector. We worked in collaboration with DOC, Ski Areas Association, Transport Safety Authority, Heliski Operators, NZAC and the ski industry.

LEADER QUALIFICATIONS

We worked with national youth organisations, Skills Active Industry Training Organisation and SARINZ to develop community leader training, assessment and qualifications.

YOUTH LEADER DEVELOPMENT

Provided youth leader training, resources and administration support to Duke of Edinburgh, Scouts, Girl Guiding, Boys' and Girls' Brigade.

OUTDOOR FIRST AID

We worked with NZQA, the Resuscitation Council, medical experts and key outdoor sector agencies to review MSC's Outdoor First Aid programme (and core text MSC's Outdoor First Manual) to ensure this vital public education and outdoor safety programme complied with current safety and education standards.

ADVENTURE TOURISM

We were a key member of the Project Advisory Group tasked with providing input into the Department of Labour review into Adventure Tourism. Our focus was specifically around the development of regulations, the production of generic and activity specific safety guidelines and their application to the community volunteer, education and youth sectors.

FINANCIAL STATEMENTS

The summary financial statements for The New Zealand Mountain Safety Council ("Council") have been prepared in accordance with Financial Reporting Standard FRS-43: Summary Financial Statements.

The Information contained in the summary financial statements has been extracted from the full financial statements authorised for issue by the Executive Committee on 3rd September 2012.

The summary financial statements cannot be expected to provide and do not provide as complete an understanding as provided by the full financial statements.

A copy of the full financial statements can be obtained by contacting the Council.

The full financial statements have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand. A full description of the accounting policies adopted by the Council is provided in the full financial statements. The full financial statements have been audited and an unqualified opinion has been expressed in respect of the Council.

The presentation currency is New Zealand dollars (NZ\$)

SUMMARY STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2012

	2012 \$	2011 \$
INCOME		
New Zealand Lottery Grants Board	1,399,200	1,031,000
New Zealand Police	404,000	407,202
Other Income	329,851	309,069
	2,133,051	1,747,271
LESS OPERATING EXPENDITURE	2,083,336	1,747,025
Operating Profit/(Loss)	49,715	246
Less Other Expenses		
Branch Income	(264,134)	(265,820)
Branch Expenses	265,040	263,997
Stock Written-off	3,112	15,559
Bad Debts Expenses	1,528	
Low Value Assets Written off	12,732	
Depreciation	38,530	55,615
NET LOSS FOR THE YEAR	(7,093)	(69,105)

SUMMARY STATEMENT OF MOVEMENTS IN EQUITY FOR THE YEAR ENDED 30 JUNE 2012

	2012 \$	2011 \$
Opening Equity	819,233	888,338
Net (Loss)/Profit	(7,093)	(69,105)
Closing Equity	812,140	819,233

SUMMARY STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2012

	2012 \$	2011 \$
CURRENT ASSETS		
Cash	1,093,317	931,666
Other	178,947	200,775
Total Current Assets	1,272,264	1,132,441
TOTAL NON CURRENT ASSETS	202,637	186,288
TOTAL ASSETS	1,474,901	1,318,729
TOTAL CURRENT LIABILITIES	662,761	499,495
TOTAL NON-CURRENT LIABILITIES	0	0
NET ASSETS	812,140	819,233
REPRESENTED BY:		
Equity	812,140	819,233



AWARDS RECIPIENTS

Congratulations to our members and branches who were recognised internally and externally for their dedication, hard work and achievements within their respective communities.

QUEEN'S BIRTHDAY HONOURS 2012

Noel F Bigwood, became a member of the New Zealand order of merit (MNZOM)

John Ransfield, was awarded the Queen's Service Medal (QSM)

POLICE SERVICE AWARD

John Ransfield

OUTDOORS EXCELLENCE AWARDS

John Ransfield, was awarded the Outdoors New Zealand, Outdoors Excellence Award for volunteer of the year 2011

MSC COUNCIL AWARDS

Kevin McCarthy (Waikato)

Nick Ford (Taranaki)

Owen Oats (Taranaki)

John Ransfield (Rotorua)

Paul Dekker (Manawatu)

Nigel Seebeck (Wellington)

David Eaton (Manawatu)

TRUSTPOWER COMMUNITY AWARD

MSC Southland, winner of the sport & leisure award for the Invercargill/Southland region for 2011

MSC Manawatu, runner-up in the education & child/youth development award for the Palmerston North region for 2011

THANK YOU!

Thank you to our funders for their generous support in 2011-2012:



New Zealand Lottery Grants Board | New Zealand Police | Community Organisation Grants Scheme (COGS) | Department of Conservation | Lion Foundation
New Zealand Community Trust | NZSAR Council | Sport NZ | Outer Aspects | Search & Rescue Institute of New Zealand | SAANZ | Ministry of Youth Development
New Zealand Post | BP | TSB Community Trust



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