



NEW ZEALAND MOUNTAIN SAFETY COUNCIL STRATEGIC PLAN

2011-2016



OUTDOOR SAFETY
NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

DISCOVER
MORE, SAFELY. ▲

CONTENTS

- 02 ABOUT MSC
- 04 EXECUTIVE VIEWS
- 05 OUR MISSION & GOALS
- 06 OUR VALUES
- 07 WHAT WE DO
- 08 STRATEGIC DIRECTIONS



“I will be a lot safer now”

▲ Firearms Safety Training participant

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ABOUT MSC

MEMBER ORGANISATIONS

- ▲ Accident Compensation Corporation (ACC)
- ▲ Boys' Brigade New Zealand
- ▲ Department of Conservation (DOC)
- ▲ Department of Labour – Workplace
- ▲ Duke of Edinburgh's Hillary Award
- ▲ Education Outdoors New Zealand (EONZ)
- ▲ Federated Mountain Clubs (FMC)
- ▲ Girls' Brigade New Zealand
- ▲ Girl Guiding New Zealand
- ▲ Heliski Operators New Zealand
- ▲ Land Search and Rescue New Zealand (LandSAR)
- ▲ New Zealand Alpine Club (NZAC)
- ▲ New Zealand Cadet Forces
- ▲ New Zealand Deerstalkers' Association (NZDA)
- ▲ New Zealand Defence Force (NZDF)
- ▲ New Zealand Mountain Guides Association (NZMGA)
- ▲ New Zealand Mountain Radio Service
- ▲ New Zealand Search and Rescue (NZSAR)
- ▲ New Zealand Outdoor Instructor's Association (NZOIA)
- ▲ New Zealand Police
- ▲ New Zealand Shooting Federation
- ▲ New Zealand Snowsports Council
- ▲ New Zealand Sports Industry Association (NZSIA)
- ▲ Scouting New Zealand
- ▲ Tourism Industry Association New Zealand (TIANZ)

ASSOCIATE MEMBER ORGANISATIONS

- ▲ Search and Rescue Institute New Zealand (SARINZ)

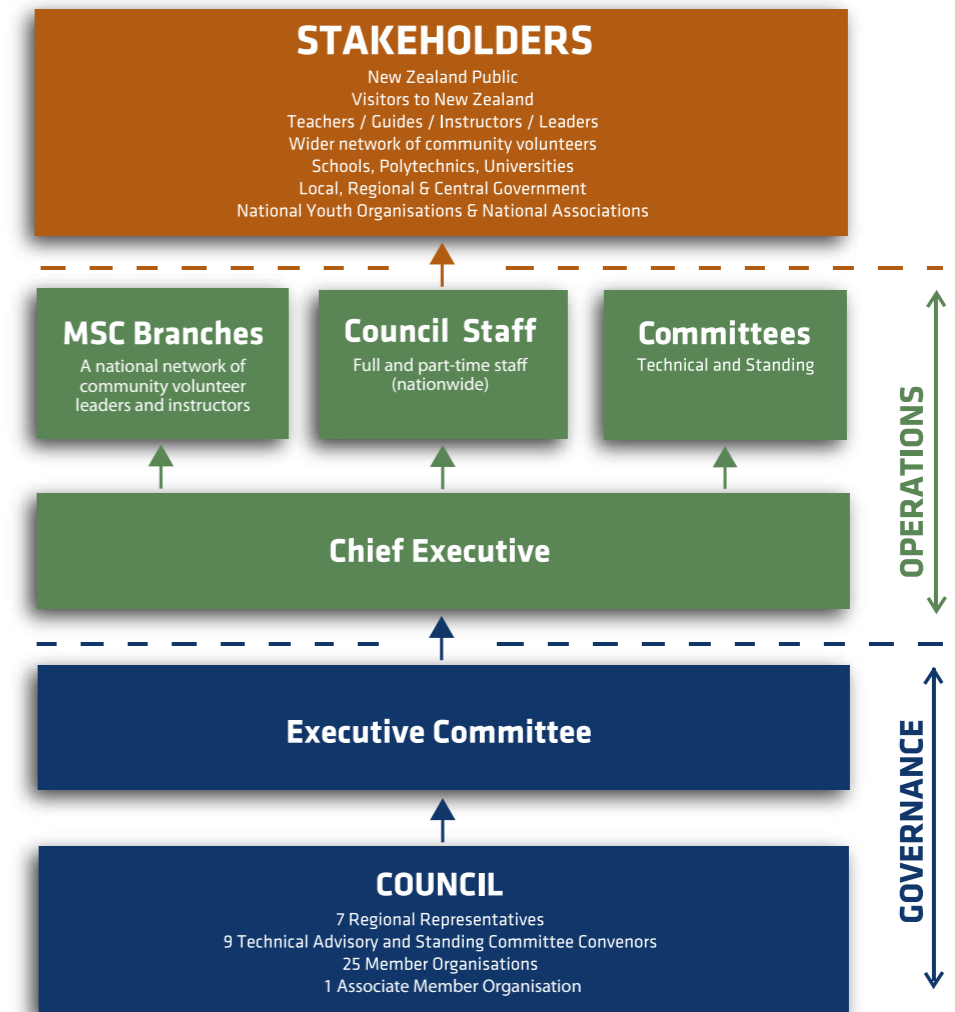
The New Zealand Mountain Safety Council (MSC) is a national organisation and incorporated society with a mandate from our member organisations to encourage safe participation in land-based outdoor activities.

The organisation operates from the high tide mark to the peak of Aoraki/Mount Cook and is principally focused on abseil techniques, alpine skills, avalanche awareness, bushcraft (walking, camping, tramping and survival), firearms safety, outdoor and workplace first aid, outdoor safety, risk management and river safety.

The Council currently consists of 25 member organisations and 1 Associate Member organisation with a vested interest in safety including Government agencies, national youth organisations and industry associations; an Executive Committee whose role is to provide governance; a National Office with full and part-time staff; a number of technical advisory and standing committees as well as 28 regional branches supporting more than 1500 instructors.

For further information, please visit www.mountainsafety.org.nz

OUR STRUCTURE



EXECUTIVE VIEWS



Tough economic times challenge organisations to review every aspect of their operation and in doing so, emerge stronger than before; so it is for the Mountain Safety Council (MSC).

Costs have been reduced, work programmes have been reassessed, but most importantly, MSC's very 'reason for being' has been brought into sharp relief.

Hard questions have necessarily been asked: Has MSC remained true to its original purpose? What new opportunities exist to ensure MSC remains relevant and valued? Does the current outdoor environment require a different safety strategy? What core values and activities will underpin MSC's future?

MSC's Management and Executive team have considered these and other questions and are united in our findings – the foremost of which are:

▲ MSC is as relevant and necessary today as it was in 1965. The need for well coordinated outdoor safety information and education remains strong; MSC

has unique strengths and characteristics which allow it to make a valuable contribution.

▲ MSC's national network of volunteers is a unique corner stone of the organisation and, along with the wider volunteer network, must be fostered if MSC is to continue being a highly respected and effective outdoor organisation.

▲ The review into safety within the adventure tourism and outdoor commercial sector was timely and the recommendations are supported. While the review focuses upon the commercial sector, there are a number of implications for the non-commercial sector. MSC will take a strong leadership position promoting and supporting safety with this sector.

▲ MSC's dedication to outdoor safety, since 1965, has established MSC as an authoritative voice on outdoor safety and the organisation's name is associated with positive values that include professionalism, integrity

and trust. MSC must remain true to these values if it is to grow even stronger in the years ahead.

▲ Passionate, dedicated and skilled people have built MSC's reputation for safety in the outdoors and it is our great people that will continue to take the organisation forward; valuing and supporting them remains our number one priority.

The MSC community has an important job to do and this strategic plan will help keep us focused and relevant to New Zealand's outdoor community.

Our sincere thanks to all those who contribute their time and skill to helping people enjoy the outdoors safely; together we are making a real difference.

Ross Meder
Chairperson

27 October 2011

OUR MISSION & GOALS

OUR MISSION:

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

OUR GOALS:

- ▲ Increased number of leaders/teachers/instructors/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.
- ▲ MSC is financially strong.

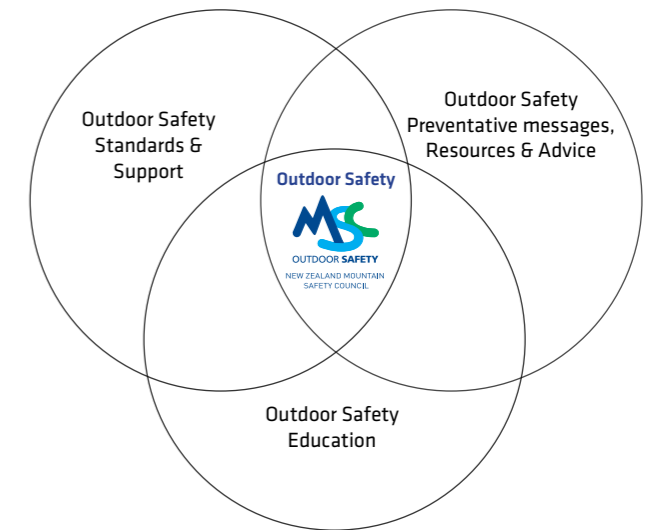
OUR VALUES

PROFESSIONALISM
INTEGRITY
TRUST

WHAT WE DO

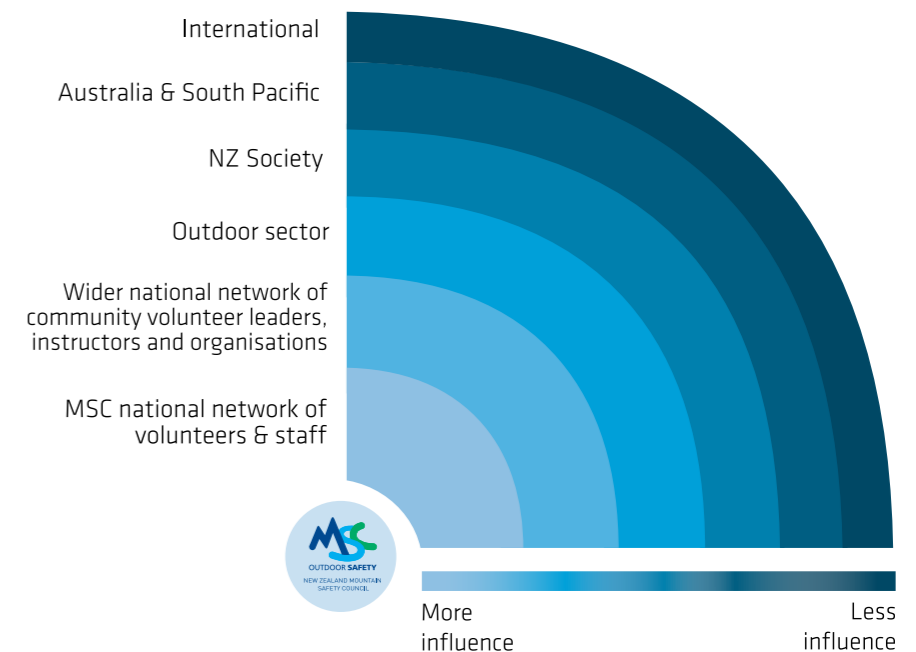
Mountain Safety Council Functions

This diagram demonstrates the three key functions of MSC. Research, evidence based practice and evaluation are interrelated and reliant upon each other and enable MSC to fulfil its strategic goals and mission.



Mountain Safety Council Circles of Influence

This diagram outlines the expanding circles of influence and overall reach that MSC extends into the community and outdoor sector, including visitors to NZ as well as residents.



“I will do much more preparation”

▲ Participant on Risk Management Course

STRATEGIC DIRECTIONS



1 OUTCOME SOUGHT:
Increased number of leaders/ teachers/instructors/guides are inspired, inspiring, competent and retained as leaders.

KEY CHALLENGES:

- ▲ The need for outdoor educators to be supported and valued.
- ▲ The need to find new ways of building and supporting a vibrant national network of MSC volunteers, along with the wider volunteer network.
- ▲ The need for outdoor leaders to adopt educational best practice and meet compliance requirements.
- ▲ The need for appropriate resources to support outdoor safety education.

STRATEGIC DIRECTION MSC WILL:

- ▲ Focus on supporting, valuing, promoting and celebrating MSC's national network of volunteers and staff.
- ▲ Ensure standards and compliance requirements are fully integrated into the wider volunteer network.
- ▲ Foster community leader and instructor development in the wider national network.

2 OUTCOME SOUGHT:
Groups and clubs effectively promote and deliver increased safety in the outdoors

KEY CHALLENGES:

- ▲ The need for strong working partnerships between MSC, groups and clubs.
- ▲ The need to better understand what groups and clubs would value from MSC.
- ▲ The need to apply consistent standards across all outdoor activities.

STRATEGIC DIRECTION MSC WILL:

- ▲ Establish a coordinated, collective approach to identifying the needs of specific groups, and agreeing on MSC's actions to help address them.
- ▲ Work towards achieving consistent standards across all outdoor activities.

3 OUTCOME SOUGHT:
Commercial Operators Operate Safely

KEY CHALLENGES:

- ▲ The need to support the implementation of recommendations from the Department of Labour (DOL) review into safety within the adventure tourism and outdoor commercial sector.

STRATEGIC DIRECTION MSC WILL:

- ▲ Pursue consistent outdoor sector standards and help facilitate their development where appropriate.
- ▲ Work positively with other industry groups to support and where appropriate, actively assist with the implementation of recommendations from the DOL led review into outdoor safety.

4 OUTCOME SOUGHT:
The community is more aware of outdoor safety

KEY CHALLENGES:

- ▲ The need to communicate effectively to many different audiences via an increasingly diverse range of mediums.
- ▲ The need to ensure outdoor safety information is recognised and valued by a community increasingly confronted with all types of information.
- ▲ The need for organisations to work collectively to develop and deliver consistent outdoor safety information effectively.
- ▲ The need for research to support and measure the effectiveness of outdoor information.

STRATEGIC DIRECTION MSC WILL:

- ▲ First and foremost, support and encourage opportunities for competent people to deliver outdoor safety education – people working with people.
- ▲ Establish and maintain strong working partnerships with stakeholders to ensure collective focus and consistent safety messaging.
- ▲ Use an evidence-based approach to targeting audiences via the most effective medium.
- ▲ Become the recognised leader in New Zealand for the provision of quality outdoor safety information and education for land-based outdoor activity.
- ▲ Have a strong voice across all media based on our reputation as a trusted voice on outdoor safety.

5 OUTCOME SOUGHT:
MSC is financially strong

KEY CHALLENGES:

- ▲ The need to secure sustained core funding to deliver outdoor safety initiatives in the future.

STRATEGIC DIRECTION MSC WILL:

- ▲ Secure sustained and sufficient core funding.





OUTDOOR SAFETY
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