



OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

Est. 1965

*New Zealand
Mountain Safety Council*
Annual Report

2015-16



*Safer places, safer activities,
safer people.*

COUNCIL MEMBER ORGANISATIONS

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

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Welcome

WELCOME FROM OUR BOARD AND CHIEF EXECUTIVE

On behalf of the Board, our staff, volunteers, member and partner organisations - it is a great privilege to introduce the New Zealand Mountain Safety Council's (MSC) 2015-16 Annual Report.

The last 12 months has seen the organisation shift 'swiftly through the gears' as a largely new team has set about delivering the vision and direction agreed by council members at the previous AGM.

This year, we have focused on establishing strong partnerships and resetting the organisation to ensure it delivers against our new Strategic Plan. Partnerships are *just the way we work*. Our team is relishing engaging so positively with others, towards a common purpose. This focus will only increase in the coming year.

It has been another big year of change for MSC and we should be proud of what we have collectively achieved. The annual report stands for itself, but we really hope it conveys the story of an exciting and productive year, underpinned by the spirit of cooperation, reciprocity and growing collegiality across the sector.

Our special thanks to the NZ Lottery Grants Board, NZ Police, Department of Conservation (DOC), NZ Search and Rescue (NZSAR), Sport NZ and the Accident Compensation Commission (ACC) for their continued investment, trust in and belief in MSC. Our funding partners help us to be effective and their ongoing commitment is appreciated more than words can express.

We would both like to acknowledge the Board members who have provided sound governance throughout this period of change, together with the operations team who have worked so tirelessly, ferociously and professionally.

We are very excited about the year ahead. The stage is set for us to successfully embed our new operating model and build on the strong foundation that has been established. We will always have challenges ahead, but we have gained considerable confidence and motivation from Council members who have been so actively supportive and provided constructive guidance throughout the year. Long may it continue!

Thank you.



Geoff Ensor, Chairman



Mike Daisley, Chief Executive

ONEMSC TRANSFORMATION

Two key elements of the 'One MSC' Transformation Project were completed late in 2015. The first element was a rebuild of the Strategic Plan that reflected our new core business. This was formally adopted at our AGM in 2015.

The second element was a staffing restructure. This was initiated to align our staffing competencies with our new core business and ensure we established credibility centred on our new strategic platforms.

The success of our new strategic direction will be measured by the sector by:

The value we can add to their organisations'

- particularly the insights we have,
- our engagement with them,
- the connections and networks we have.

The quality of the safety messaging, particularly the perception of visibility.

This context underpinned our new organisational structure, roles and responsibilities. This restructure resulted in all but three positions being disestablished and six new roles were established focused on identifying issues faced by participants and solving (or at least suppressing) them.

In brief, ensuring that the MSC are;

- experts at identifying the critical participant problems/issues from amongst the many, and
- experts at working with partners and technical experts to find solutions.

STAFF CULTURE

We've invested energy into building an excellent culture because we recognise our organisations greatest asset is its people. Ensuring we have a healthy, vibrant and engaged team of people who are all working towards achieving common goals - we not only ensure our people love what they do, but that they strive to achieve excellence in their work. We continue to set aside monthly team retreats where we use the opportunity to continually invest in enhancing this culture of excellence.

We involve all staff in collective project planning sessions, giving everyone the opportunity to contribute. This has led to a highly engaged team, regardless of role, and better results in our work as outputs are the result of wide involvement from both within our team and our partners. We've built a working culture that supports staff to lead projects through responsible and accountable actions, ensuring our partners are a key part of everything we do.

WORKING SMARTER

A part of our organisational excellence was a commitment to working more efficiently. We identified the need to improve our internal use of technology and supporting IT to help with this. As part of our move to a new office we took the opportunity to also implement a more effective IT platform, and made the transition to Office 365. This transition has resulted in reduced IT investment, particularly in relation to hardware, and faster, smarter working, especially when operating remotely or using digital tools. Staff are spending less time on administration and the quality and accuracy of our work has improved. Additionally, we've reduced our paper waste consumption, a positive by-product of working smarter.





Messaging Digital presence

MOUNTAINSAFETY.ORG.NZ



63,492

Total unique website users
(1 July 2015 - 30 June 2016)



83,987

Sessions
(1 July 2015 - 30 June 2016)

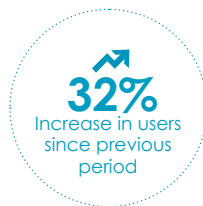


AVALANCHE.NET.NZ



56,982

Total unique website users
(1 July 2015 - 30 June 2016)



118,510

Sessions
(1 July 2015 - 30 June 2016)



Unique website users - Number of users who have at least one session, includes both new and returning visitors.
Sessions - Number of times a user is actively engaged with the website.
Metrics cover 1 July 2015 - 30 June 2016 and do not reflect current statistics of our channels.

WE USED AN EXISTING DIGITAL PUBLISHING PLATFORM TO SHARE OUR LATEST RESOURCES

143%
increase in reads of our online ISSUU publications since previous period

ISSUU.COM

issuu EXPLORE PUBLISH Search issue UPLOAD

EDIT PROFILE 24 Publications 2 Stacks 22 Followers

MSC
OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN SAFETY COUNCIL

New Zealand Mountain Safety Council
Wellington, New Zealand

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

Our mission is to: Encourage people to participate safely in land based outdoor activity. Foster positive support for outdoor safety in the community. Promote the development and maintenance of national outdoor safety standards for land based outdoor activities.

www.mountainsafety.org.nz

There and back
RANDONNÉES
A SAVOIR AVANT LE DÉPART
TE ARUARU
HE KŌHĀHĀ HĀKA TE KŌHĀHĀ
CAMINATAS DURANTE EL DIA
INFORMACION ANTES DE PARTIR

ENGAGING WITH OUR RESOURCES

We launched an online publishing system via ISSUU.com in 2011 as a way to share our newsletters with our network. We now use this platform as a way to share some of our new resources with the public through both our own and partners' channels.

Below shows how people are changing the way they are engaging with our online resources and gives insight into the possible methods for future communications.

Embedding our resources in other digital channels can reach people at the right place and time.

Read our resources

issuu.com/nzmountainsafetycouncil
Find out more about the Outdoor Activity Guides project on **page 22** of this report.

Previous period
(1 July 2014 - 30 June 2015)

39%
Embeds in other channels and partners

81%
Desktop reads

19%
Mobile and tablet reads

Current period
(1 July 2015 - 30 June 2016)

70%
Embeds in other channels and partners

75%
Desktop reads

25%
Mobile and tablet reads

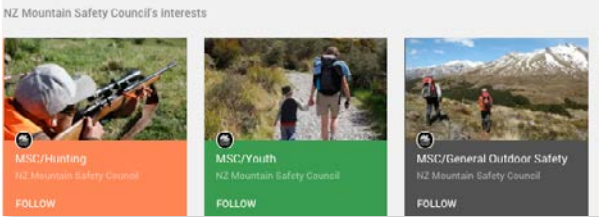


Reads - Number of people who actively engage with a publication (beyond just skimming the pages).



Messaging Digital presence

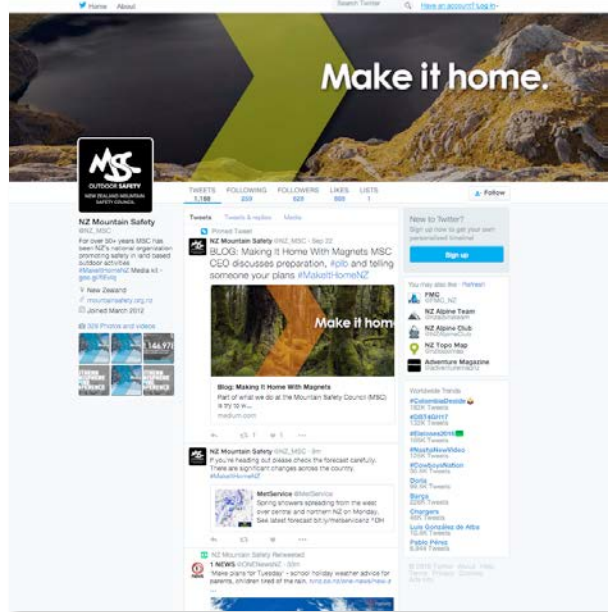
YOUTUBE



12,687

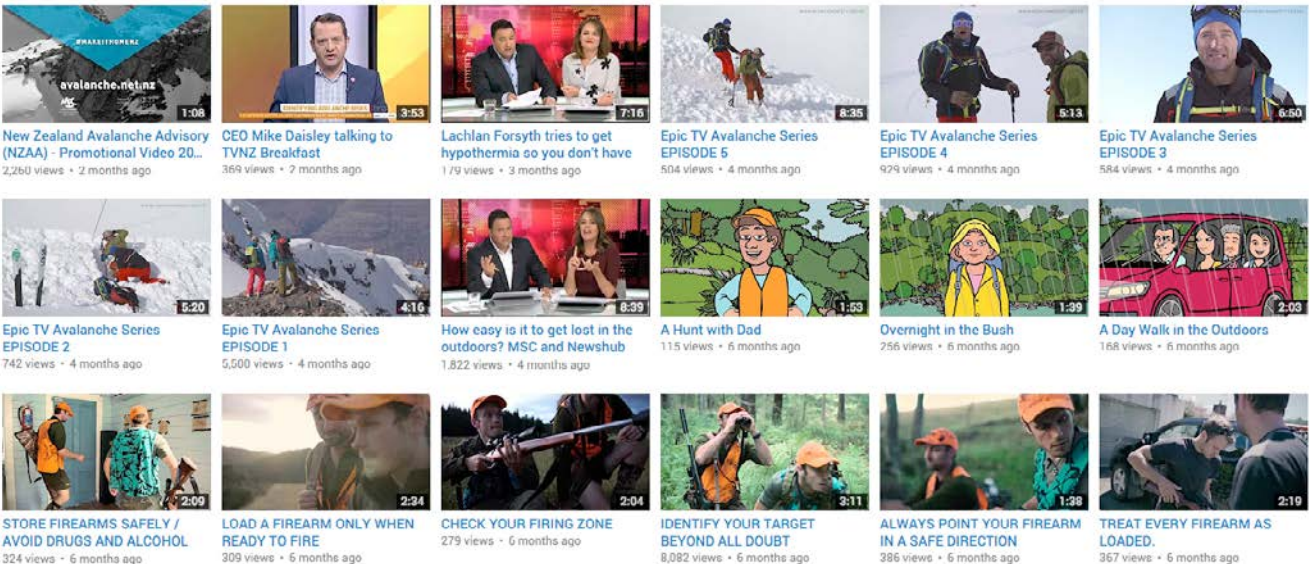
YouTube channel video views
(as at 30 June 2016)

TWITTER



61,700

Twitter impressions
(1 July 2015 - 30 June 2016)

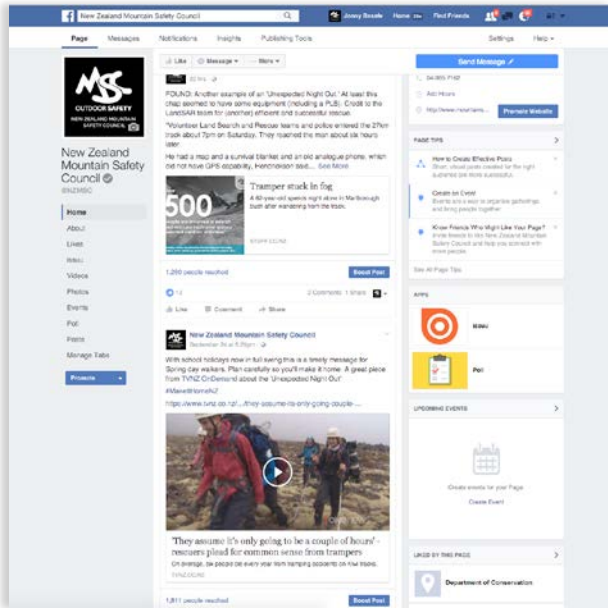


Twitter Impression - A Tweet of ours appears in the feed of Twitter users.
Metrics cover 1 July 2015 - 30 June 2016 and do not reflect current statistics of our channels.

WE HAVE BEEN ACTIVELY ENGAGING WITH OUR ONLINE AUDIENCES

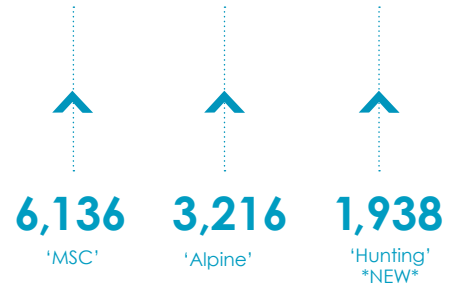
103%
total increase in Facebook likes

FACEBOOK



11,290

Total likes on Facebook (as at 30 June 2016)



PARTICIPANT-CENTRIC CHANNELS

With a proliferation of online content outlets, we've specifically focused on key audiences and appropriate channels to reach and influence their journey into the outdoors.

Each Facebook page (as at 30 June 2016)



'MSC'

48%

Increase in likes since previous period

30,074

Highest amount of people reached from a single post



'Alpine'

129%

Increase in likes since previous period

7,757

Highest amount of people reached from a single post



'Hunting' *NEW*

1,938

Likes obtained between April-June 2016

23,642

Highest amount of people reached from a single post

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SAFER PLACES, SAFER ACTIVITIES, SAFER PEOPLE.

KNOW BEFORE YOU GO

Don't get lost in New Zealand's great outdoors

With the weather warming up and many people heading back into the outdoors, what can you do to make sure the helicopters and search and rescue teams don't get called out to look for you?

Plan your trip
It is best to plan your trip before you have planned. Do some research before you leave - there's lots of information available online from sites like www.mountainsafety.org.nz and www.doc.govt.nz and the Department of Conservation. Plan out the route you will take, the amount of time you can reasonably expect to take and enter the trip for your group's abilities.

The best intentions
Before you go make sure you tell someone where you are going and when to expect you back. If you decide to take a different track or change any other part of your plan, let your contact know with a quick phone call or text.
You can also register your intentions on the AdventureSmart website - www.adventuresmart.org.nz

Four seasons in one day
New Zealand's weather is very changeable, and it's easy for people to get lost if the weather is foggy, visibility is low or they're cold, miserable and not paying as much attention. Check the forecast at www.meteor.govt.nz before you leave and be prepared to change your plans if the outlook is not favourable.

Lots of layers
If you unexpectedly end up spending a night in the bush, having the right clothing may be your only lifeline.

Take clothing for all conditions - Light layers give you lots of options. You can take one off if you're too hot and it won't be too heavy to carry and you can chuck another one on if you're cold. Keep your core warm and always have a few gloves and warm socks, even on a fine day. Don't wear cotton and always take a rain jacket - it's best to be prepared no matter how sunny the forecast.

...*"be prepared no matter how sunny the forecast."*

Stick together/stick to the track

Whenever you're staying or longer outdoors, make sure your group stays together or arrange plans to stop and wait for everyone to catch up. Planning regular stops to rest and drink is a good way to check how everyone in your group is doing.

Keep an eye on each other. That way you're more likely to notice if people are feeling out of their comfort zone or unwell. If you have lower people or children in your group, get them near the front to see the path. Everyone on your trip should be able to see the others if they are not sure which way to go. Stick together and stick to the track - don't take shortcuts.

Hello hello

If you pass a hut on your trip, record your visit in the hut book provided. If something does go wrong, there'll be a clear record of where you've been.

If you get lost a mobile phone might be useful, but be aware that they have limited coverage in most outdoor locations. If you are going into a remote area consider having a personal locator beacon.

A star to guide you

If you do find yourself lost or separated from your group, remain where you are and call out for help. Do not keep walking, as this will only make the situation worse. Think STAR:

- Stop** - Take a breath, remain calm.
- Think** - Look around, listen, brainstorm ideas.
- Assess** - Evaluate your options and the potential consequences.
- React** - Choose the best option based on your situation.

USEFUL WEBSITES

- www.mountainsafety.org.nz
- www.doc.govt.nz
- www.meteor.govt.nz
- www.doc.govt.nz



Have you covered the bases?

If something does go wrong and you do get lost, the outcome is more likely to be a positive one if you've managed to cover all the bases - like leaving your intentions and having clothing for all weather conditions. A little preparation before your trip and remembering to stay calm if something does go wrong may just save your life.

The New Zealand Mountain Safety Council has a range of safety tips, advice and resources for those planning an outdoor trip. For further information visit www.mountainsafety.org.nz

KNOW BEFORE YOU GO
The Outdoor Safety CODE
5 simple rules to help you stay safe:

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

How to leave your intentions

Identify your trusted contact
Who you are going with
What transport you are taking
When you expect to be back

Tell them your plans
What you are doing
Where you are going
Who you are going with
What transport you are taking
When you expect to be back

Have a great time in the outdoors!

Let them know when you have returned

Visit www.adventuresmart.org.nz/outdoors-intentions for an online system

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STOP BEFORE YOU CROSS

Respecting New Zealand's rivers

STORY: Nathan Watson, New Zealand Mountain Safety Council

New Zealand's weather is well-known for being unpredictable and autumn is no exception as increased rainfall can mean increased risks. River crossings can present one of the greatest hazards in the New Zealand outdoors, and the consequences of bad decision making and poor judgement can be serious and immediate.

Recognise the risks
River crossings should not be taken lightly, the risks are too great. It is never too late to turn back, and it's simply longer and harder for the sake of making good time or reaching your destination. Even with experience there is still the danger of becoming overconfident, so it's important to treat all rivers with respect and caution. Always be prepared to change your plans if you decide it's not safe to cross.

Warning signs of a dangerous river include discoloration, cloudy, swirling water, the sound of falling boulders on the river bed, trees or large debris in the river and water moving faster than normal walking pace. Shallow fast-flowing water is easy to underestimate. If you want to see how fast the river is moving, try throwing a rock in to gauge the water's speed.

Because of New Zealand's unique geography many New Zealand rivers are free-flowing and may flood faster in areas that haven't been seen in winter. Always consider the conditions, and never cross a river on foot.

New Zealand's rivers also go down quickly. There is no chance of waiting it out, and this is often the safer option if you have doubts about the safety of a river or your abilities to cross.

Make sound decisions

It's vital to have a sound decision-making process when considering whether or not to cross a river.

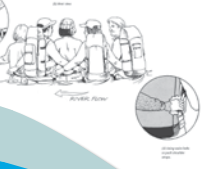
Consider the best place to cross carefully. Often a good crossing place is where the river starts to widen out, such as a lower end of a pool or after a corner. There is always the possibility that you could lose your footing, but if you choose a crossing place with a good run-out this doesn't need to be a disaster.

Although boulder-hopping may look like a fun way to keep your feet dry, resist the temptation. Boulders can be slippery or unstable, and make it a river is not a good place to span your skills. If you have several friends break bones attempting their river crossing skills, don't become one of them!

Practical experience improves your chances of a safe crossing. Build your skills in shallow and slow rivers to learn the correct techniques, establish solid footwork and improve your communication and teamwork.

There is a right way and many wrong ways to cross a river. The best way to cross in a group is the Mutual Support Method that provides back-up in case anyone loses their footing, while capable solo hikers and trippers can make good use of a pole.

Techniques for river crossings are described on the safety tip section of the Mountain Safety Council website, www.mountainsafety.org.nz, and covered more in-depth in the MSC booklets *Manual or River Safety DVD*.



Gear up to cross

Secure or remove loose clothing and equipment to reduce drag or the risk of items getting caught, and keep your boots and socks on, both in and out of the river. Your feet will stay warmer and you'll be better footing.

Your pack will act as your 'life jacket' or buoyancy aid - don't take it off or let it go unless it becomes trapped. Make sure you've got sturdy pack liners to keep your gear dry, and ensure all light, buoyant items are near the top of your pack.

Your pack is most balanced on your back, not in your hands. Before crossing, loosen your shoulder straps and tighten your chest strap, but keep your hip belt done up - but practice releasing quickly in case of emergency.

If, despite your best efforts, you lose your footing and are swept away, stay on your back, keep your pack on and belt done up, with your arms out and feet up to help propel you towards a position of safety.

Plan for the conditions

A large part of staying safe lies in the planning stages of a trip. Check the weather forecast and relevant regional observatory to get a good idea of rainfall and likely river flows in the area.

The Department of Conservation will usually have a good idea of track conditions. Before departing, check track conditions with the visitor centre and ask whether all bridges are in place. In some locations, bridges are removed during winter months due to potential damage from avalanches.

Temperatures in many New Zealand rivers are often much above freezing. When water comes and the air temperature drops, hypothermia is a very real risk on long trips with several river crossings. In these situations, minimising how long you spend in the water or adding a small amount of time to the trip to reach the nearest bridge or cabin can be worthwhile.

USEFUL WEBSITES

- www.mountainsafety.org.nz/rivercraft
- www.mountainsafety.org.nz/safety/rivercraft
- www.adventuresmart.org.nz
- www.doc.govt.nz

"It's vital to have a sound decision-making process when considering whether or not to cross a river."

KEEN TO EXPLORE OUR WATERWAYS?

Discover the Walking Access Mapping System at www.wams.org.nz

Check. Respect. Enjoy.

- > Identify land open to public access
- > Locate tracks, huts and campsites
- > Explore topo and aerial maps of New Zealand



WALKING ACCESS
ARA HIKOI, AOTEAROA

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Tell someone where you're going when you're heading outdoors

At this time of year, people are typically spending more time outdoors enjoying New Zealand's beautiful landscapes. Many Kiwis take advantage of the great weather to get out and explore. It's vital to be prepared.

The New Zealand Mountain Safety Council (MS) is urging people to take some basic precautions before setting off on an excursion, even if it's a short one. A big part of that is telling someone your plans.

MS Chief Executive Mike Doolan encouraged people to make sure they tell someone they trust their plans before heading out, whether they write it down, call, text, email or use the Outdoor Intentions process on the AdventureSmart website.

"The Outdoor Intentions form makes it easy to record where you're going, who you're with, how well equipped you are and when you expect to return, and it's a quick and easy-to-use, trusted contact. The small Outdoor Intentions form has recently been upgraded to make it more responsive and mobile and portable device friendly."

"If anything out of the ordinary happens, someone will have the information they need to raise the alarm. This should make all the difference in an emergency situation," Mr Doolan said. Groups and individuals heading into the outdoors should also follow the five basic rules of the Outdoor Safety Code. They



Using the Outdoor Intentions form makes it easy to record where you're going, who you're with, how well equipped you are and when you expect to return, and it's a quick and easy-to-use, trusted contact. The small Outdoor Intentions form has recently been upgraded to make it more responsive and mobile and portable device friendly.

"If anything out of the ordinary happens, someone will have the information they need to raise the alarm."

"We want people to have fun in the outdoors, and this doesn't need to be at the expense of the proper planning and preparation that helps ensure you return safely. There are some really simple steps that can greatly increase everyone's chances of an enjoyable, safe trip. We Doolan say."

ADVENTURE smart
www.adventuresmart.org.nz

How to leave your intentions for a trip

Identify your trusted contact
Who you are going with
What transport you are taking
When you expect to be back

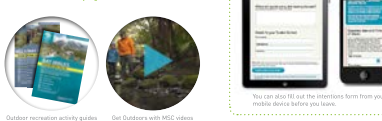
Tell them your plans
What you are doing
Where you are going
Who you are going with
What transport you are taking
When you expect to be back

Have a great time in the outdoors!

Let them know when you have returned

Visit www.adventuresmart.org.nz/outdoors-intentions to do it online.

For more information, including the MSC's recently released outdoor recreation activity guide for day walks, a series of short videos developed with Wild About New Zealand and MacPac, and the MSC's 50 favourite family outdoor experiences, visit www.mountainsafety.org.nz.



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EXPLORE THE OUTDOORS

with MSC's 50 favourite family experiences

Get inspired to explore New Zealand this summer!
www.mountainsafety.org.nz

BE IN TO WIN!
Visit our website to find out how you can share your favourite New Zealand outdoor spot and top tip to stay safe before **Friday 1 April 2016** to go in the draw to win an outdoor adventure pack, worth more than \$500.

KNOW BEFORE YOU GO
5 simple rules to help you stay safe:

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

For more information on how to plan your trip visit www.mountainsafety.org.nz and www.adventuresmart.org.nz

50th ANNIVERSARY
-EST. 1966-



Messaging Advertising

ADVERTISING EXAMPLES JANUARY TO JUNE 2016

With a diverse national audience, a wide demographic, and a range of safety issues across multiple activities to highlight, MSC have a challenge to balance the media mix appropriately. For above the line paid advertising our strategy is to cover 70-80% of the main target audience with a handful of publications. Large format at specific high risk or high participation times of year are favoured over smaller more frequent advertising.

Make it home

You might have seen this hashtag beginning to appear as part of our messaging. It is one method to unify our various messages as we focus the ultimate aim for any outdoor activity - to make it home. We are very excited to see where this can be further implemented in communications and projects.

> Watch this space

MSC
OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

#makeithome

- Plan your trip
- Tell someone your plans
- Be aware of the weather
- Know your limits
- Take sufficient supplies

FIND OUT MORE
mountainsafety.org.nz

Left: NZ Geographic advertising
Over page top to bottom: KiaOra magazine and NZ Hunter magazine advertising



Left to below right: Advertising in the Fishing Paper and Hunting News, Trademe/ MetService web banners, Adventure Magazine spread.



Engaged.
Rugby captain.
Best mate.
.....+

SHOTS WITH THE LADS?

Every year a few Kiwi hunters don't make it home to their family due to preventable circumstances. Follow the Firearms Safety Code so we all **MAKE IT HOME**.

Refresh yourself today.

mountainsafety.org.nz



Would you take the shot?



No meat is better than **no mate**.
For more information: www.mountainsafety.org.nz

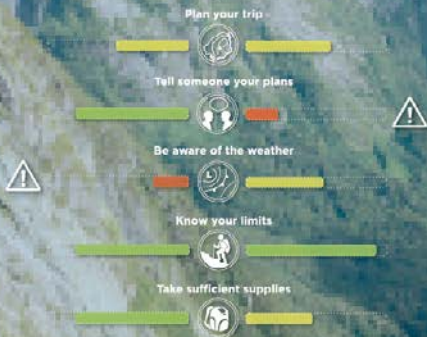


Know before you snow.

FIND OUT MORE



Are you ready



for adventure?

There are so many wonderful places to explore in New Zealand. Make sure you're ready for any situation.

KNOW BEFORE YOU GO
The Outdoor Safety
CODE
5 simple rules
to help you stay safe:



#MAKEITHOME
mountainsafety.org.nz



Messaging Media

TV3 FEATURE - 'LOST IN THE BUSH' WITH NEWSHUB/STORY

With a national reach and diverse audience, the Story show on TV3 is an excellent fit for the safety initiatives of MSC. We delivered two pieces (with a third later in the year) exploring some of the consequences of an unexpected night out. 'Lost in the Bush' focused on the classic Kiwi day walk, and how easy it was to get lost. From there the piece explored shelter, what to do in an emergency, and LandSAR perspectives on finding a person in the forest.

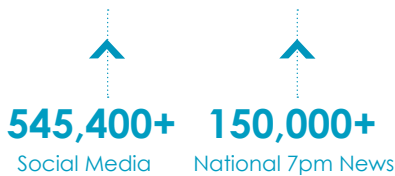
The second video, 'Why I got hypothermia' explored the consequences of exposure leading to possible hypothermia. In a controlled experiment, TV3 NewsHub's presenter, Lachlan Forsyth, was exposed to the elements to demonstrate the consequences.

With a solid relationship built with Newshub, we're confident this will be the beginning of many more TV pieces to come.



Above: 'Lost in the Bush' with MSC's Matt Gibson and TV3 NewsHub's Lachlan Forsyth

700,000+
Kiwis reached by each story
(as at 30 June 2016)



WHAT THEY HAVE TO SAY

We approached MSC to help create a story about 'How easy is it to get lost in the bush?' that aired earlier this year. MSC were able to put two people on the ground at short notice and helped to line up a great deal of the logistics of this story, including a briefing at the local Police station with Land SAR volunteers who appeared on camera as my 'rescuers.' MSC even went so far as to put two people in the bush overnight to help make sure I made it home OK, and that the safety information was as accurate as possible.

This partnership with MSC has been extremely productive, and has now led to two more stories, one about 'Hypothermia', and the other about 'Avalanche Awareness' which have both been hugely popular. It's refreshing to work with an organisation that's so keen to work collaboratively with Newshub and who really go the extra mile to put relevant people on the ground in support of the story. It has proved an extremely valuable partnership, and we look forward to working on more of these edgy 'infotainment' style stories with MSC in future.

“It’s refreshing to work with an organisation that’s so keen to work collaboratively...”

- Lachlan Forsyth, Newshub TV

MEDIA PIECES

We have become the 'go to' organisation for reacting to incidents in the outdoors. Through partnerships, media contacts and proactive effort, we have increased our presence in these reactive situations as we further establish our place as New Zealand's outdoor safety advocate.



Above top to bottom: MSC's Nathan Watson on TVNZ, July 2015 - Kepler Track Incident and MSC's Mike Daisley on Te Karere, March 2016 - Take care during the roar

Stay updated

[youtube.com/NZMountainSafetyCouncil](https://www.youtube.com/NZMountainSafetyCouncil)
medium.com/@NZ_MSC



Partnerships

What they have to say



METSERVICE

Mountain Safety Council has built a strong working partnership with MetService to promote safety in the outdoors. Recent collaboration on research into the relevance of weather as a contributing factor to incidents in the outdoors has been positive and mutually beneficial. MSC produces practical, evidence-based information for those planning outdoor activities, information which is easy to share online and adds to the impact of MetService's own content.

“... MSC produces practical, evidence-based information...”

Working together, we are able to effectively distribute information that helps people avoid incidents and make the most of the outdoors.

– Jacqui Bridges, General Manager Communications



CORONIAL SERVICES

The Coronial Services Unit (CSU) works to serve the community through investigating circumstances and causes of death in a respectful and professional manner. CSU provides a range of administrative, research and judicial support to the coroners and major stakeholders. As a part of its service, CSU works with organisations to which recommendations are directed in order to help prevent deaths of a similar nature occurring in the future.

CSU have worked collaboratively with MSC over the past year on a number of projects. In preparation for MSC's recent publication, *There and Back*, CSU provided up to date statistics for fatalities occurring in 5 outdoor activities: tramping, mountaineering, hunting, mountain biking and trail running. MSC had input into the recent Recommendation Recap - Issue 11 published by the Office of the Chief Coroner which included a case study on hiking deaths in New Zealand. MSC has also provided reports, on request of the coroner, to assist with specific inquiries.

CSU have valued MSC's outdoor safety expertise in relation to these reports, and are looking forward to continuing to work together into the future.

“... looking forward to continuing to work together into the future.”

– Office of the Chief Coroner



SKILLS ACTIVE

Skills Active is pleased to continue its long partnership with the Mountain Safety Council. The last year has seen a range of projects come to fruition and therefore a changing scope of collaboration in achieving purposeful outcomes.

Recently the MSC has produced *'There and Back'*, a publication that gives a fantastic window into the incident, search and rescue and fatality data available in New Zealand. Skills Active sees the value in this research as it allows us to better understand participation in the outdoors and where skills and qualifications development might make a difference to safe outcomes.

Recent examples of collaboration include MSC's role in the TRoQ process to develop more relevant outdoor qualifications on the NZ Qualifications Framework. Despite MSC's transition away from training and qualifications they've committed to support Skills Active leadership of this process, and assisting us to choose appropriate experts on technical advisory groups. We are also working with MSC to provide a register of qualified and current avalanche instructors and practitioners. This will replace and expand upon the MSC warranted avalanche instructors that has existed for many years.

Skills Active provided access to our video editing team to help produce the NZ Avalanche Advisory promotion. This is another great example of efficient use of resources through partnering. The video has resulted in tens of thousands of views and is a great sign of the sort of professionalism and energy MSC bring to outdoor safety advocacy.

“... another great example of efficient use of resources through partnering.”

We're looking forward to another big year supporting the MSC and safe, quality experiences in mountains, bush and rivers throughout New Zealand.

– Dr. Grant Davidson, CEO



NEW ZEALAND MOUNTAIN GUIDES ASSOCIATION

MSC have settled into their new position in the outdoor sector, having redefined their scope. The recent publication of *'There and Back'* - an exploration of outdoor recreation incidents in NZ is a valuable resource that will enable MSC to target their messaging to the relevant audiences in the future.

The insights workshops that have been run in conjunction with the publishing of this document have involved people from various outdoor sectors to assist with understanding why incidents are occurring, especially around 'hot spots'.

That the MSC is utilising networks around the country involving community groups to assist with getting a better understanding of the sector is fantastic. There is real engagement at the coal face and this is ultimately what will keep the MSC engaged, relevant and respected amongst the outdoor sector.

“... this is ultimately what will keep the MSC engaged, relevant and respected amongst the outdoor sector.”

– Jane Morris, Vice President



TE ARAROA TRUST

Te Araroa Trust is grateful for the expertise and support of the Mountain Safety Council which has noticeably grown following strategic changes undertaken in recent years.

The MSC Insights work has brought a greater awareness and credibility to discussions around back-country preparedness and wellbeing. In the past these discussions could be heavily anecdotal and emotive, not always to the benefit of the sector.

“... a greater awareness and credibility to discussions around back-country preparedness...”

Mike has assembled a dynamic and engaging team who are willing to listen to the challenges we face and facilitate joint approaches to addressing those. Mike himself presents a calm and focussed style of leadership reflected in the MSC's growing credibility as a peak industry body.

– Rob Wakelin, CEO



BIG GAME HUNTING

Earlier this year Big Game Hunting (BGH) and the Mountain Safety Council (MSC) worked together to produce a series of hunter safety videos released to the public before the 2016 'Roar'. This project was the first of its kind in New Zealand. It set out to create highly shareable videos of firearm safety practices in the field in a hunting situation. With 20,000+ hunters watching each of the seven videos, we'd consider this result a huge success. Video #3 "Identify your target beyond all doubt" went viral with 45,000 views.

In total, the campaign reached well over 300,000 people/hunters/outdoor men and woman via BGH and MSC channels. While any death is a tragedy, there was only one hunting death during the 'Roar' of 2016. We'd all prefer this to be zero obviously, but represents a vast improvement from previous years. I believe the dramatic reduction is a direct result of the campaign BGH and the MSC thousands of people had watched the videos. Viewer comments give a strong indication that the videos generated significant conversations between hunters and ensured that 'safety' was topic worth discussing. ran this year across the BGH social media platforms.

It was a new way of thinking and a new way to deliver an important message. It was really great to work with the team at the MSC. It's fantastic to see Nathan and the team willing to listen and try a modern approach to getting the messaging out there. And I look forward to hopefully working with the MSC again in the future.

“... a new way of thinking and a new way to deliver an important message.”

– Ben Tumata, Manager



DUKE OF EDINBURGH'S HILLARY AWARD

The recent re-structure of MSC has brought about some new synergies that work very well for us.

The Insights work into where accidents happen in NZ bush, who they happen to and when, is a tool that will grow in value as more information is added and refined. It gives useable data that can be inputted into an Award Unit's Adventurous Journey planning which adds to the safety of these activities.

“... [There and Back] is a tool that will grow in value as more information is added and refined.”

It was good to be asked to have an input into the creation of the new activity guides and these will be sent out to all our new participants. They are an excellent resource as are the video guides.

The collaborative leader courses have been excellent value and if any more were run we would happily support these as they have made a real difference to the confidence of some of our leaders

– Andy Woodhouse, Training and Development Director



Partnerships

What they have to say



ACCIDENT COMPENSATION CORPORATION

ACC has valued the opportunity to contribute injury data to MSC's recent Project Endeavour, which resulted in the publication *There and Back*. MSC's principle of bringing together the various data sets to gain insights for improving safety in the outdoors is a sound one. ACC looks forward to seeing how insight from data analysis is applied across the sector over the coming years to minimise the incidence and severity of injury and ensure participation in New Zealand's great outdoors continues to be safe and enjoyable. The challenge for all of us is how to reach participants and positively influence behaviours in the outdoors so that they come away with only great experiences.

“MSC’s principle of bringing together the various data sets to gain insights for improving safety in the outdoors is a sound one”

– Kirsten Malpas, Senior Injury Prevention Specialist



EDUCATION OUTDOORS NZ

Over the last year EONZ had opportunity to actively promote new MSC messaging into schools at professional development workshops and through our electronic EOTC Updates. The electronic updates have a growing reach into schools nationwide and have been identified by EONZ and MSC as a valuable mechanism for easily connecting educators with the new cloud-based outdoor safety messages.

EONZ is also a member organisation of the Collaborative Leader Development Initiative and our members have benefited significantly from access to the week-long residential courses that have run. The delivery model of the course has been well suited to members and provided a relevant and meaningful qualification to those that successfully completed the course. We look forward to when the remaining courses roll out and also further new and exciting initiatives that will roll out.

Catherine Kappelle, Executive Officer



SKI AREAS ASSOCIATION NZ

The Ski Areas Association NZ (SAANZ) is a national body representing 21 ski areas in NZ (15 commercial and 6 club operated ski areas). The partnership between SAANZ and the NZMSC goes back many years and is ongoing. Spreading the message and changing behaviour about safety in the outdoors and in our case at ski areas and terrain beyond their boundaries is important to all of our members. To achieve this, organisations need to work together to achieve results. NZMSC is ideally placed to bring relevant organisations involved together to maximise the spread of our message. A very good example of this is the production of the Epic TV Avalanche Awareness series.

“NZMSC is ideally placed to bring relevant organisations involved together to maximise the spread of our message.”

As an operator in alpine snow sports, Ruapehu Alpine Lifts Ltd has worked closely with the NZMSC over many years on a number of fronts. In recent years we have seen a shift in focus from the organisation that has led to even more operationally useful outputs including the ongoing management of a state of the art INFOEX as well as consistent accident and incident reporting platform for ski area injuries. All of these outputs are critical to us. We are excited about making use of the research that is coming from the Insights work they have released this year.

– Miles Davidson, SAANZ

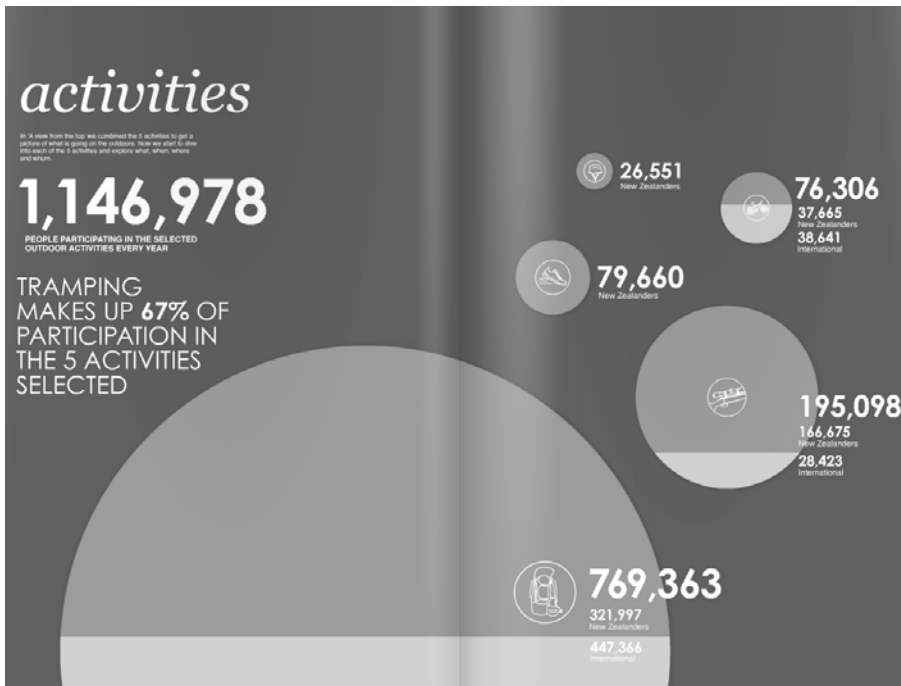


WALKING ACCESS COMMISSION

Over the last year the MSC and Walking Access Commission (WAC) have developed an action-oriented partnership, signalling a commitment to support the work of each respective organisation and where shared value exists to collaborate on projects or shared messaging. An example of this partnership in action was the development of three education focused outdoor safety scenarios that were included in the existing *Both Sides of the Fence* website. This education tool was developed for primary school children and their teachers as a way to include outdoor access, and now outdoor safety, into the existing curriculum and classroom activities.

Working collaboratively with MSC on this project has ensured students from around NZ now have access to key outdoor safety information through an existing tool, this adds great value for teachers, an enriched experience for students and by extension their families.

Eric Pyle, CEO

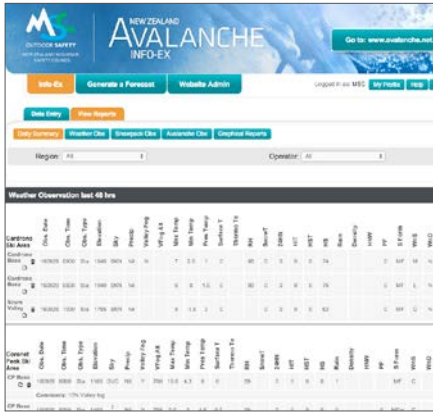


Top left to bottom right: EpicTV Avalanche Series, Avalanche Forecasters' Workshop, There and Back insights publication, Department of Conservation Visitor Centre with MSC poster, Walking Access Commission Both Sides of the Fence animation, Wild about NZ Get Outdoors Videos, Big Game Hunting Firearms Safety Videos.



Partnerships

Achieving with others



INFO-EX; NEW ZEALAND'S SNOWPACK, WEATHER AND AVALANCHE INFORMATION EXCHANGE

Unless you're an operator in the winter alpine and snow environment the InfoEx is likely to be a little known tool. The InfoEx is a collaborative industry service that is owned and managed by MSC. The InfoEx enables subscribers to record and exchange current weather, snowpack and avalanche related information and insights through a confidential online database that subscribers access through the NZ Avalanche Advisory website www.avalanche.net.nz.

The InfoEx has been operating since 1998 and includes subscribers from across New Zealand's mountain community including ski fields, helicopter and ski-touring operators, guiding companies, education and training providers, and the Department of Conservation.

Over the last year the MSC has significantly updated the InfoEx subscriber co-ordination system and invested in providing greater technical support for subscribers.

29

active subscribers

Subscribers:

- 80% of NZ's ski fields
- All 6 of NZ's heli ski operators



AVALANCHE FORECASTING WORKSHOP

With hugely varying forecast regions; from Mt. Taranaki and Tongariro National Park in the north, to Fiordland in the south - the MSC run New Zealand Avalanche Advisory covers a significant portion of the countries winter playgrounds. For the first time in many years ahead of winter, MSC brought together all 12 of its avalanche advisory forecasters for a two day pre-season workshop. The theme of the workshop was focused around 'enhancing forecast quality' and providing a platform for increased collaboration between the forecasting network. With partner involvement from the likes of DOC, MetService and NIWA it was an incredibly successful workshop.

2

days of workshoping

Partners involved:

- MetService
- NIWA
- Department of Conservation



COLLABORATIVE LEADER COURSES

The third year of the Collaborative Leader Initiative was once again successful with the delivery of four residential courses. Partner organisations all benefited as a selection of their adult leaders completed National Certificates in Outdoor Recreation leadership. The initiative was established to provide a cohesive and collaborative tramping/bushcraft focused training scheme as a mechanism to increase participation across the membership of some of New Zealand's key youth focused community organisations. With one more year to run it's expected to have trained and qualified close to 200 adult leaders.

4

residential courses

Partners involved:

- Boys' Brigade/ICONZ
- Christian Camping NZ
- Duke of Edinburgh's Hillary Award
- Education Outdoors NZ
- Girls' Brigade
- GirlGuiding NZ
- Scouts NZ

WE HAVE EXPLORED NEW MESSAGING CHANNELS THROUGH OUR PARTNERS

28+

partners involved in these
collaborative projects



GET OUTDOORS VIDEOS

We partnered with Macpac, Wild About NZ and a video production company to adapt a series of short videos that were filmed as part of the Wild About NZ TV series. These four short videos were edited to highlight key outdoor safety topics and promote the Outdoor Safety Code. So far the series has had over 1,200 views on our YouTube channel.

4

videos

Partners involved:

- Wild About NZ
- Macpac



TONGARIRO ALPINE CROSSING SURVEY

Working with the Department of Conservation and GNS Science, we embarked on a project to better understand the level of preparedness of walkers on the Tongariro Alpine Crossing (TAC).

During February and March 2016, GNS conducted a survey of walkers using volunteers through GNS, DOC and MSC. The findings will be used as part of MSC's wider Insights platform, especially as the Central North Island is a key hotspot area.

See the *There and Back hotspots* on [page 25](#) of this report.

350

interviews conducted

Partners involved:

- Department of Conservation
- GNS Science



BOTH SIDES OF THE FENCE ANIMATED VIDEOS

Working with the Walking Access Commission, we designed and implemented three outdoor safety scenarios that feature as part of the existing Both Sides of the Fence online interactive platform. This interactive website was developed to target school-aged children and provide them, and their teachers, with a curriculum-based online activity center where they can learn about outdoor access (and now outdoor safety) topics.

3

animated videos

Partners involved:

- Walking Access Commission
- Education Outdoors NZ



EPIC TV VIDEOS

We partnered with European based Epic TV, recognising they'd recently filmed a series here in New Zealand, to adapt the content and develop an Avalanche Awareness Series.

The videos were primarily promoted via our dedicated Alpine Facebook page and shared by some of New Zealand's largest winter/Alpine/Ski operators including NZSki.com, Snow.co.nz, Bivouac Outdoors, Licence to Chill and Ski & Ride NZ.

6

avalanche safety videos

Partners involved:

- Epic TV
- NZ Mountain Guides Association
- Ski Areas Association NZ
- New Zealand Alpine Club
- Heli Ski Operators Group

Find them online

mountainsafety.org.nz
youtube.com/NZMountainSafetyCouncil



Partnerships Achieving with others



FIREARMS AND HUNTER SAFETY VIDEOS

Sadly, in past years during the roar we've seen several high profile hunting fatalities. The roar (April/May) is traditionally the most popular time of the year for hunters in New Zealand and this time we wanted to do something we hadn't done before in an effort to prevent further tragic incidents.

Recognising that by partnering with others in the hunting space we'd be able to generate greater reach - we partnered with New Zealand's largest online hunting community, Big Game Hunting NZ (who have a Facebook page with over 80,000 engaged users) and developed a series of consequential hunter safety videos.

NZ Police were involved in the post filming production stage, with specific technical and communications input from both NZ Police Arms Officers and media staff.

The six-part series was promoted heavily online, primarily via the Big Game Hunting Facebook page, during the weeks leading up to and at the start of the roar. We ran a competition encouraging people to share the videos with their friends as a way to promote the videos and increase their reach.

The feedback we received was overwhelmingly positive and within a very short period of time thousands of people had watched the videos. Viewer comments give a strong indication that the videos generated significant conversations between hunters and ensured that 'safety' was topic worth discussing.

Partners involved:

- Big Game Hunting
- NZ Police

OUTDOOR RECREATION ACTIVITY GUIDES

We developed three new resources for Day Walking, Multi-day Tramping and Hunting. Providing highly contextualized information based on the existing Outdoor Safety Code or Basic Firearms Safety Rules. Designed to:

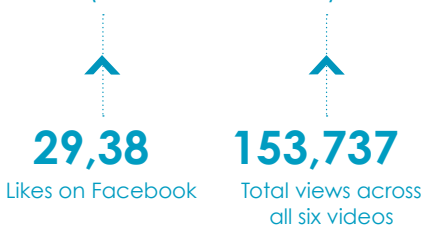
- Appeal to the majority of adult recreational users who have some basic experience and knowledge
- Use real stories to share the importance of each Outdoor Safety Code and Firearms rule
- Link to other information sources and feature embed video content where applicable
- Now available in selected foreign languages such as French, Spanish and German. Additionally, the hunting guide is available in Te Reo Māori.

Partners involved:

- Department of Conservation
- MetService
- Walking Access Commission
- Education Outdoors NZ
- Tourism Industry Association
- ACC
- Duke of Edinburgh's Hillary Award
- NZ Search and Rescue
- NZ Police
- Fish and Game
- NZ Shooting Federation
- Big Game Hunting NZ
- NZ Professional Hunting Guides Association

683,060

Reach of video series
(as at 30 June 2016)



3,298

Reads across 3 guides
(18 November 2015 - 30 June 2016)

WE HAVE TAKEN ON CHALLENGING TASKS WITH THE SUPPORT OF OUR PARTNERS

FIREARMS TRAINING REVIEW

During the year we initiated a review of the national model we use to deliver firearms safety lectures as part of the wider firearms licence process. The review set out to ensure a new model would deliver increased consistency for all participants, a sustainable framework that was fit for purpose and adaptable into the future, included regular professional development opportunities for instructors and incorporated quality moderation. As part of the review process the MSC ran 22 workshops across New Zealand, many of which were held in locations that serviced rural communities. With over 200 attendees from the firearms instructor network, the workshop series provided a great deal of feedback. As the 2015/2016 business year drew to a close the MSC led review continued on and remains part of the on-going partnership work with NZ Police.

22

Firearms training review workshops



MINISTER DUNN FIREARMS ADVOCACY

Towards the end of the business year the MSC committed to a significant project under its Insights platform. The project, a deep dive into 'hunting', builds on the work presented in *There and Back* specifically exploring the activity of hunting in greater detail. All of the key data partners who were involved in *There and Back* continue to be a part of this project. MSC's leadership in this space was recognised by Minister Peter Dunne (Minister of Internal Affairs and Associate Minister of Conservation) and the Minister was officially briefed on this work by the MSC at the outset of the project. The final publication presenting the in-depth insights will be presented to the Minister on completion.

➤ [Watch this space](#)





Insights Project Endeavour



THERE AND BACK











There and Back: An exploration of Outdoor Recreation Incidents in New Zealand is the culmination of many months dedicated insights work.

For the first time the outdoor recreation sector has a comprehensive picture of what's been going on in the New Zealand outdoors from an outdoor safety perspective, across 5 major outdoor recreation activities. This publication combines all injury, search and rescue and fatality data together to present a comprehensive 'state of the nation' style detailed breakdown.

A significant element of this project centred around working with key insights/data partners to gain access to the various data sources. This included completing an ACC ethics approval and meeting with New Zealand's Chief Coroner to gain access to all New Zealand fatality data.

Once the data sources had been confirmed the next phase focused on building a master data set and then analysing the data using the project roadmap that we had built with a large group of key partners at the outset of this work. The release of *There and Back* represents a significant milestone for the MSC and has received very positive feedback from many of our partners.

*“ We needed to understand what was going wrong, and what you see with **There and Back** is the first part of an ongoing and fundamental part of who we are.” - MIKE DAISLEY, CEO*

Activity	Annual participation		
 Tramping Any walk where the intention is to be more than an hour away from the nearest road. Includes day walks, overnight tramping and Great Walks.	321,997 447,366	New Zealanders International	
 Mountaineering Technical climbing in alpine areas. Usually will require technical equipment that would not be needed when tramping. Includes summer and winter mountaineering.	26,551	New Zealanders	
 Hunting All recreational hunting of any game. Does not include fishing and trapping.	166,675 28,423	New Zealanders International	
 Mountain Biking Mountain biking in remote locations on tracks which are also used for tramping, or may be specifically built for remote mountain biking such as rides included in Nga Haerenga, The New Zealand Cycle Trail.	37,665 38,641	New Zealanders International	
 Trail Running Running on tracks which are also used for tramping or day walks.	79,660	New Zealanders	

Find it online

mountainsafety.org.nz

5,908
Injuries

540
People involved in
Search & Rescues

13
Fatalities

➔ **Each year
there were
on average**

Insights Project Endeavour

DAILY AVERAGE
NON-PUBLIC HOLIDAY

15.2
Injuries

1.4

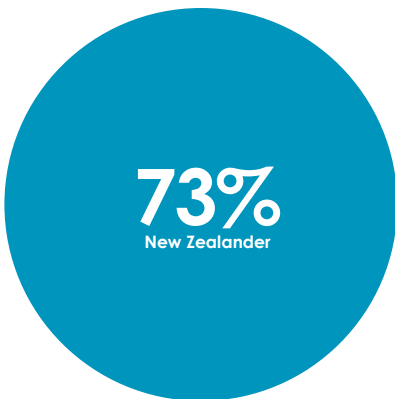
People involved in
Search & Rescues
(SAR)

32 Injuries
3.0 SAR
Labour weekend

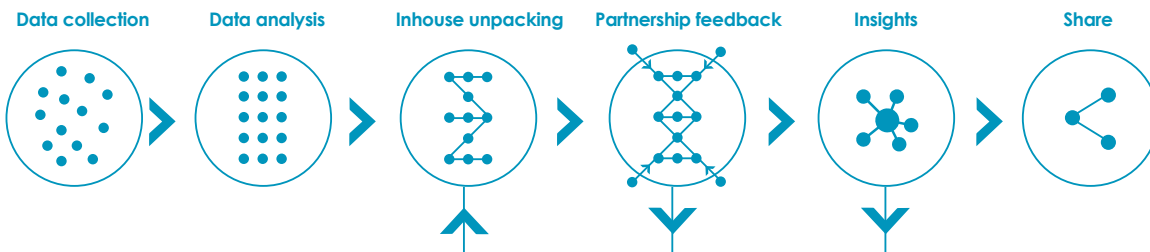
16 Injuries
2.4 SAR
Christmas - New
Year period

41 Injuries
4.5 SAR
Easter weekend

NATIONALITY OF ALL FATALITIES



OUR PROCESS



Primary Insights/data partners:



Partners with project involvement:

- MetService
- NZ Police
- Fish and Game NZ
- Tourism Industry Association
- Walking Access Commission
- NZ Outdoor Instructors Association
- NZ Recreation Association
- NZ Professional Hunting Guides Association
- Education Outdoors NZ
- Skills Active
- LandSAR
- NZ Mountain Guides Association
- Federated Mountain Clubs
- NZ Cycle Trails
- NZ Shooting Federation
- NZ Deerstalkers Association
- NZ Game Animal Council
- Big Game Hunting NZ

Financials

Summarised Financial Statements

This is the first year MSC has applied Public Benefit Entity Simple Format Reporting - Accrual (Not for Profit). These summarised financial statements have been extracted from the Performance Report (PR) which was authorised for issue by the Executive Committee on 4 October 2016. 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 2016

Assets

Property, plant and equipment	\$15,120
Term deposits	\$100,000
Non-current Assets	\$115,120
Inventory and debtors	\$79,089
Term deposits	\$100,000
Bank accounts	\$231,550
Current Assets	\$410,639
Total Assets	\$525,759
Current Liabilities	\$263,654
Retained Earnings	\$262,105
Total Liabilities and Retained Earnings	\$525,759

STATEMENT OF FINANCIAL PERFORMANCE - YEAR ENDED 30 JUNE 2016

Revenue

<i>Providing goods or services</i>	
New Zealand Lottery Grants Board	\$1,049,000
New Zealand Police	\$278,880
Sport New Zealand	\$203,000
New Zealand Search and Rescue Council	\$170,000
Other	\$120,042
<i>Other revenue</i>	
Interest and sundry	\$6,415
Total Revenue	\$1,827,337

Expenditure

Employee related costs	\$836,987
Providing goods or services	\$901,037
Total Expenditure	\$1,738,024
Surplus	\$89,313

CASH FLOW STATEMENT - YEAR ENDED 30 JUNE 2016

Net Cash Flows from Operating Activities	(\$11,826)
Opening cash balance	\$443,376
Closing Cash Balance	\$431,550

This is represented by

Term deposits	\$200,000
Bank accounts	\$231,550
Closing Cash Balance	\$431,550



OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

#MakeItHomeNZ

Stay in the loop



info@mountainsafety.org.nz



mountainsafety.org.nz



avalanche.net.nz



medium.com/@nz_msc

Follow our media releases and Mike's blog



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Facebook.com/NZMSCHunting

Facebook.com/NZMSCAlpine



[@nz_msc](https://twitter.com/nz_msc)



YouTube.com/NZMountainSafetyCouncil



New Zealand Mountain Safety Council

Phone: 04 385 7162

Address: Ground Floor, 86 Customhouse Quay
Wellington 6011 / PO Box 6027, Wellington 6141

Thanks

Thank you to our funders for their generous support.

