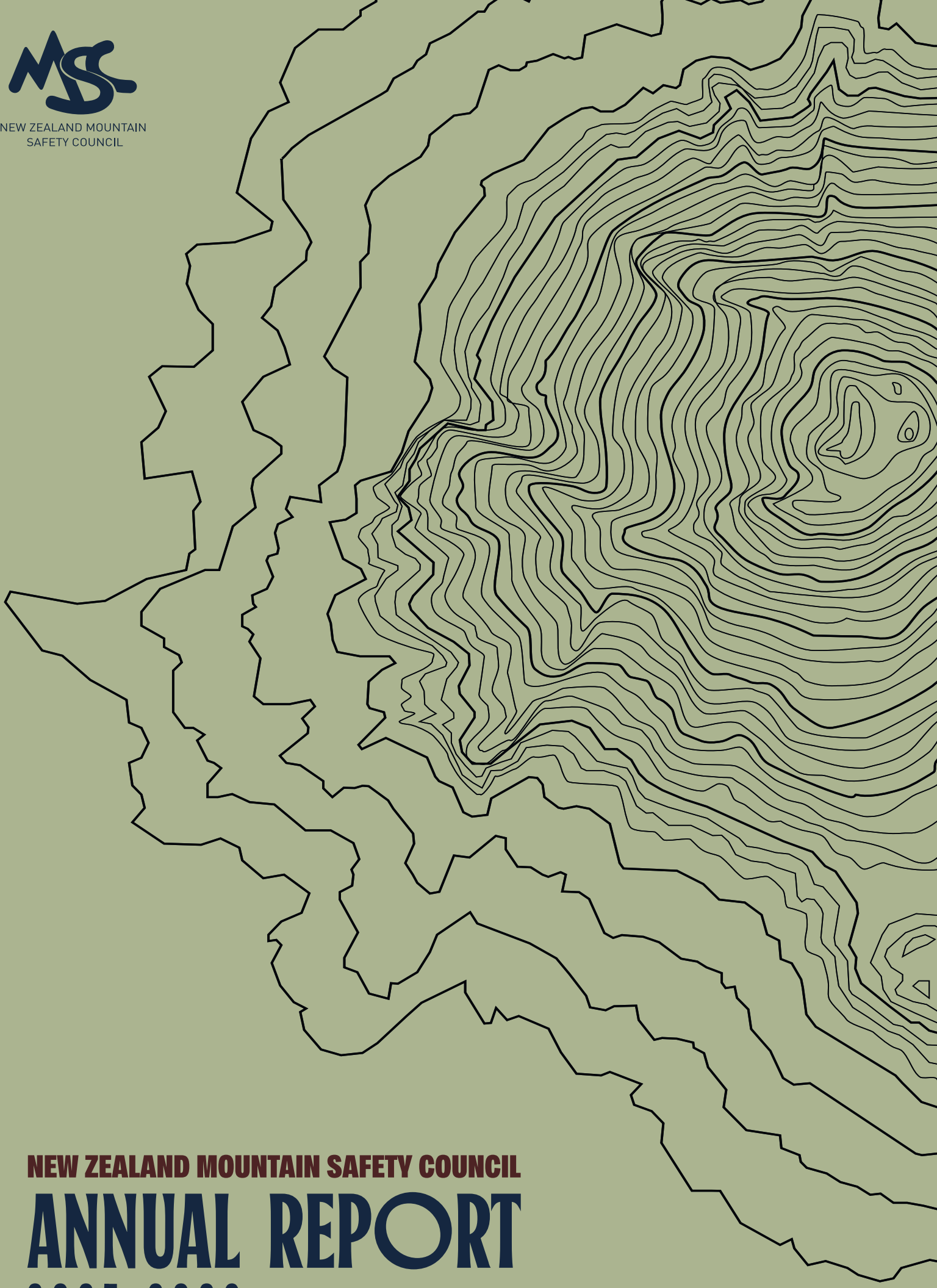
NEW ZEALAND MOUNTAIN SAFETY COUNCIL



NEW ZEALAND MOUNTAIN SAFETY COUNCIL

ANNUAL REPORT

2025-2026

A big thank you to our council member organisations.

ACCIDENT COMPENSATION CORPORATION

BOYS' BRIGADE NZ

CHRISTIAN CAMPING

DEPARTMENT OF CONSERVATION

EDUCATION OUTDOORS NEW ZEALAND

GIRL GUIDING NEW ZEALAND

GIRLS' BRIGADE NEW ZEALAND

HELISKI OPERATORS GROUP

HERENGA Ā NUKU AOTEAROA

METSERVICE, TE RATONGA TIRORANGI

MINISTRY OF BUSINESS, INNOVATION AND EMPLOYMENT

NEW ZEALAND ALPINE CLUB

NEW ZEALAND DEERSTALKERS ASSOCIATION

NEW ZEALAND DEFENCE FORCE

NEW ZEALAND LAND SEARCH AND RESCUE

NEW ZEALAND MOUNTAIN GUIDES ASSOCIATION

NEW ZEALAND OUTDOOR INSTRUCTORS ASSOCIATION

NEW ZEALAND POLICE

RECREATION AOTEAROA

SCOUTS AOTEAROA

SKI AREAS ASSOCIATION NEW ZEALAND

THE DUKE OF EDINBURGH'S HILLARY AWARD

TOURISM INDUSTRY AOTEAROA

WILLIAM PIKE CHALLENGE

NEW ZEALAND
MOUNTAIN SAFETY COUNCIL

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NZ Mountain Safety Council 2026

Some of the images featured in this report come from Plan My Walk reviews. A big thank you to all users who shared their personal experiences and photos.

NZ Mountain Safety Council has achieved
Ekos Net Zero Carbon Lite status



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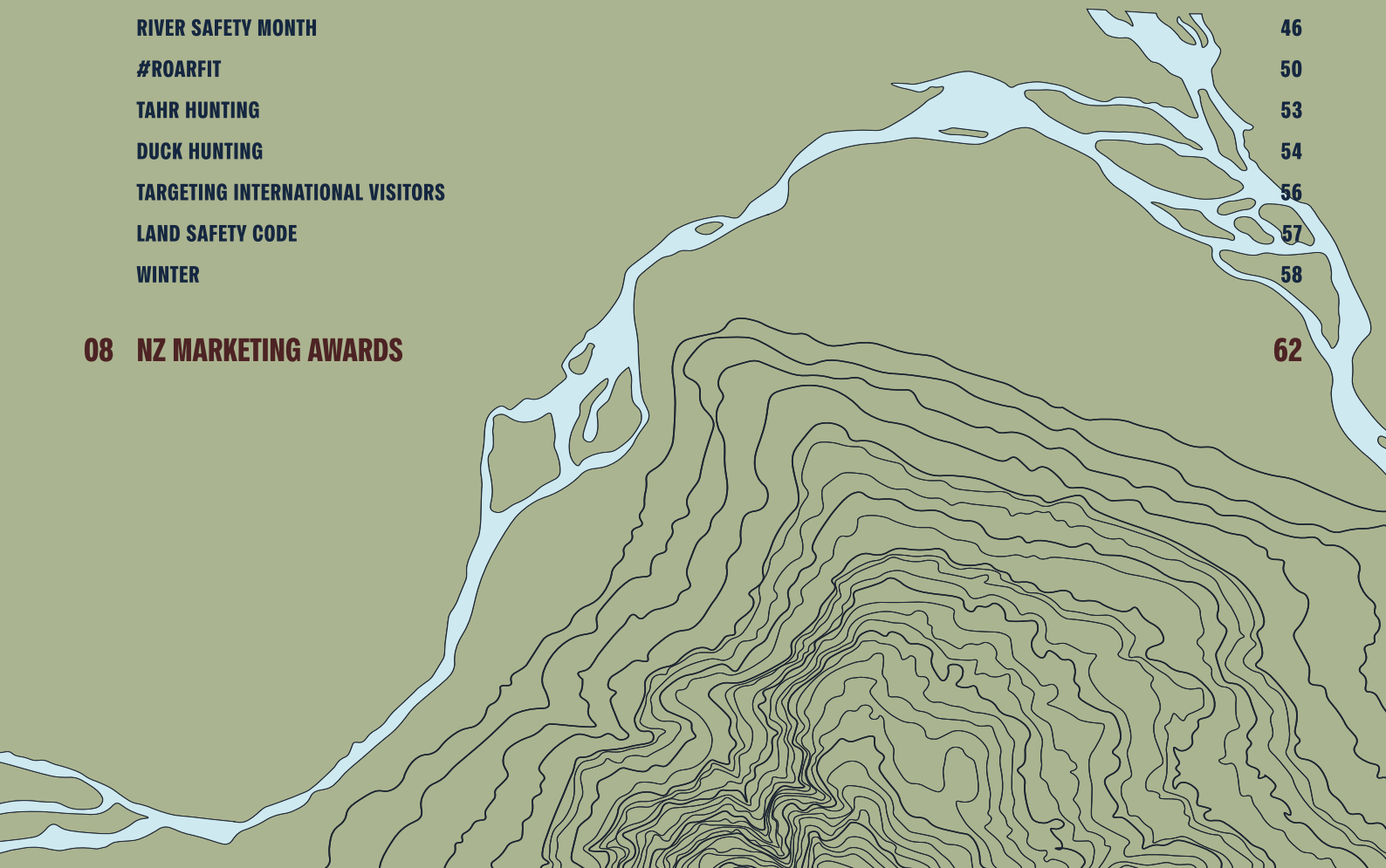
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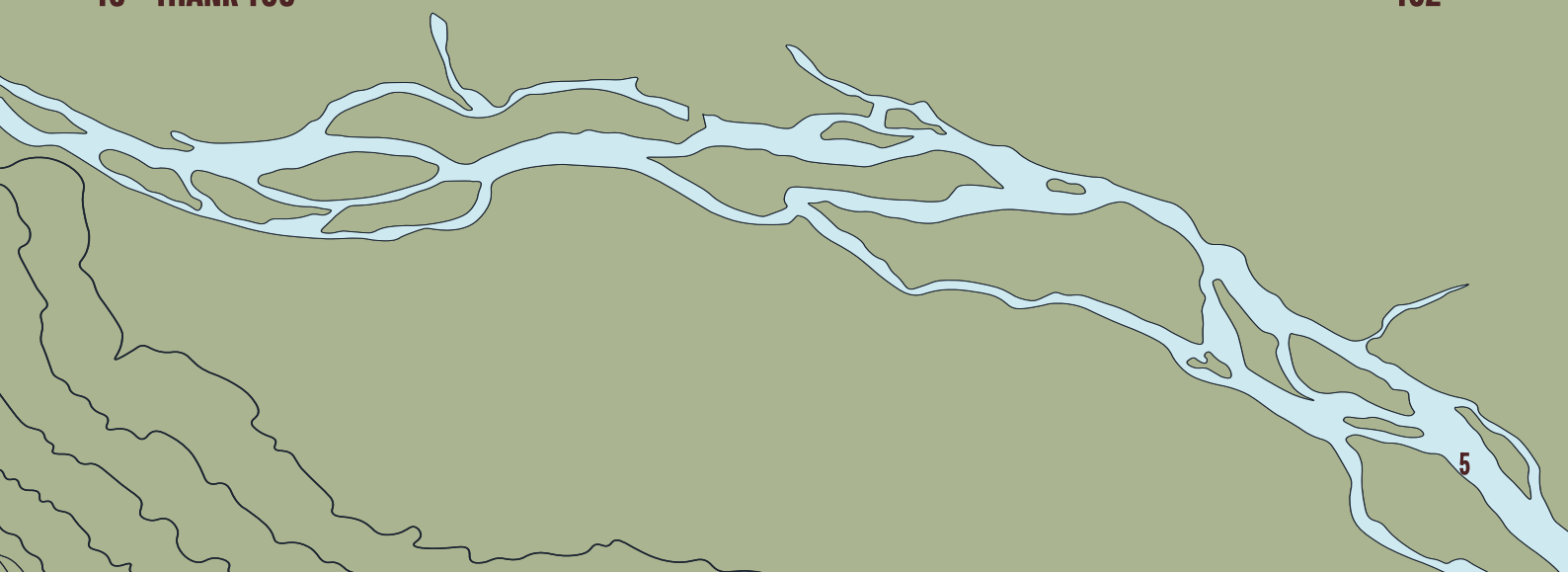




IMAGE CREDIT | NZ MOUNTAIN SAFETY COUNCIL

WELCOME

This year's report begins, as many outdoor stories do, with someone standing at the edge of a decision. A whānau preparing for a first overnight tramp. Friends studying a river and asking whether it is safe to cross. A visitor weighing weather, terrain and daylight. A tramper checking whether today is the right day to explore. In each moment, key decisions are made before the first step is taken. Reliable and trusted information, through preparation and sound judgement can change the outcome of a day outdoors.

Our work has been defined by the simple idea that more informed decisions lead to better and safer experiences, and by two powerful themes: innovation and collaboration. Innovation, for us, is not novelty. It is the disciplined use of evidence, technology, insights and creativity to solve real safety problems. Collaboration is not partnership for partnership's sake. It is the recognition that safer outdoor recreation is a shared national responsibility, and that no single organisation can achieve it alone.

Plan My Walk (PMW) demonstrates this in practice. Since launching in 2021, the platform has supported millions of people to plan safer adventures. This year, hundreds of thousands of people turned to PMW to explore tracks, huts and campsites, check weather and alerts, build gear lists, create trip plans and learn from user reviews. Behind every metric is a person taking a more deliberate approach to preparation. That is the value of the platform: it turns safety advice into practical action.

This year we made enhancements to the way people understand terrain. Through collaboration with Toitū Te Whenua Land Information New Zealand, PMW now includes topographical mapping, giving users a clearer view of route context. Working with One NZ and Spark, PMW became the first consumer-facing New Zealand-made app to gain satellite capability, giving users access to vital information in areas without traditional mobile coverage. These developments do not replace preparation, essential equipment or sound decision-making; they strengthen them, demonstrating how innovation supports sound judgement, particularly in challenging environments.

We have applied the same approach to our resources. Search and rescue, injury and fatality insights show where and why people get into difficulty. Our response has been increasingly targeted, place-based and practical. The Brewster Track safety video and Virtual Track Guides, for example, help people understand hazards using storytelling, expert commentary and flyover animation.

Collaboration continues to be a core strategy. While MSC leads outdoor safety, it is also a shared endeavour involving government agencies, funders, researchers, retailers, recreation organisations, media, technology providers, local communities and outdoor adventurers themselves. Partnerships have helped amplify our safety messages, reduce duplication, build consistency and ensure we reach people through other trusted channels. Throughout this report, you will see many examples of how our impact is enhanced when others, like MetService, DOC and Stuff, have chosen to stand alongside us.

Adventure Voice is another important partnership, playing a direct and vital role in shaping our work. These insights help us understand how people think, plan, learn and respond. In this report, you'll see how it has informed initiatives such as River Safety Month, new emergency shelter resources and avalanche education. It is prevention designed with the outdoor community, so that it is fit for purpose.

As Chair and CEO, we are immensely proud of what has been achieved this year. The successes set out in this report reflect a talented and highly dedicated team, committed partners and a sector increasingly aligned around practical prevention. Our purpose is not to reduce adventure, it is to support positive and safe recreation through well-informed participants across the motu. We want more people to experience the wellbeing, connection and joy that come from time outdoors, and to return home safely with positive stories.

We thank our council members, funders, partners, collaborators, volunteers and outdoor communities for their ongoing support. Together, through innovation grounded in evidence and collaboration built on trust, we are strengthening Aotearoa New Zealand's outdoor safety system: one decision, one journey and one story at a time.



MIKE DAISLEY
Chief Executive



RICHARD DAVIES
Board Chair

OUTCOMES AND ACHIEVEMENTS

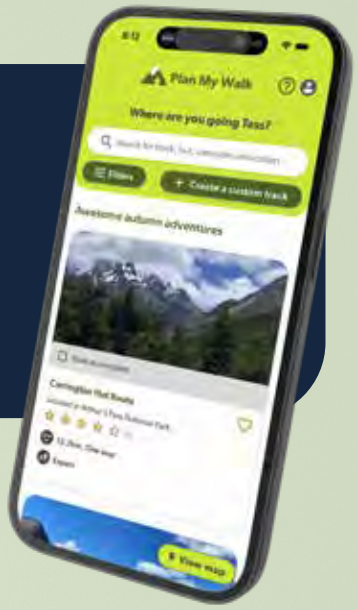
HIGHLIGHTS OF OUR OUTCOMES AND ACHIEVEMENTS

Meaningful prevention requires sustained effort. Very little can be achieved in just a year, as the impact builds over time. This year's outcomes build on the previous years and contribute to the years ahead. Through our evidence-based strategy, we are delivering an ever-increasing impact and positively influencing a growing number of people and communities throughout Aotearoa. We are incredibly proud of what we have achieved this year and the impact of our work.

While it's hard to handpick our highlights, if you are short on time, we recommend you look at the following sections of our report.

PLAN MY WALK

- ↑ Continued strong user growth - reinforces there is a continued need and more people to reach
- ↑ More people planning their trips – we know this improves safety
- ↑ More people leaving reviews – we know real reviews are one of the most helpful information sources for users



ADVENTURE VOICE COMMUNITY SURVEYS

- ↑ Gives a voice to local communities
- ↑ Strengthens our evidence-based approach
- ↑ Ensures we direct our resources to where they are needed most



COMBINED EXTENT OF OUR PARTNERSHIPS & COLLABORATION

- ↑ Amplifies our safety messages
- ↑ Brings sector organisations together around a common goal or issue
- ↑ Reduces duplication and improves efficiency
- ↑ Helps us reach a wider audience

RIVER SAFETY MONTH

- ↑ Addresses one of the biggest outdoor safety risks
- ↑ Responds to a need identified by our Adventure Voice community

BREWSTER TRACK SAFETY VIDEO

- ↑ Addresses a known hotspot location with a proven prevention solution
- ↑ Immediate impact on user safety
- ↑ Supports another unique New Zealand community
- ↑ Demonstrates the success of sector-wide collaboration

MONITORING SAFETY INCIDENTS





We closely monitor the overall impact of our prevention work on land-based outdoor recreation safety incidents through a range of mechanisms and metrics. One of these is by tracking the annual trends of participation, fatalities, search and rescue operations, and injuries.

Combined, these insights provide a comprehensive overview of the number and nature of safety incidents. This effectively highlights the national success of our prevention work, while identifying areas where there is the need for increased, targeted investment.

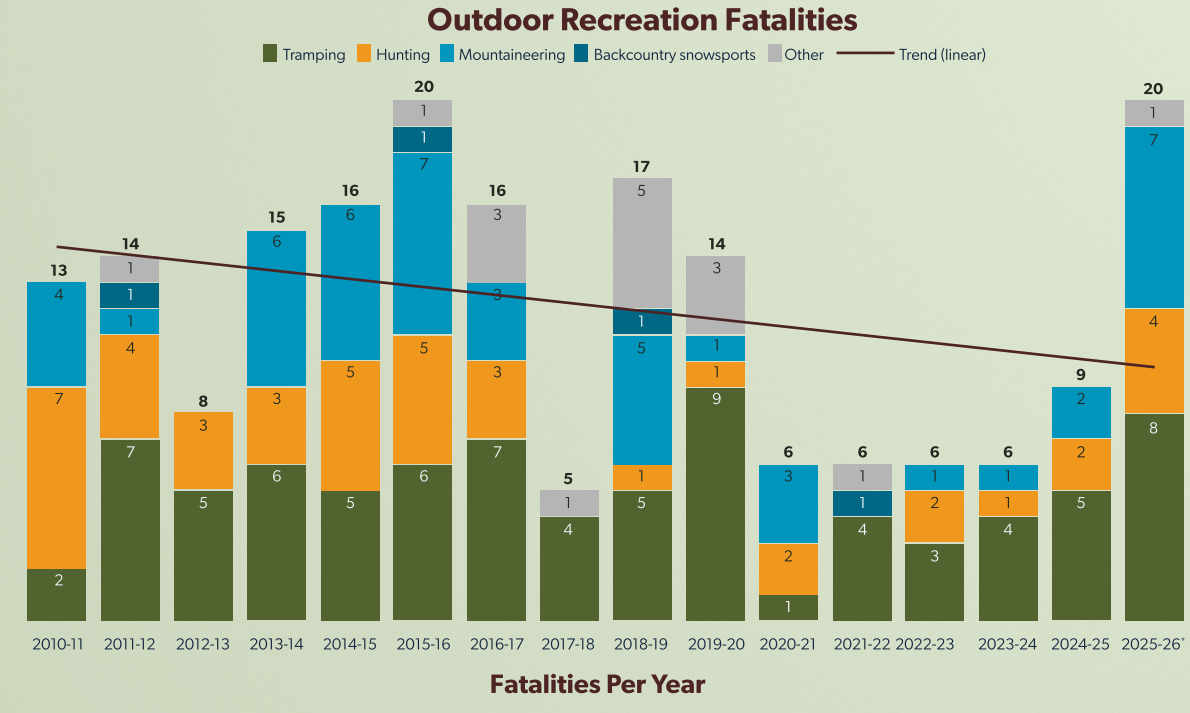
Our aim is to reduce fatalities, search and rescue operations, and serious injuries. We monitor these categories based on trends, and where possible, the rate of incidents relative to participation.

We focus on seven core land-based outdoor recreational activities. As well as being relevant to MSC's prevention mandate, these activities have the highest participation rates and safety incidents in Aotearoa. These are:

- **Tramping** (including hiking and walking from short walks through to multiday trips)
- **Hunting** (in all forms, such as pig, big game, alpine and game bird)
- **Mountaineering**
- **Trail running**
- **Mountain biking** (backcountry trails)
- **Backcountry snowsports**
- **Rock climbing** (outdoors)

FATALITIES: ALL 7 ACTIVITIES COMBINED

Fatalities fluctuate year to year, as the graph illustrates. With a higher-than-normal number of fatalities, 2025-26, is an outlier compared to the previous 5 years. This was mainly due to a spike in mountaineering fatalities (7), the likes of which has not been seen since 2015-16. The eight tramping fatalities was the highest annual total since 2019-20, when there were nine. Following this pattern, hunting fatalities (4) were also at their highest in the last 10 years.



SOURCE | NZ Mountain Safety Council/Coronial Services Unit

*Data subject to change

Notes

- We remove fatalities caused by medical events, such as heart attacks, and commercial activities, such as those involving guides.
- 'Other' activities include mountain biking, trail running, rock climbing and horse trekking.

SEARCH AND RESCUES: ALL 7 ACTIVITIES COMBINED

The number of people involved in search and rescues for the seven combined activities has been slowly increasing since 2019-2020. However, the increase is not significant, and we have identified a range of contributing factors. These include New Zealand's growing population, an increase in adult participation in many of these activities, and the increased availability and use of backcountry communication devices, such as distress beacons and satellite-messenger-capable devices, which enable people to more easily call for help.



SOURCE | NZ Mountain Safety Council/NZSAR
^Data may be compromised by change in collection system / 2020-21 onwards includes Ambulance data | *Q4 not yet included, partial year only

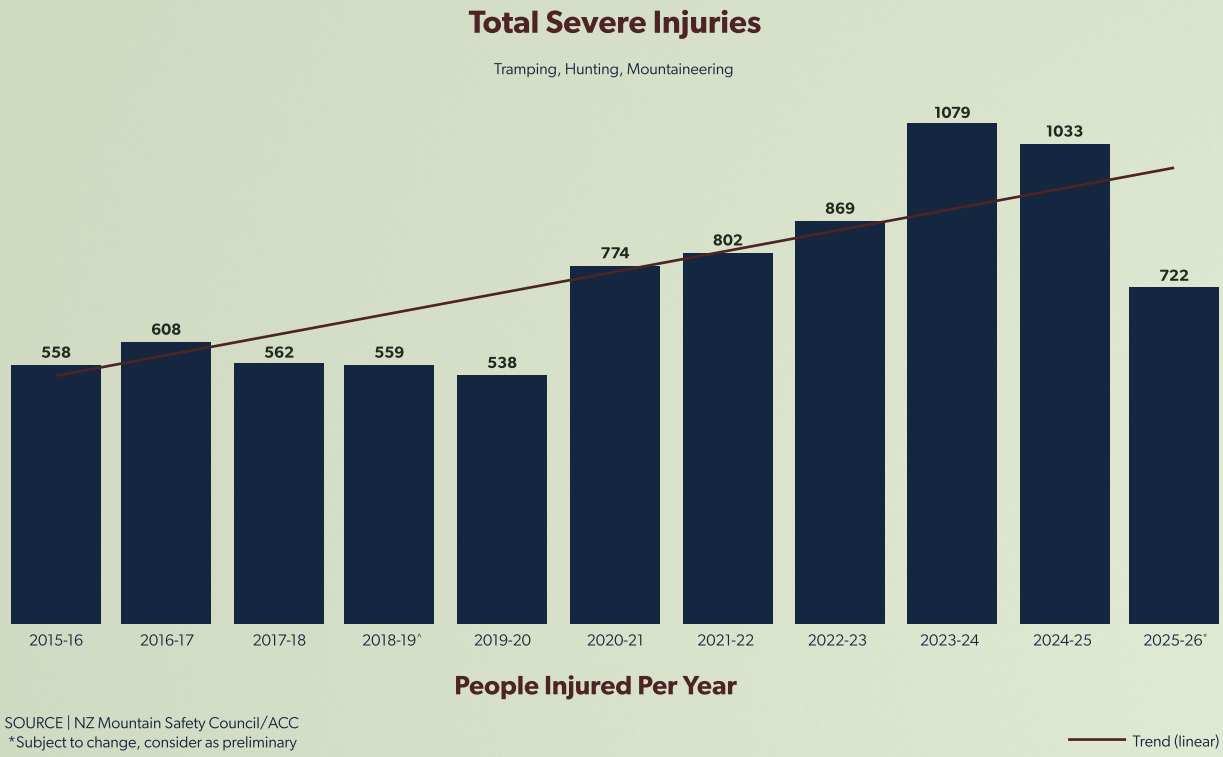
Notes

- From 2020-2021 onwards, we have included ambulance data from Hato Hone St John, adding a type of 'rescue' event not included in previous data. This will have a slight impact on the data and trends.
- The data collection system changed in 2018-19 and this may have resulted in some underreporting for this specific year.
- The 2025-26 data is not a complete year and is missing the final quarter (April through June).

INJURIES: TRAMPING, HUNTING AND MOUNTAINEERING

ACC injury claims provide a much broader view of outdoor safety incidents than fatalities, and search and rescues, allowing us to understand the wide range of incidents that lead to people getting hurt.

When exploring injury claims, tramping, hunting and mountaineering provide the cleanest datasets. This graph combines these activities to provide a big-picture view of injury claim trends.



SOURCE | NZ Mountain Safety Council/ACC
*Subject to change, consider as preliminary

Notes

→We are still within the 2025-26 data collection period, so this data is not yet complete. While the overall number of injuries will remain approximately the same, the cost of ongoing injury claims will increase over time. That means the classification of injuries could change because the cost of an injury is a key factor in how we categorise claims.

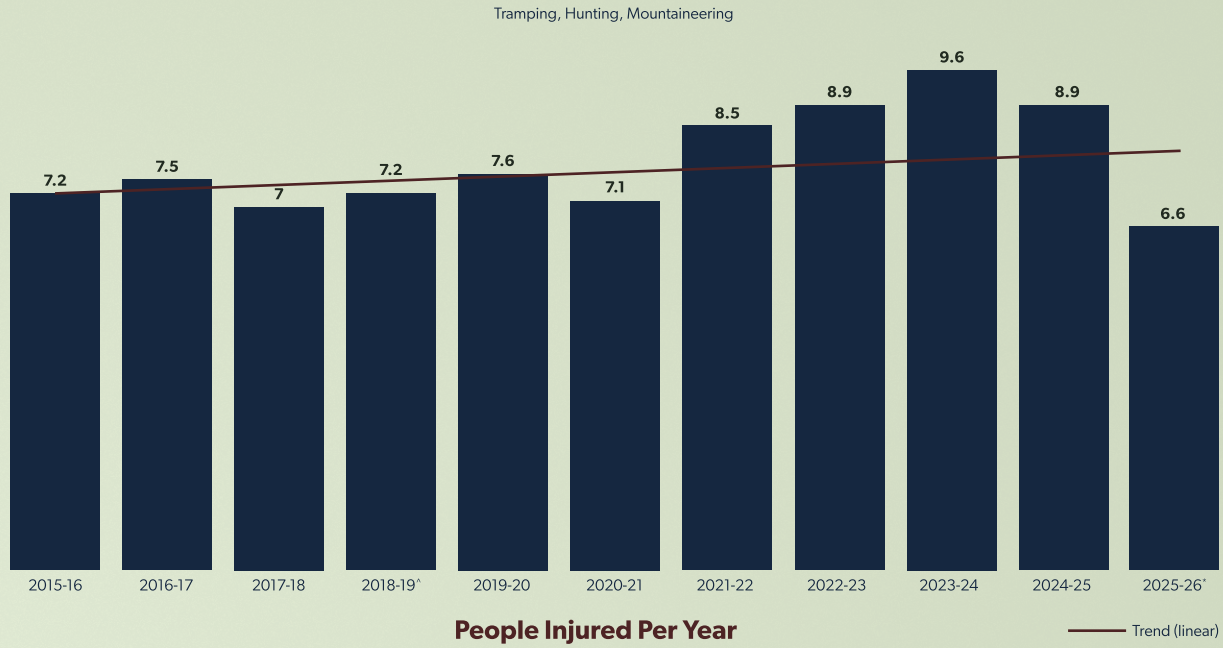
The graph shows that injuries claims are trending upwards. We believe there are multiple factors contributing to this increase, such as the growing population and an increasing popularity of tramping and mountaineering (hunting, on the other hand, is slightly decreasing). We also know that the economic climate impacts on the way people make ACC claims.

Due to these factors, we expect to see a further increase in injury claims over time. However, the relative injury rate compared to participation growth is increasing faster than these factors would indicate.

This trend suggests other factors are at play and highlights the need for increased targeted injury prevention investment for these activities, enabling us to focus specifically on reducing serious injuries involving these user groups.

We pay particular attention to severe injury claims. These reflect the most harmful injuries, requiring longer rehabilitation, and having a greater impact on individuals, their families and community.

Total Severe Injuries as a Percentage of all Injuries



SOURCE | NZ Mountain Safety Council/ACC
*Subject to change, consider as preliminary

Notes

- We are still within the 2025-26 data collection period, so this data is not yet complete. While the overall number of injuries will remain approximately the same, the cost of ongoing injury claims will increase over time. That means the classification of injuries could change because the cost of an injury is a key factor in how we categorise claims.

Looking for more data and insights?

Please visit our website to explore more detailed data and insights relating to these activities, such as tramping, hunting and mountaineering.

Visit www.mountainsafety.org.nz/explore/monitoring-safety-incidents or scan the QR code to start exploring.

INSIGHTS DEVELOPMENT





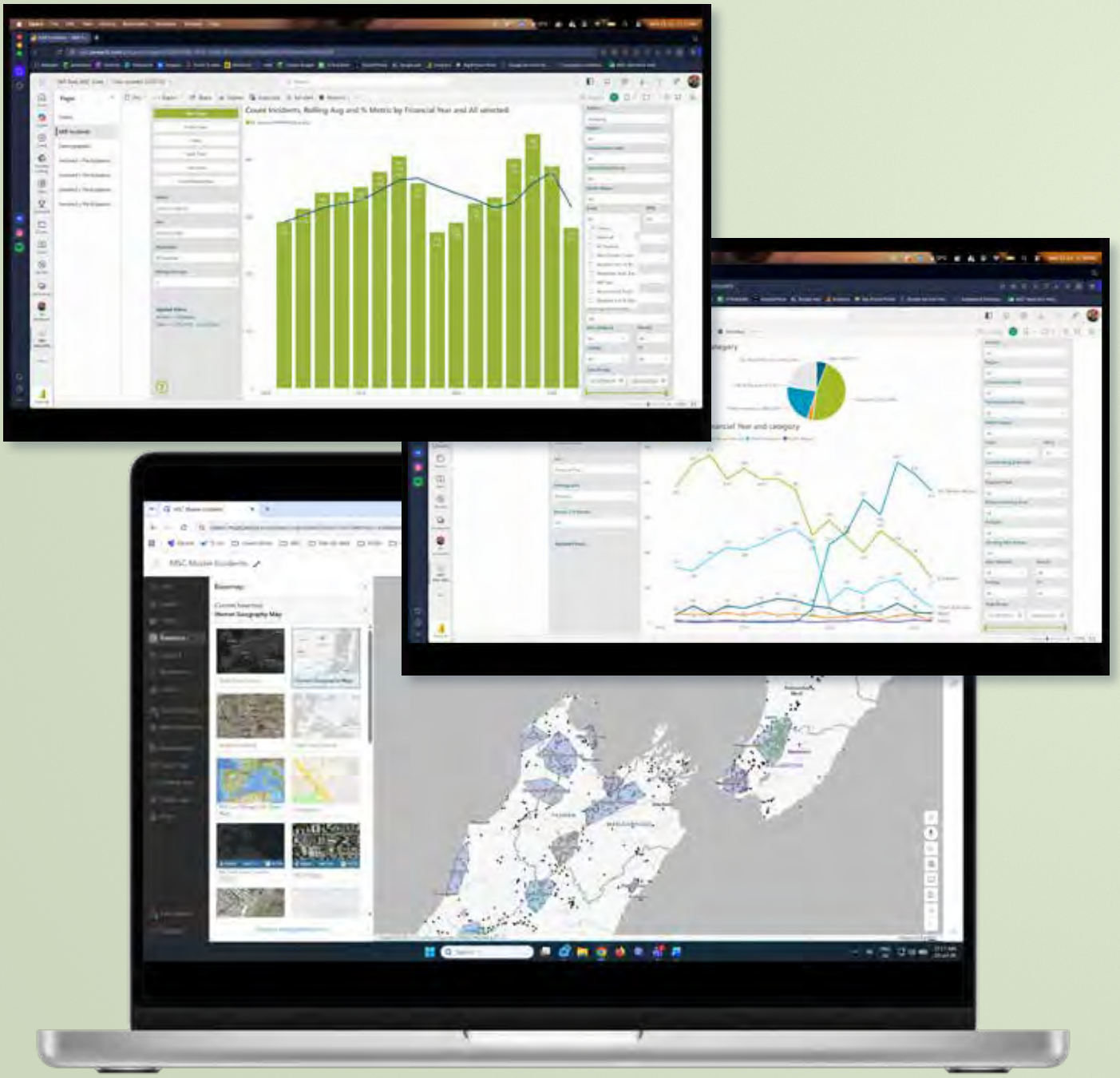
Developing insights to enable evidence-based prevention is a fundamental part of MSC's work. We use a range of data sources to develop these insights, covering safety incidents, such as injuries, search and rescue events and fatalities, as well as participation data for New Zealanders and international visitors.

These insights guide everything we do: safety messaging, resource development priorities (such as videos), social media content, website stories, proactive media engagement and safety campaigns.

To ensure our data analysis and insight development is efficient and effective, we've developed approaches and systems that enable us to interrogate the data, ask questions and get answers in a timely manner, enabling us to respond to the insights quickly and in a meaningful way.

A core part of this eco-system is our Power BI dashboards and ArcGIS maps. We use these daily, and they have become a key part of our workflow. Critically, they ensure our decisions and prevention work are grounded in evidence and that we can monitor their impact.

Here are some examples of how we have used these insights in our work this year.



MEDIA ENQUIRIES: BREWSTER TRACK INCIDENTS

This increasingly popular overnight trip has received ongoing media attention following an upward trend in incidents that began in 2022 and peaked in 2025. Journalists frequently want information about the number of search and rescue events, and their causes following the work of the interagency taskforce established to address the rise in incidents. We use our dashboards to monitor this data, allowing us to quickly access updates and provide evidence-based responses to media enquiries.

DEPARTMENT OF CONSERVATION (DOC)

Supporting operational planning in Waikato

We have supported the DOC Hauraki-Waikato-Taranaki regional team to understand search and rescue events in the area. Using our ArcGIS map layers, we can show the location and type of events. This information is then overlaid with information from DOC and key visitor sites.

Updating walking track grading system

We have closely supported the review and refresh of this essential system using Adventure Voice, alongside our data and insights. An Adventure Voice survey, conducted in collaboration with DOC, tested a range of proposed new icons, with 2,155 people – or 35% of the outdoor research community – participating. This is the highest number of responses for all surveys so far. We shared the survey findings with DOC to help inform the final outcome of the refresh. The genesis of this refresh dates back to an Issue Specific Advisory Group, and prior to this, a report written by MSC's Operations Manager.





Tahr alpine hunting ballot block safety information

Using our ArcGIS maps, we were able to isolate alpine hunting search and rescues that occurred in the two ballot blocks and analyse these incidents. We used this quantitative evidence to develop key safety messages specific to these locations.

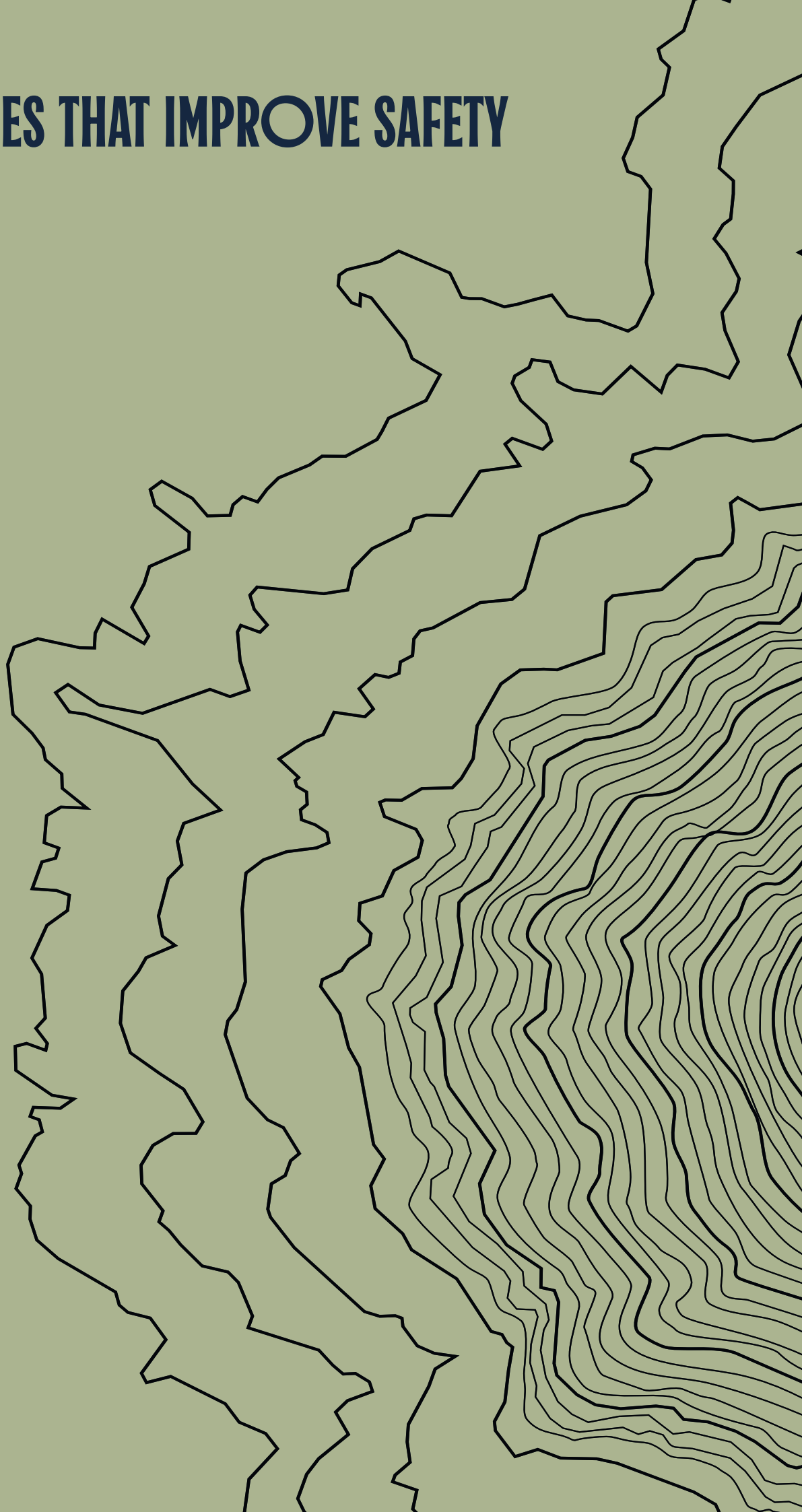
CORONERS REPORTS: EVIDENCE-BASED RECOMMENDATIONS

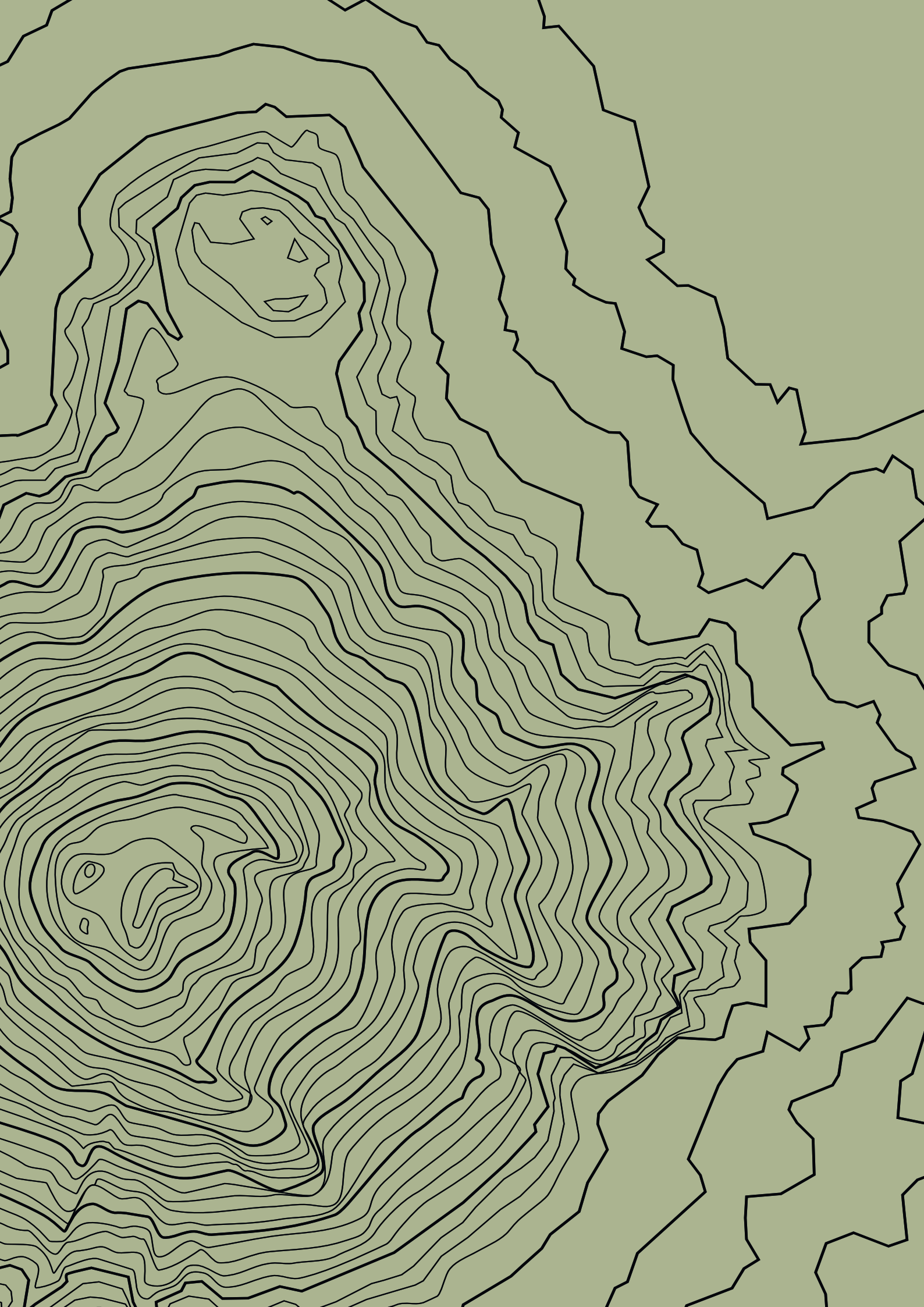
As part of our regular contributions to the coronial inquest process, we use our data dashboards and digital maps to provide relevant insights for our coronial reports. These provide the coroner with a wider understanding of the activity and contributing factors, as well as supporting our recommendations.



IMAGE CREDIT | BIANCA BRATTON

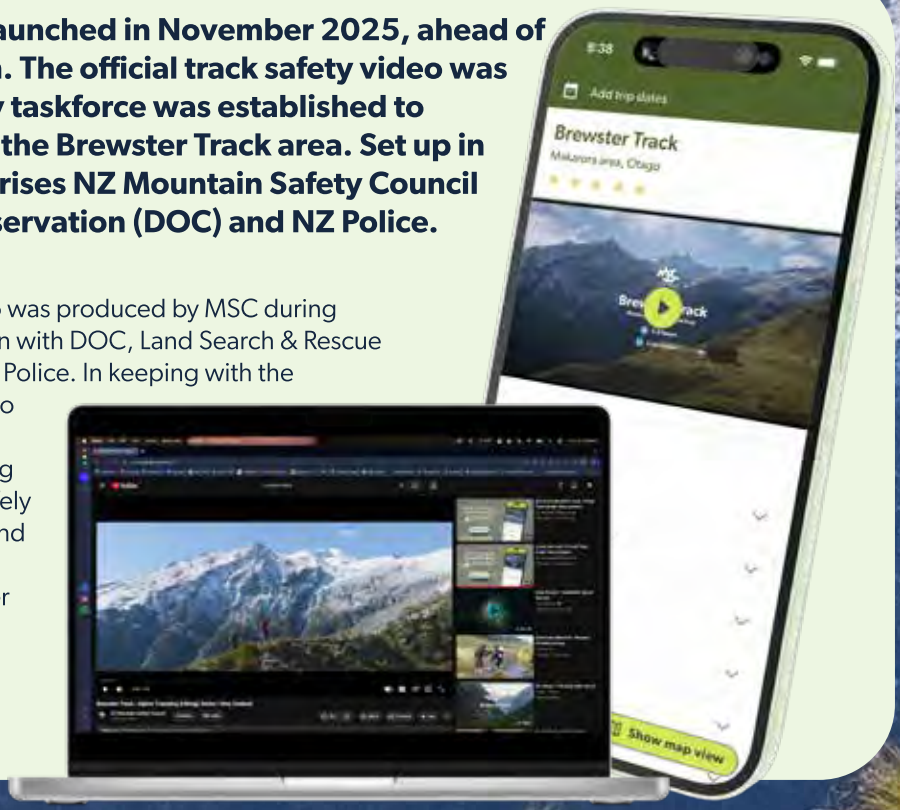
RESOURCES THAT IMPROVE SAFETY





BREWSTER TRACK
SAFETY VIDEO

The Brewster Track video was launched in November 2025, ahead of the busy summer hiking season. The official track safety video was developed after an interagency taskforce was established to address increasing incidents in the Brewster Track area. Set up in April 2024, the taskforce comprises NZ Mountain Safety Council (MSC), the Department of Conservation (DOC) and NZ Police.



A key outcome of the taskforce, the video was produced by MSC during the 2024-25 financial year in collaboration with DOC, Land Search & Rescue New Zealand (LandSAR), MetService and Police. In keeping with the proven style of the existing tramping video series, it shows trampers what to expect and how to prepare for their trip, including essential gear and the skills needed to safely manage the Haast River crossing, steep and rugged terrain, and alpine weather. The video highlights hazards beyond Brewster Hut towards the glacier, where many incidents occur.

IMAGE CREDIT | NZ MOUNTAIN SAFETY COUNCIL

LAUNCH

To promote the video, we ran a four-week campaign. This incorporated our social channels and electronic direct mail (eDMs), earned media, sponsored content in Wilderness magazine and Wilderness Daily emails, digital advertising and promotion through MetService.

Social content performed exceptionally well and included comedic reels, an influencer collaboration with Wānaka local Liz Carlson (Young Adventuress), and a gear voucher giveaway. The total reach for socials was 181,671 across teasers, reels and stories, with our competition bringing in nearly 1,200 comments.

The eDM had a 32.1% open rate when highlighted in our Plan My Walk (PMW) email, with a 2.8% click rate and 70% of all clicks going through to the Brewster video.



The media release was picked up by six news outlets and included a feature story on Radio New Zealand's website and an interview with Chief Executive Mike Daisley by The Breeze, which was subsequently used in hourly news bulletins.

The paid advertising campaign ran from 6–30 November across Meta and YouTube. On YouTube, promotion focused on Shorts, while we used our internal boosting budget to promote the full video. People who engaged with Meta or YouTube Shorts advertisements were directed to watch the full-length safety video.

The campaign reached an estimated 190,000 people and generated more than 106,000 video views. It also drove 2,700 click-throughs to the full video.

The Brewster Track promotional video achieved the highest YouTube Shorts view rate of any MSC campaign to date. With a view rate of 13.7%, it performed more than twice as well as MSC's average Shorts view rate of 6.5%.

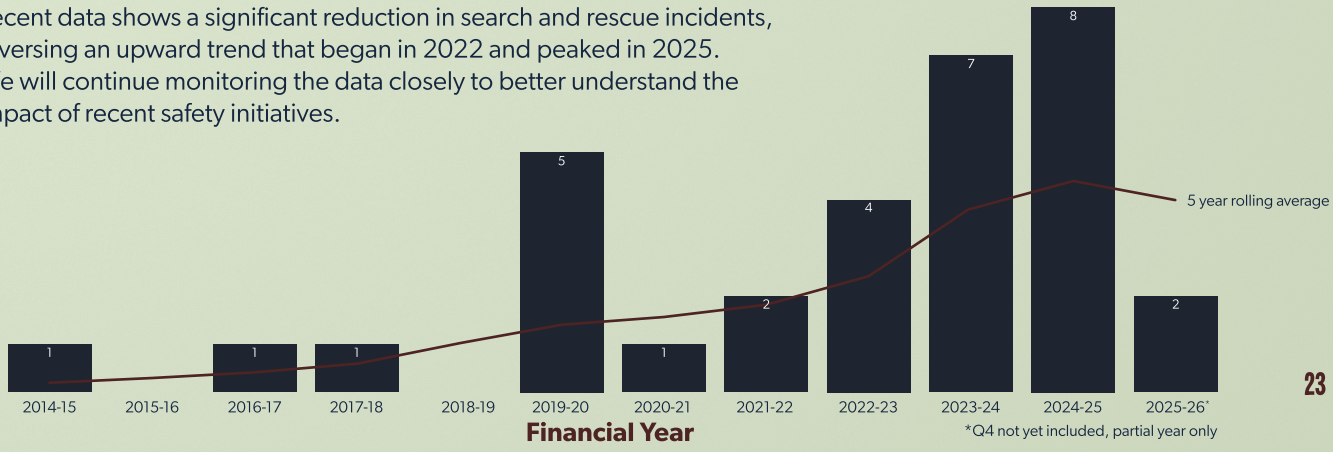
We paid a nominal amount for the promotion of the video across the MetService platform. This helped extend the reach of the video nationwide, targeting people who were actively planning outdoor activities. With support from MetService the advertising achieved 601,361 website impressions.

OTHER SAFETY INITIATIVES

DOC has implemented several safety initiatives as part of the Brewster taskforce. New signage was installed at the start of the track in 2024 and at the hut in 2025. The track's webpage and booking emails have been updated with new safety messages. Over summer, autumn and early winter this year, DOC ran a Brewster Track safety campaign through its social channels.

INCIDENT DATA

Recent data shows a significant reduction in search and rescue incidents, reversing an upward trend that began in 2022 and peaked in 2025. We will continue monitoring the data closely to better understand the impact of recent safety initiatives.



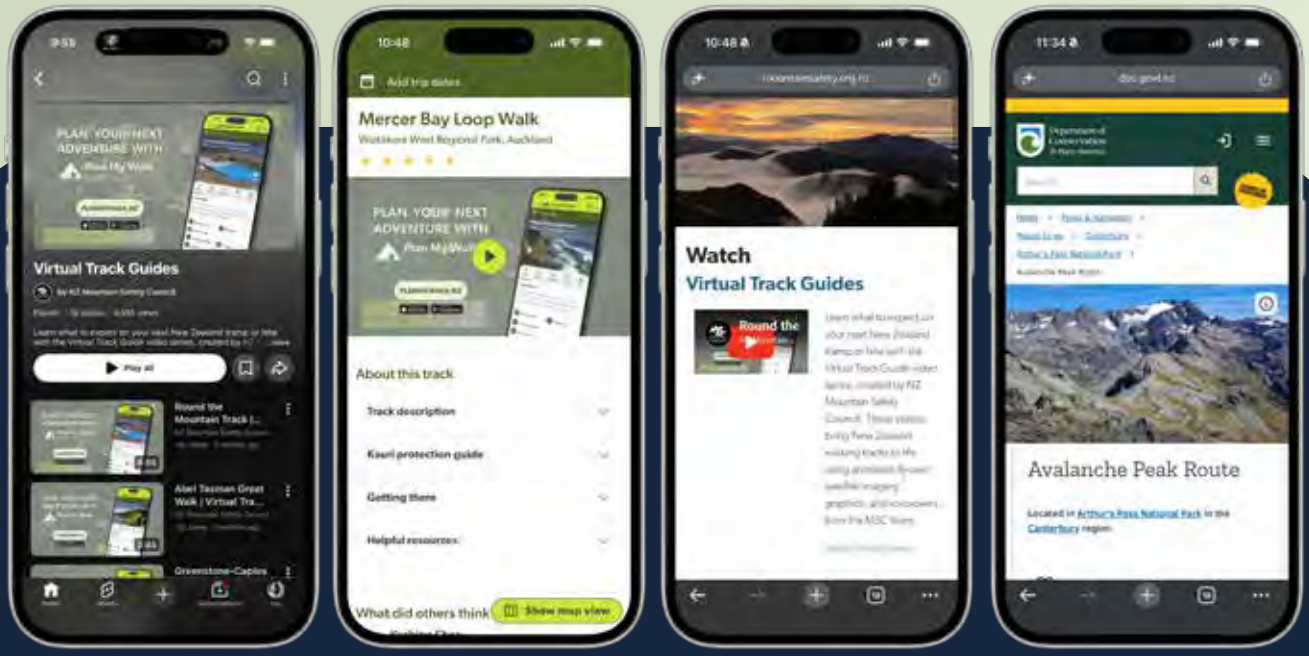
VIRTUAL TRACK GUIDES

After several years of planning, we launched the new Virtual Track Guides video series ahead of the tramping season in November 2025. Featuring 16 popular tracks across Aotearoa, the videos are designed to help people plan and prepare effectively before heading out.

The series covers a mix of popular day walks, overnight hikes and multi-day tramps across a range of track categories, from easy through to advanced. Each trip has its own unique safety considerations and planning needs. These are highlighted using virtual flyovers, enhanced with graphics and expert commentary from the MSC team.

The videos bring each trip to life, providing an overview of the route, highlighting the terrain and potential hazards and seasonal factors, along with essential gear and safety information to help people make informed decisions.

To make the guides widely available, they are featured on the relevant PMW track pages and MSC's YouTube channel, as well as partner websites, including DOC's.



KEY METRICS

From 1 November 2025 to 30 June 2026, compared to the previous version of the videos.

171,024
Total Views
+566%

375,028
Total Video Impressions
+46%

1,480
Total Hours Watched
+244%

TOP 5 MOST WATCHED VIDEOS BASED ON ENGAGED VIEWS

01



Roys Peak Track | Otago
5,108 views

02



Avalanche Peak Route | Canterbury
4,836 views

03



Pouakai Circuit | Taranaki
4,581 views

04



Queen Charlotte Track | Marlborough
4,476 views

05



Cossey - Massey Loop Walk | Auckland
4,433 views

CORONIAL REPORTS

Our outdoor safety expertise means coroners usually ask us to prepare reports on outdoor fatalities. This remained an important part of our insights work in the 2025–26 financial year.

In our reports, we set out the events leading up to the incident, identify contributing factors and make practical safety recommendations to help prevent similar tragedies.

Coroners often quote our reports, include substantial extracts from them and endorse our recommendations in their findings. This shows the value of our work and the strength of our recommendations in addressing the factors behind each fatality.

During the 2025–26 financial year, we completed two full reports and two supplementary reports, and have three in progress.

MEDIA COVERAGE

We routinely issue media releases on coroner's findings to publicise safety recommendations and showcase our role as outdoor safety experts.

The release of coroner's findings often generates widespread media interest, particularly in high-profile cases, and we are frequently quoted either through our role in the enquiry and/or our media releases.

During this period, we issued three media releases on findings involving a skier, a day hiker and a mountaineering incident. These resulted in 25 media pickups, including from Stuff, NZ Herald, 1News, RNZ and regional publications.



25th May 2026 4 min

Coroner's Findings Highlight the Importance of Alpine Safety

Media Release | MSC says the coroner's findings into Wednesday Davis' death in 2024 on Mt Ruapehu highlight key safety precautions for alpine environments.



21st July 2025 5 min

Skiing Tragedy Prompts Early-Season Safety Warning

Media Release | Following the coroner's inquiry into a skiing accident on Mt Ruapehu in 2022, MSC is reminding backcountry skiers to take extra care in early winter.



18th December 2025 3 min

Coroner's Report Prompts Safety Reminder for Day Hikers

Media Release | MSC is reminding day hikers of the importance of going prepared, following the coroner's inquiry into the tragic death of Ho-Jung Kim in July 2019.

MENTAL SHORTCUTS
VIDEO SERIES

We are launching a six-part educational video series about heuristics, often referred to as 'mental shortcuts'. Mental shortcuts play a necessary role in our everyday lives, helping us make decisions quickly and efficiently, often on autopilot. However, in the outdoors, these shortcuts can cause people to make poor decisions that compromise their safety.

Our insights show that heuristic traps contribute to many safety incidents. Understanding these traps and how to avoid them is an essential part of keeping safe in the outdoors.

Designed to appeal to a wide outdoor audience, the videos aim to increase awareness and understanding of mental shortcuts and how to manage or avoid them.

ABOUT THE SERIES

The videos cover the six mental shortcuts commonly seen in outdoor incidents: commitment, conformity, expert halo, familiarity, scarcity and social proof. Each video explains the heuristic, how people commonly fall into these traps and practical tips to help viewers learn how to avoid or manage them.

To engage a diverse audience, the videos feature footage from a broad range of activities, including tramping, hunting, mountaineering, backcountry snow sports, and adventure racing. The videos include experts discussing the mental shortcuts and sharing their personal experiences. Behavioural scientist Lindsey Horne, from The Research Agency (TRA), narrates the series, providing further insights into each behaviour. The videos also use animation and graphics to emphasise safety information.

Produced with our creative partner Walsh & Beck, each of the six videos includes both a short-form 1-2 minute version for social media and a longer 5-minute version for YouTube.

Filming has been completed, and the series will be launched through spring 2026.



IMAGE CREDIT | WALSH AND BECK

ROBERTS POINT
TRACK SAFETY VIDEO

Following an increase in safety incidents, we collaborated with the Department of Conservation (DOC) South Westland to develop a new Roberts Point Track safety video. Popular with both international visitors and New Zealanders, the track presents a range of hazards that warrant a targeted safety resource to better prepare people for their trip.

DOC secured funding to support the project, allowing us to complete filming during the year. This video builds on our established tramping video series, and helps people understand what to expect and how to prepare for their trip.

We took the same collaborative, evidence-based approach used for other videos in the series, working closely with DOC, local Police, and Land Search and Rescue volunteers. Combined with our incident data, these insights highlighted the behaviours and decisions that often contribute to safety incidents. For Roberts Point Track, this included underestimating track conditions, continuing despite deteriorating weather and leaving the marked route. This ensured the video was grounded in real-world experience and focused on practical actions people can take to stay safe.

The video covers the Roberts Point Track, highlighting key hazards and decision points, and explaining why these matter. It also reinforces core safety messages, such as the importance of checking the weather, carrying the right gear and knowing when to turn back.

Production was completed in June 2026 and the video is scheduled for public release later in the year. Once released, it will be shared through our digital channels and partner networks, including DOC platforms, to maximise its reach.

This project demonstrates the value of collaboration and data-led interventions in reducing outdoor incidents.



IMAGE CREDIT | NZ MOUNTAIN SAFETY COUNCIL

MIA & LEO
ANIMATED SERIES

Building on the success of the children's picture book, Mia & Leo Go Wild!, this year we began the groundwork for developing a children's animated television series.

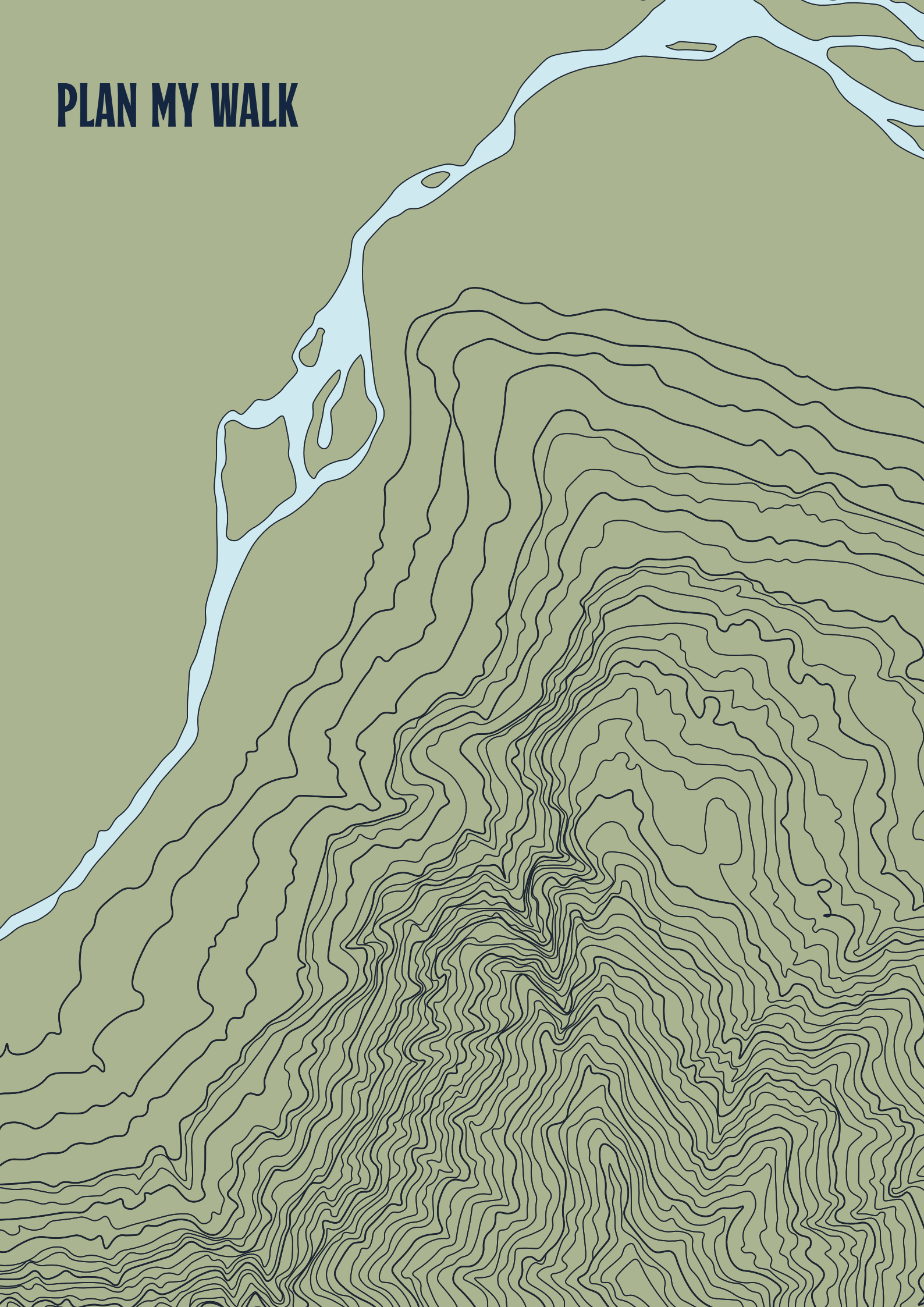
The strategy behind the series is simple: to weave outdoor safety messages into fun and engaging content through a high-quality animated series. If successful, this will enable us to bring the stories and outdoor adventures of Mia and Leo into the living rooms of young New Zealanders.

This year we engaged experienced co-producers Francesa Carney and Ben Powdrell, and award-winning director Ned Wenlock to work alongside the MSC team, and the book's author Gillian Candler and illustrator Gavin Mouldey to develop six story outlines. One of these is currently being expanded into a 5-minute script to pitch to primary platforms like TVNZ. It will then be used as the basis for a NZ On Air funding application, which would allow us to move into full production.

Watch this space!



PLAN MY WALK





When Plan My Walk (PMW) was launched in May 2021, our objective was to get the website and app into the hands of as many Kiwi trampers as possible, to positively influence their safety through improved planning and preparation. Over the last five years, we've worked tirelessly to achieve this goal, continuously learning and improving the product and our marketing strategy, based on user behaviour, feedback and testing. This year we've continued to make progress towards this goal.

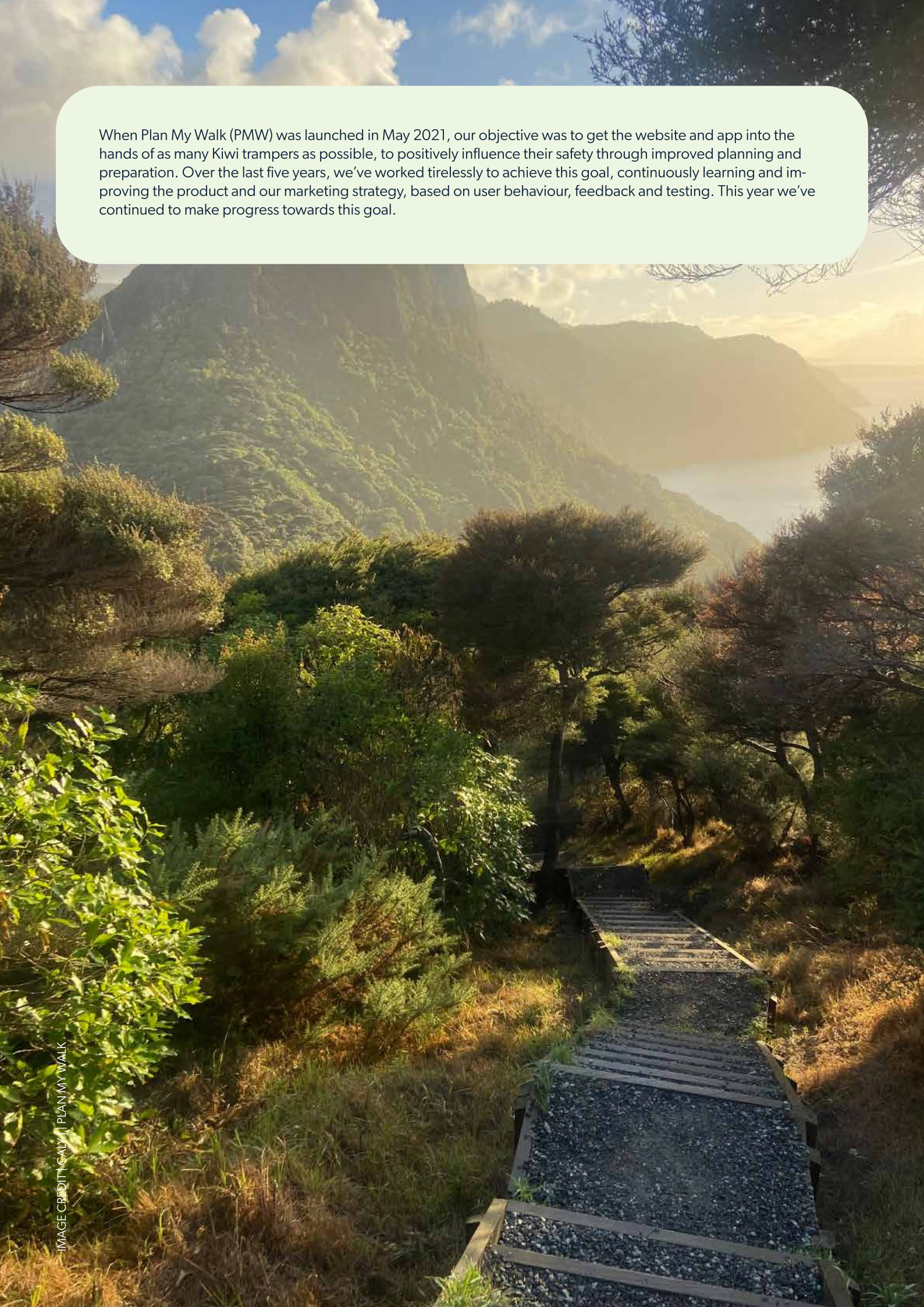


IMAGE CREDIT | CALYJ | PLAN MY WALK

USER METRICS

1 JULY 2025 – 30 JUNE 2026 *(compared to previous year)*

967,351 Total Unique Active Users | +15%

30,140 New Registered Users | +13%

1,311,595 Total Engaged Sessions | +23.5%

1m 48sec Average Engagement Time Per Session | -26%

82.24% Engagement Rate | +1%

5,564 Track/Hut/Campsite Reviews | +43%

37,698 Trip Plans Created | +46%

26,203 Total iOS Downloads | +9

21,251 Total Android Device Install Events | +1

LIFETIME | *1 May 2021 – 30 June 2026*

3,047,955 Total Unique Active Users

150,998 New Registered Users

3,995,071 Total Engaged Sessions

13,598,943 Unique Page Views

76,11% Engagement Rate

16,216 Track/Hut/Campsite Reviews

86,714 Trip Plans Created

239,200 | Tongariro Alpine Crossing | most viewed track page

120,993 Total iOS Downloads

110,073 Total Android Device Install Events

4.6/5 iOS App Store Rating | 576 reviews

4.7/5 Android Play Store Rating | 388 reviews

TOP 5 SOURCES OF TRAFFIC ACQUISITIONS

Organic Search

Active Users
379,301 | +35%

Engaged Sessions
570,877 | +37%

Direct

Active Users
206,967 | -21%

Engaged Sessions
368,258 | -13%

Paid Search

Active Users
190,652 | +59%

Engaged Sessions
228,131 | +76%

Organic Social

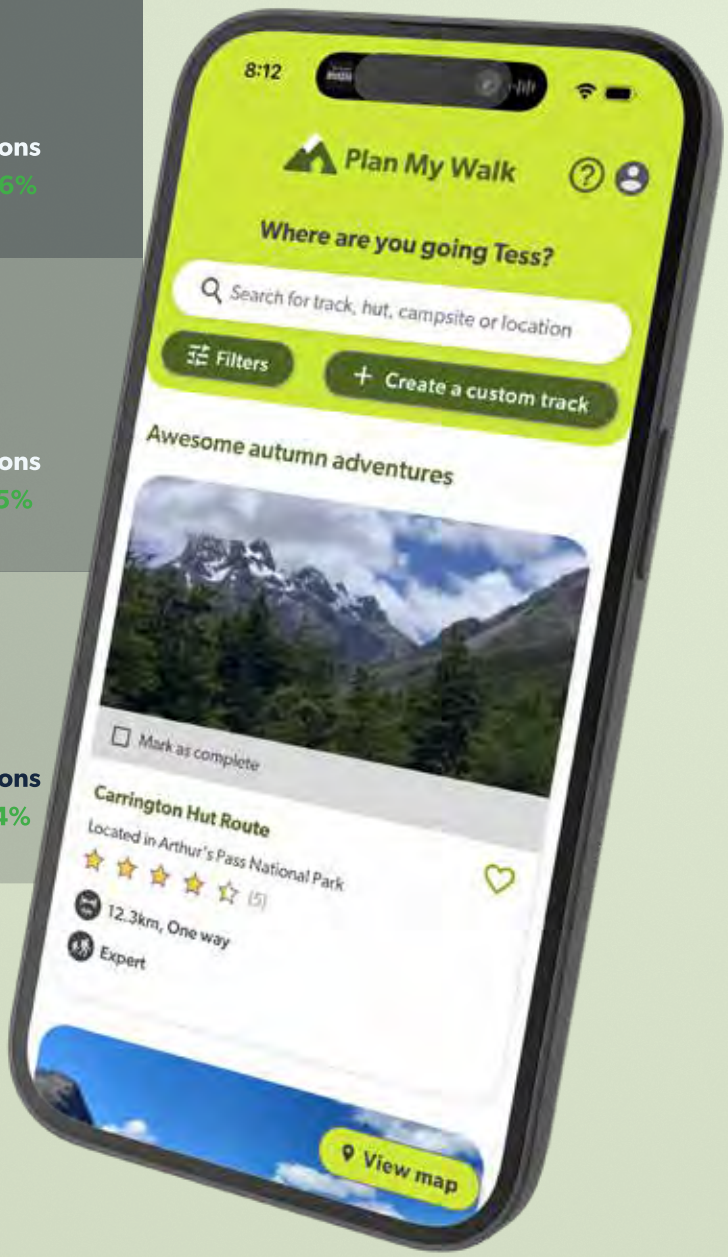
Active Users
69,146 | +57%

Engaged Sessions
60,445 | +55%

Referal from other websites

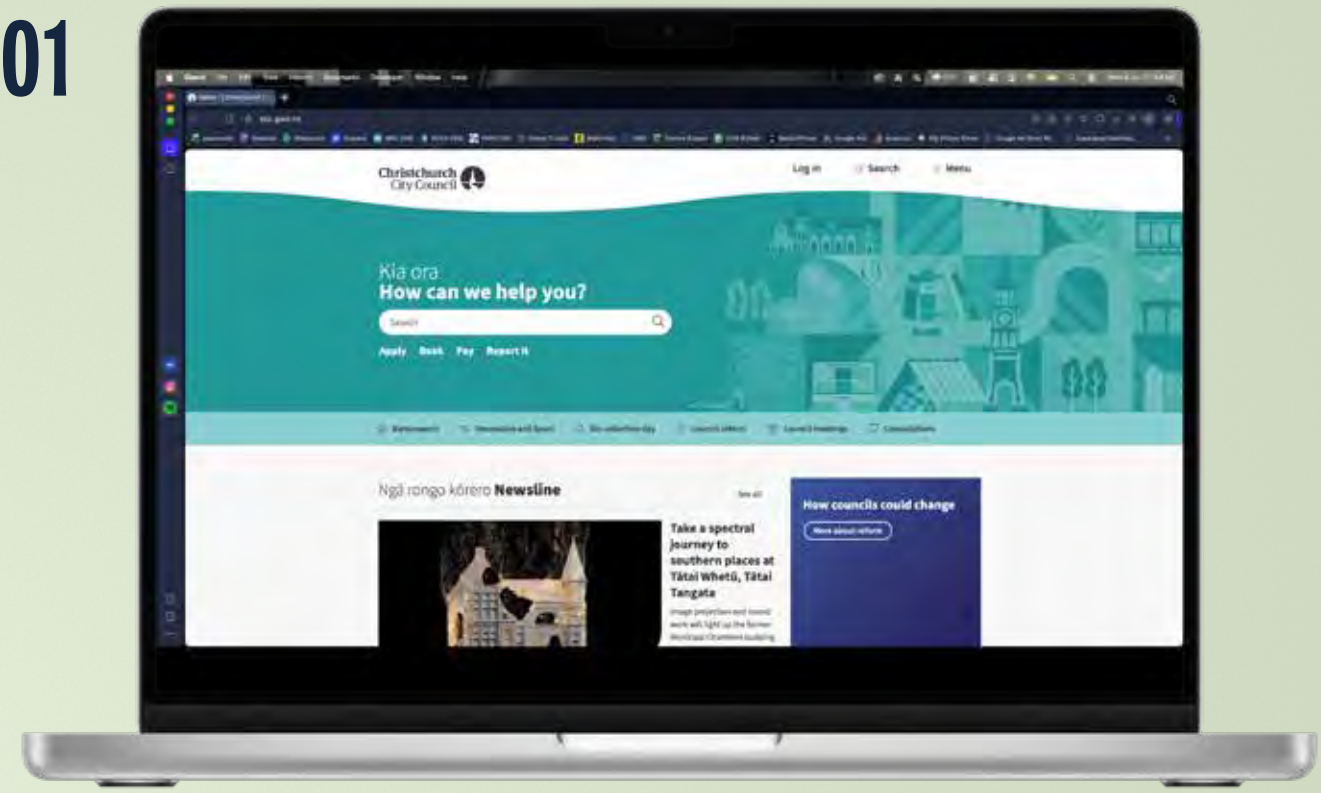
Active Users
42,352 | +12%

Engaged Sessions
49,422 | +14%



TOP 5 REFERRAL WEBSITES BY ENGAGED SESSIONS (EXCLUDES SOCIAL MEDIA)

01



CCC.govt.nz | 7,431 | -15%

02



Lovetaupo.com | 4,515 | -10%

03



Wellingtonnz.com | 4,370 | +72,000%

04



Aucklandcouncil.govt.nz | 3,297 | -33%

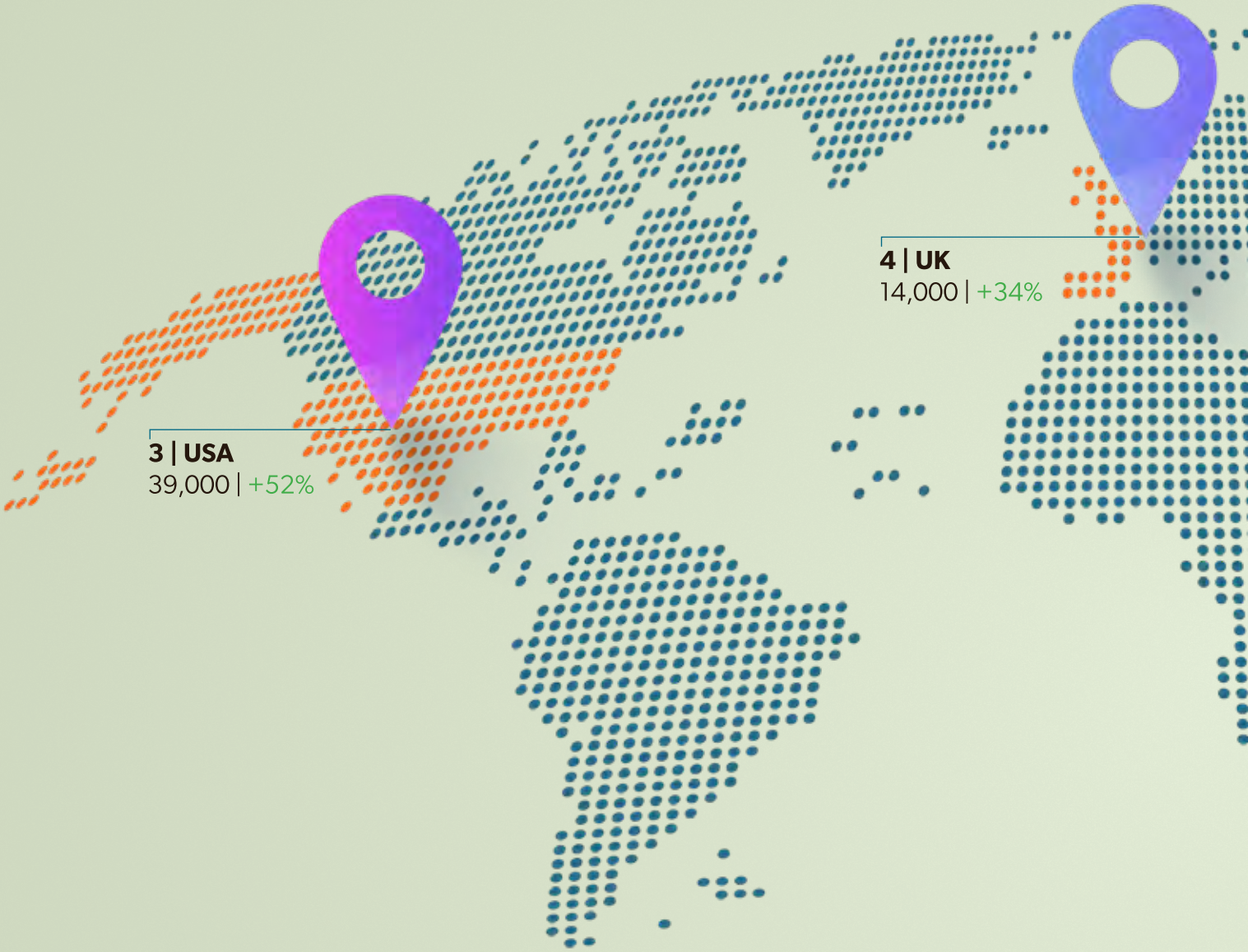
05



Stuff.co.nz | 2,073 | -68%

WHO IS USING PLAN MY WALK AND HOW?

Active Users by Top Countries



Active Users by Device

MOBILE
66.6% | +25%

DESKTOP
29% | -2%

TABLET
4.4% | +10%



Active Users by Platform

WEBSITE
92.2% | +15%

IOS APPLE
4.9% | +17%

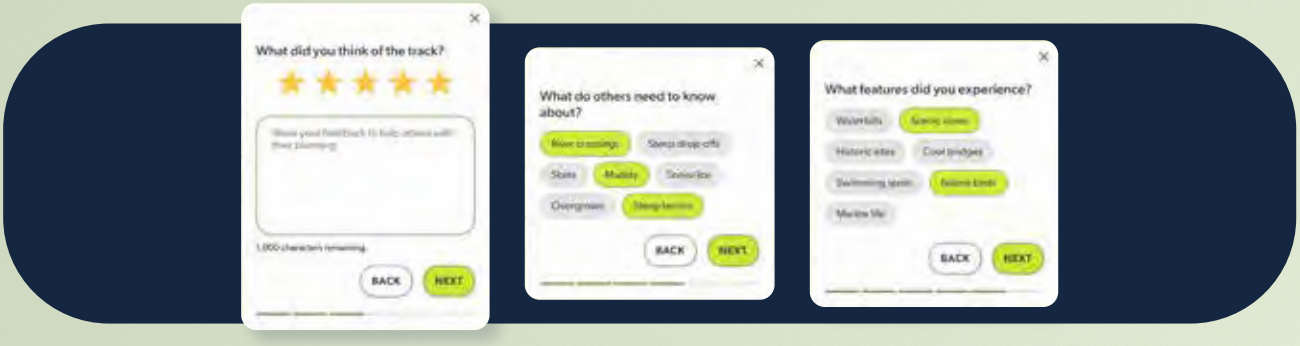
ANDROID
2.9% | -2%

NEW FEATURES & UPDATES

Ongoing development is central to PMW's long-term strategy to stay up to date with changing technology, meet user expectations and provide enhanced safety features.

Each year, PMW undergoes a development sprint to improve the user experience, features and functionality. These improvements are based on key learnings from the previous high-use summer period and campaign, and feedback from users.

Throughout the year, we update content, refine search engine optimisation and add new tracks to keep the platform current and ensure it continues to meet user needs.



ENHANCING REVIEWS

This year, we introduced a five-star rating system to make it easier for the PMW community to leave helpful reviews that will help others find trips that match their skills and abilities. Launched ahead of summer, the new system allows users to rate their tramp, hut or campsite experience when they leave a review. These ratings create an overall score for each listing, making it easier to compare trips at a glance.

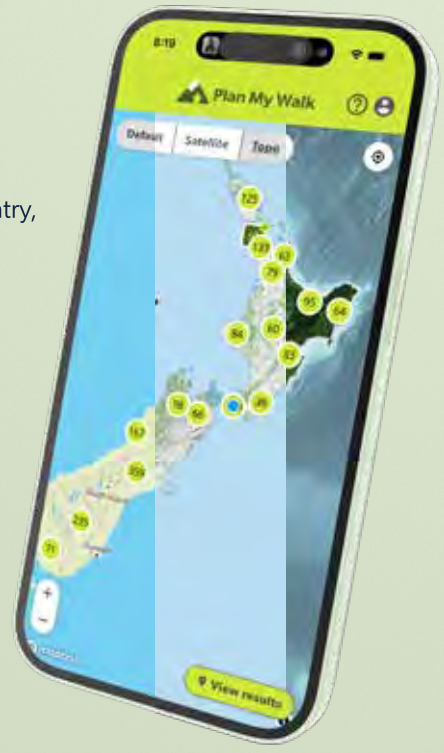
We also introduced review tags to help users highlight key safety considerations and points of interest on the track. Reviewers can select from seven safety tags, such as 'steep drop-offs', 'river crossings', 'overgrown' and 'muddy'. A further seven tags highlight features like 'scenic views', 'native birds', 'swimming spots' and 'waterfalls'.

In June 2026, we added the ability for users to 'like' reviews that they found especially helpful. Over time, this will mean that the most liked reviews will be featured at the top of the list, making them more accessible.

NEW MAPS

Another key enhancement was the addition of higher resolution aerial and topographical maps alongside the default map view. Made possible through a collaboration with Toitū Te Whenua Land Information New Zealand (LINZ), the enhanced mapping experience gives users a more detailed view of the backcountry, including contours, hills and slopes. This more accurately reflects the terrain, supporting safer trip planning. This upgrade brings PMW in line with mapping options available on other platforms.

As part of this update, users can also see distinctive symbols of the tracks, huts and campsites they have completed or saved to their PMW wish list.
This personalised view makes it easier to plan future trips as well as reflect on past achievements.



SECURITY, FUNCTIONALITY AND ACCESSIBILITY

A range of accessibility, useability, security and performance upgrades have been rolled out across the platform making it faster and easier to use for everyone, including those using adaptive technology such as screen readers. We continue to make accessibility improvements which assist those with visual impairments, including colour blindness, to more easily navigate the app and website. Improvements to security ensure that users' data continues to be protected.

SATELLITE-ENABLED CAPABILITY

A major advancement this year was the introduction of satellite connectivity through collaboration with One NZ and Spark, allowing users to access the PMW app in backcountry areas without traditional mobile coverage. This provides an added layer of support, enabling access to weather updates, alerts and mapping features in remote environments. We understand PMW was the first consumer-facing New Zealand-made app to go live with this functionality.

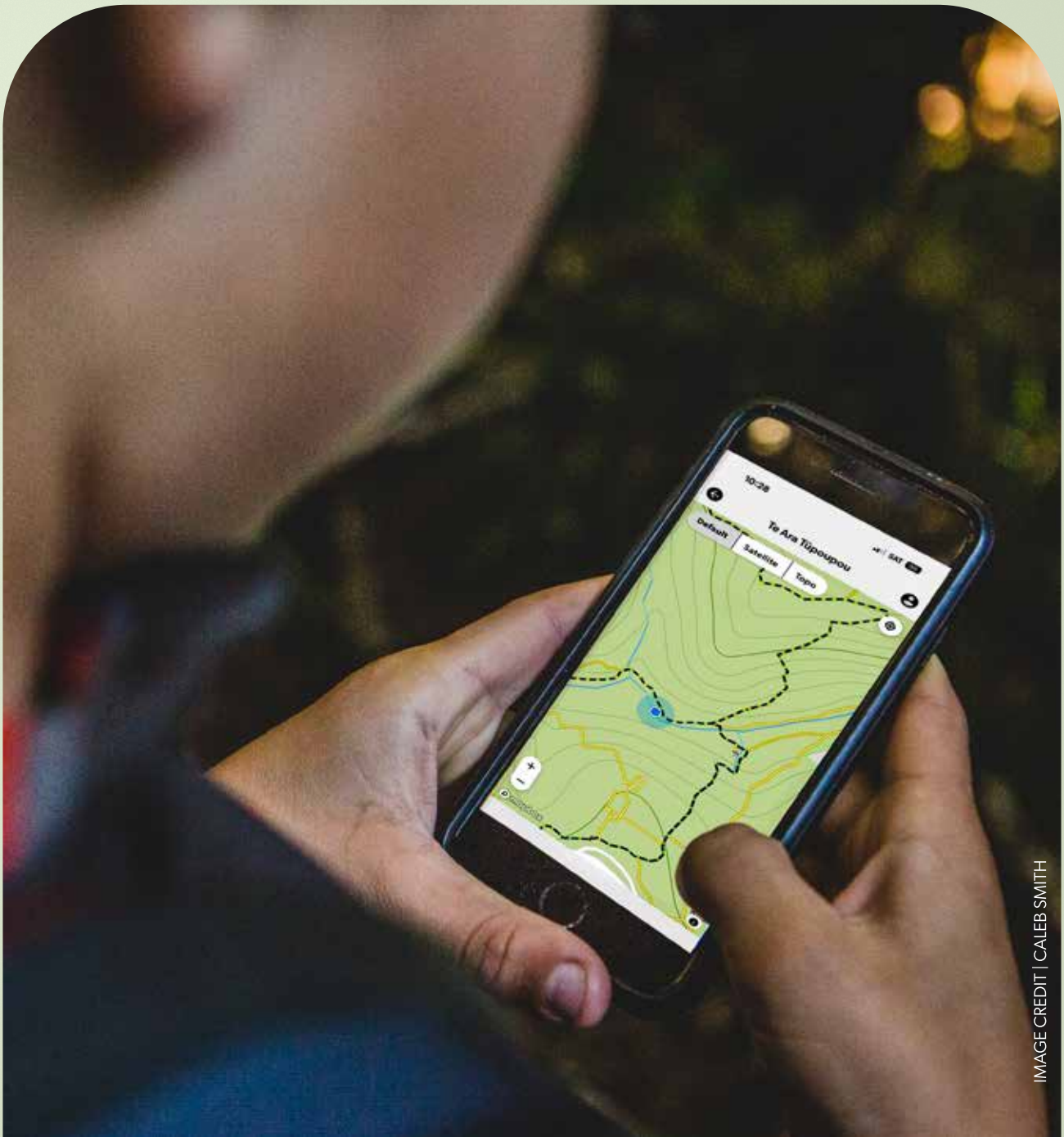


IMAGE CREDIT | CALEB SMITH

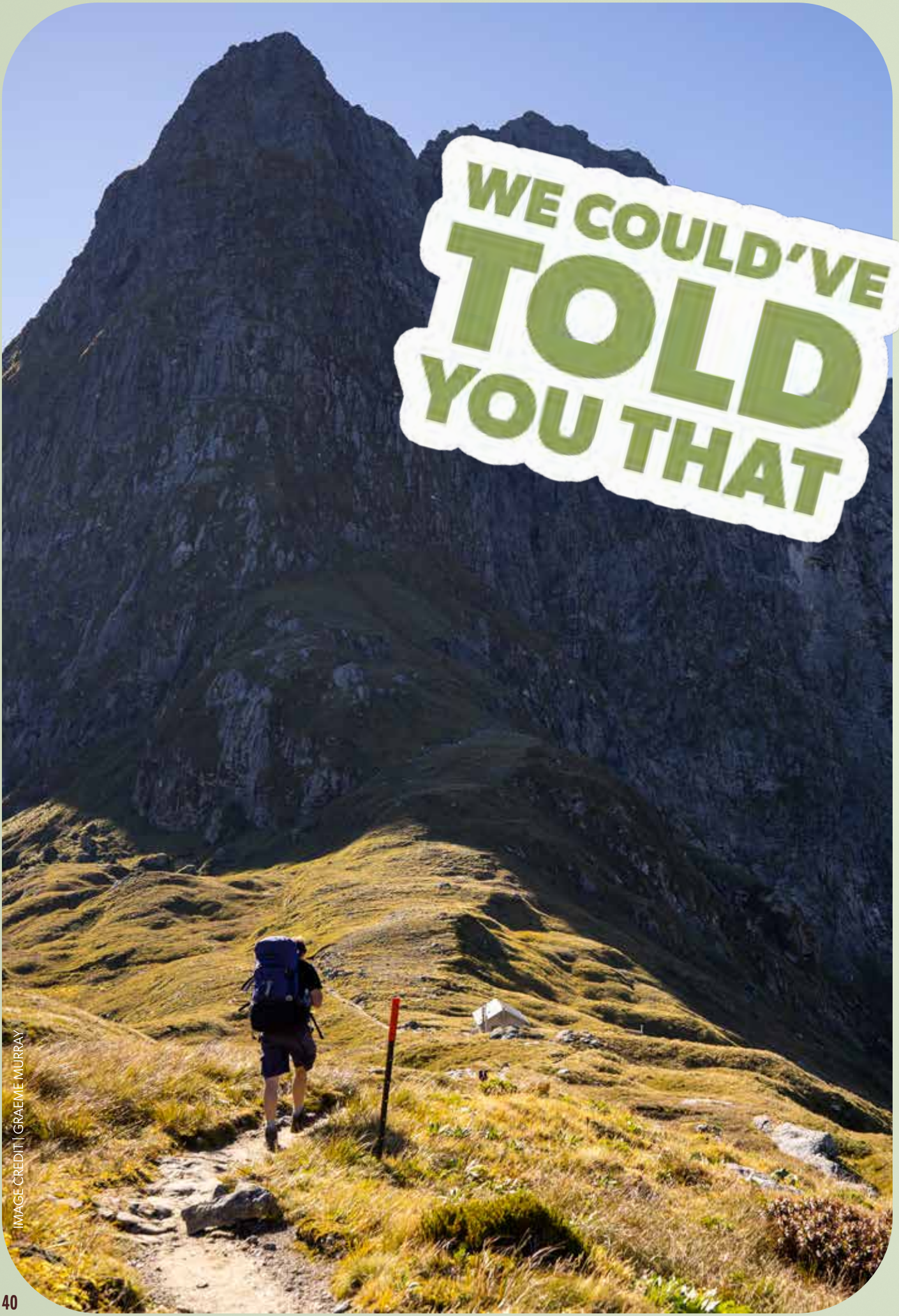


IMAGE CREDIT | GRAEME MURRAY

SUMMER CAMPAIGN

The aim of 2025–26 PMW summer campaign was to increase engagement with the platform to drive better planning behaviour. Specifically, we aimed to increase PMW sign-ups and the number and quality of user reviews.

To achieve this, our campaign used relatable, real-world content to show planning as a simple, everyday behaviour that needed to be undertaken by everyone. Rather than leading with risk, the campaign framed PMW as an enabler of better outdoor experiences, helping people avoid common mistakes and making planning relevant to everyone, regardless of their experience.

We created content that showed real people and their experiences, allowing people to see themselves in others and feel part of a wider community.

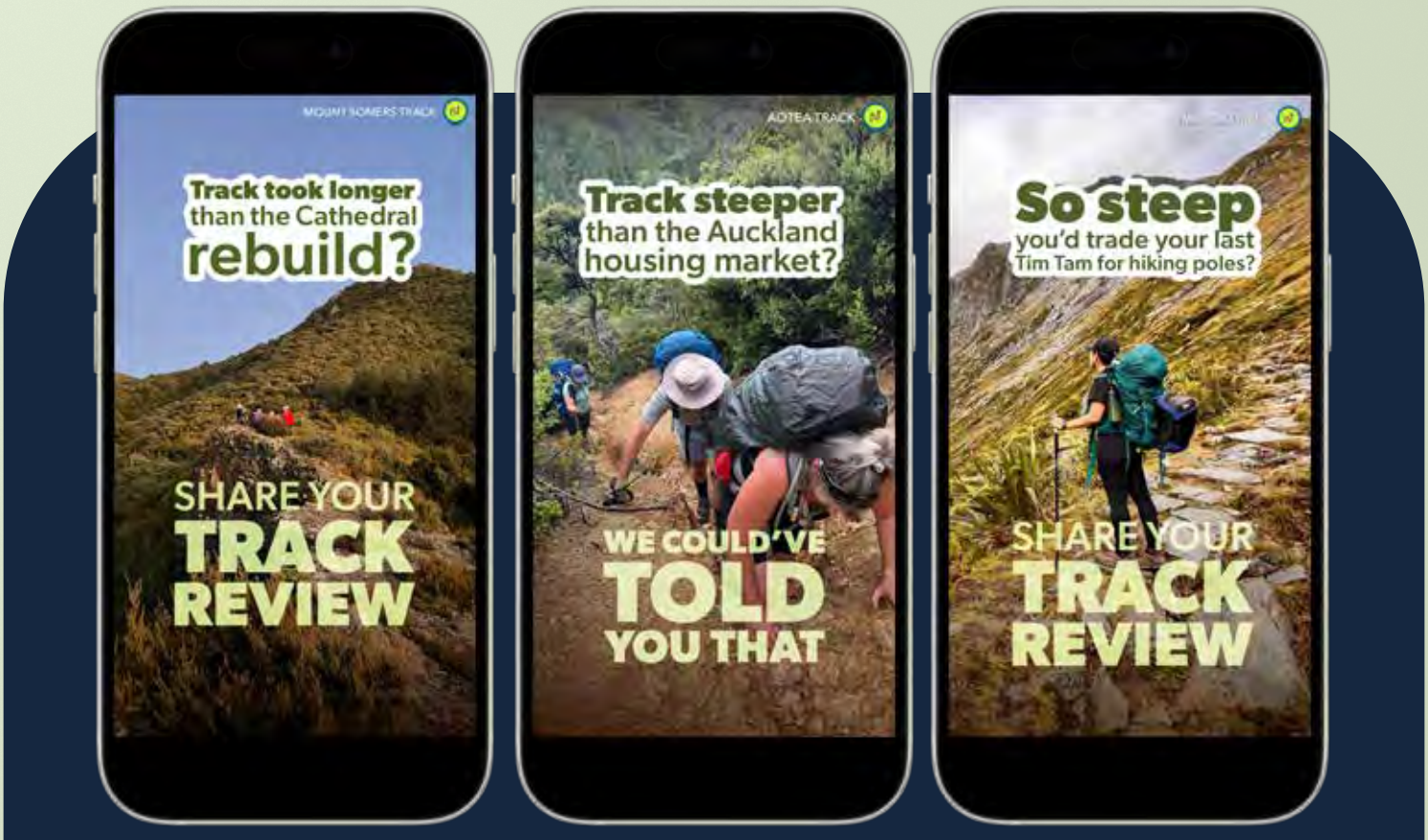
To make our content feel relevant and accessible, we tapped into a defining Kiwi attribute: humour. This led to the catchphrase of our campaign: "We could've told you that".

We brought this idea to life through highly relatable content that reflected common outdoor experiences, from underestimating a "short walk" to wishing you'd brought hiking poles. The creative approach leaned into dry Kiwi humour, creating instant appeal and relatability.

The content used scenarios and images drawn from PMW user reviews. We partnered with Litmus Datatech to securely analyse 10,000 track reviews, extracting the core questions and insights needed to shape our creative. This ensured it reflected authentic, first-hand experiences from hikers.

Additionally, we tailored messaging to specific regions, key holidays, such as Christmas and long weekends, as well as cultural touchpoints. We compared challenging track conditions to regional frustrations, like the length of the Wellington Town Hall refurbishment and Auckland motorway congestion. We also referenced iconic Kiwi food and snacks, including the pavlova and Whittaker's chocolate, sparking lively online debate.

In total, we developed 162 bespoke assets across five major regions. Of these, 100 were deployed across Meta, Reddit and YouTube, with a further 62 used for out-of-home placements nationwide.



SOCIAL MEDIA AND eDMS

We made sure our social content was relevant each week, by scanning hundreds of user reviews to uncover insights and opportunities for co-creation, enabling the development of authentic, user-driven content. This approach resulted in strong reach and engagement across our channels.

FACEBOOK

423,296
reach

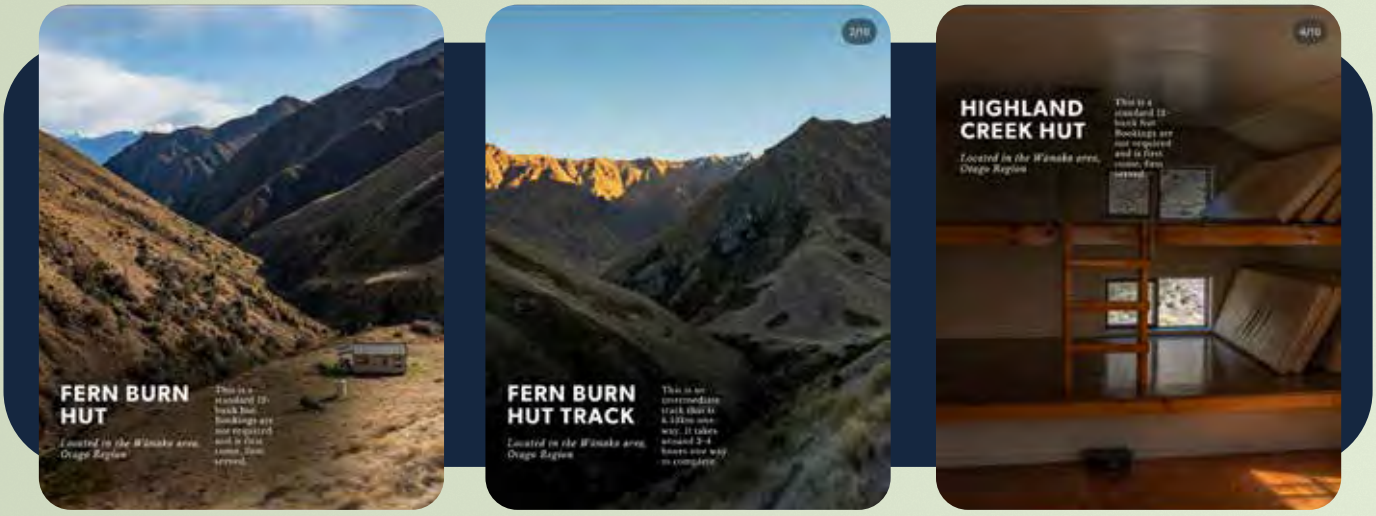
7,239
interactions

INSTAGRAM

472,259
reach

1,416,926
views

30,837
interactions



Our electronic direct mail (eDM) PMW audience grew to a total of 104,798 subscribers, achieving an average open rate of 21.08% across the campaign. We observed clear spikes in review submissions on send days, along with an increase in entries aligned with the monthly spot prize criteria, demonstrating the effectiveness of eDMs in driving timely engagement and desired behaviours.

To support the campaign, we ran our annual PMW review competition, promoted through our social channels and eDM audiences. Everyone who submitted a review between 1 December 2025 and 30 April 2026 was automatically entered into the draw for a $500 voucher for new gear from their favourite NZ outdoor store. Over the competition, PMW received a staggering 4,158 reviews paired with nearly 6,000 photos.

MEDIA | HIKE OF THE WEEK

Over summer we collaborated with Stuff to produce a weekly Hike of the Week article. Featuring MSC's byline, the articles combined trip inspiration with practical advice and a PMW web address. The articles received national coverage, appearing in The Sunday Star Times and online in The Post, The Press and Waikato Times.



Unique acticles | 20
Total articles | 77

ADVERTISING

Our paid campaign from 1 December 2025 to 30 April 2026. As well as using Meta, Google Display Network and Google Search to drive traffic to PMW, this year we also introduced out-of-home (OOH) advertising and Reddit.



We paired our digital strategy with targeted OOH digital screens at key moments in the campaign, major commuter weeks as people returned to work and school, as well as the leadup to long weekends. By monitoring regional website use, we observed that during weeks when our OOH was active, we saw a 12.5% uplift in site traffic and 9% uplift in engaged sessions across those locations.

MetService

To support our campaign, MetService generously provided free advertising across the Mountains & Parks weather forecast pages. This delivered a total 515,385 impressions. In addition, a dedicated PMW tile was featured on these pages from March to June 2025, generating a further 1,052,718 impressions. PMW also featured prominently across 40 key walking tracks and 20 mountain bike tracks within the MetService platform.



OVERALL RESULTS

This campaign delivered outstanding results in significant year-on-year (YoY) engagement increases across PMW's user features and generated 525,000 new users (+26% YoY).

1.2 million
track page views | +41%

275,000
weather views | +52%

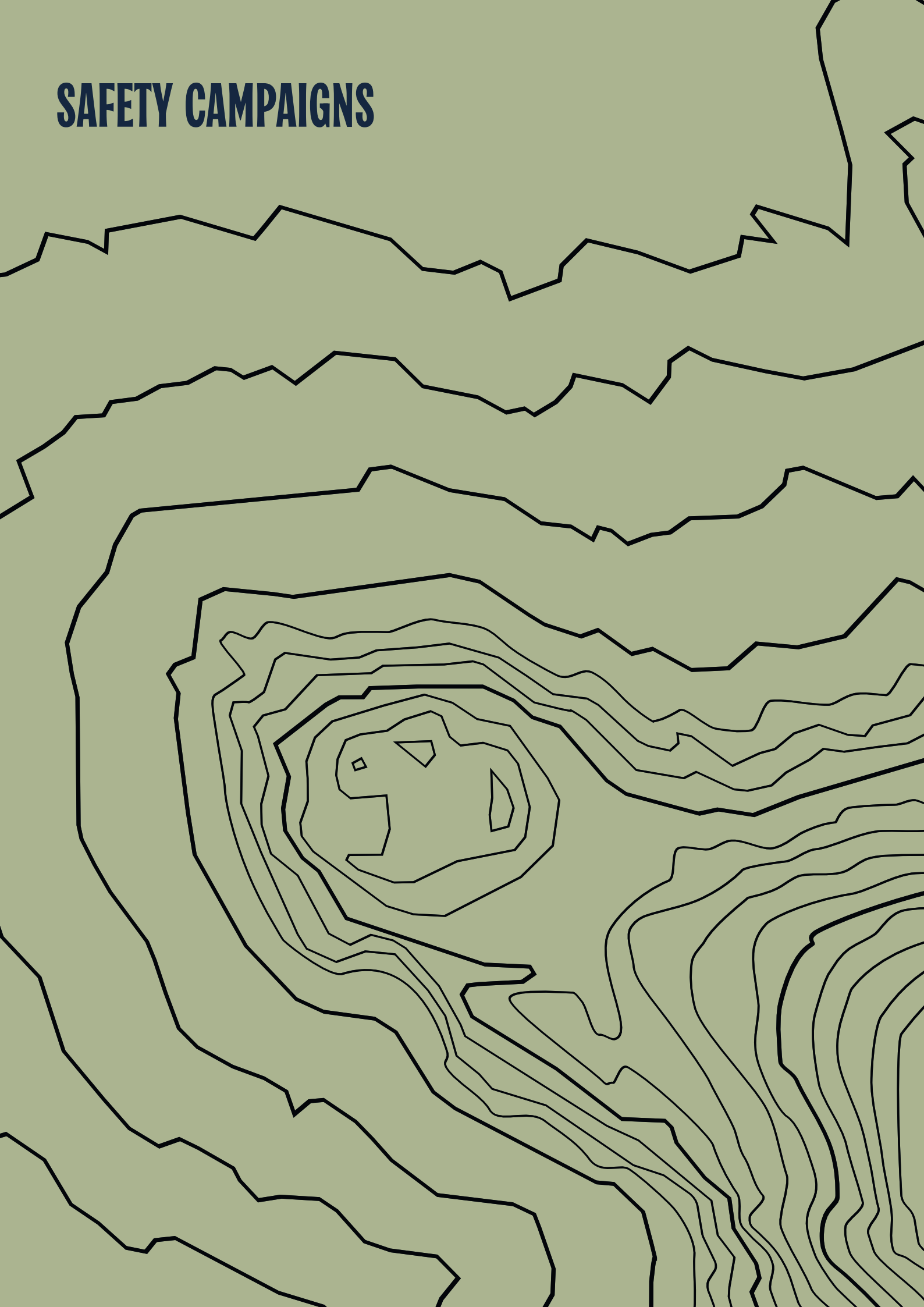
271,000
alert views | +64%

271,000
gear list views | +28%

User registrations | +18%

User logins | +20%

SAFETY CAMPAIGNS





RIVER SAFETY MONTH

Rivers are a leading cause of outdoor safety incidents. Tragically, people die ever year trying to cross a river and there are many more recorded search and rescue events, injuries and near misses as a result of a river crossing gone wrong.

To help tackle this issue, we launched River Safety Month in October 2025, targeting people heading outdoors on foot, including trampers, hunters and trail runners.

Using insights developed from our data analysis of safety incidents and supported by an in-depth survey of our Adventure Voice outdoor research community, we identified clear knowledge and skills gaps in critical river safety skills.

Based on these insights, our campaign sought to educate people on:

1. **Recognising the signs of an unsafe river**
2. **Knowing the safest technique to cross a river**
3. **Being physically prepared to wait it out**
4. **Being mentally prepared to wait it out or turn around**

With a small budget, we successfully developed a national awareness and education campaign that achieved outstanding results.

CREATIVE CONCEPT

The creative concept was pivotal to the success of the campaign. It was designed to make river safety messaging visually engaging, easy to understand and memorable in stressful environments (like standing next to a river in the rain).

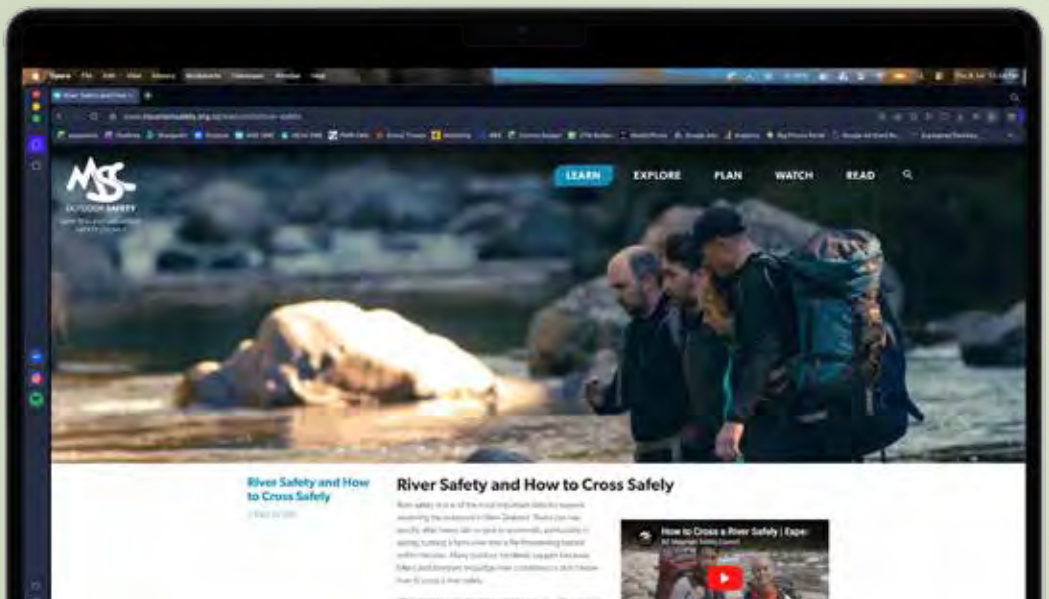
We needed to distil complex river hazards into a simple, highly memorable package that could be recalled quickly and applied at the river's edge. Our core message became: 'If in doubt, stay out'. This connected to a phrase that highlighted the signs of an unsafe river: 'Too fast, Too murky, Too messy, Too loud'.

CAMPAIGN LANDING PAGE

Our River Safety skills webpage was updated and refreshed to become the campaign landing page. Audiences were directed here from other channels to continue their learning.

Visits to the page increased significantly during the campaign compared to October 2024, showing the effectiveness of the wider campaign tactics.

In 2025, the page recorded 4,360 views (+381% YoY) and 2,382 engaged sessions (+273% YoY).



RIVER SAFETY QUIZ

We launched the campaign with a digital quiz to capture people's attention and test their river safety knowledge. Delivered via Outgrow with a $500 prize incentive, it provided a cost-effective way to drive engagement.

Everyone completing the quiz had the opportunity to opt in to our regular outdoor safety email newsletters. They received a welcome email with river safety resources and links to in-person training providers.

Results from the quiz show its effectiveness. People were keen to test their knowledge and continue learning, with most opting in to ongoing emails.

19,298
page visits

8,915 quiz completions
42.8% completion rate

96% opted to receive MSC emails



PAID ADVERTISING

A small advertising budget was used to promote the quiz across Meta audiences. Using MSC's outdoor safety email audience and interactions with PMW, this accurately targeted audiences who were likely to go outdoors and encounter river crossings.

Paid advertising exceeded KPIs, with 2,898 people beginning the quiz and a 59.19% completion rate – 13% higher than the organic completion rate, demonstrating the value of audience targeting.

SOCIALS & eDMS

Electronic direct mail (eDM) content was planned across October focusing on one key river safety message per week, backed by social posts. This was further supported by paid content in Wilderness magazine's e-newsletter, Wilderness Daily.

A total of 128,757 people were reached through four campaign eDMs, achieving an average open rate of 46%. Our social channels generated 939,201 views of river safety content, reaching 636,122 users and driving more than 10,000 interactions.



MESSAGES WHERE THEY MATTER - PHYSICAL COLLATERAL

We created two waterproof stickers to highlight the signs of an unsafe river with "Too fast, Too murky, Too messy, Too loud" messaging. They were designed for drink bottles so they were readily available when it mattered – on the edge of the riverbank.



A total of 20,000 stickers and 4,500 supporting flyers were distributed through key retail partners such as Macpac, Bivouac, Hunting and Fishing, and DOC visitor centres.

VIDEO CONTENT

An existing MSC river safety video on YouTube was repurposed and relaunched for the campaign to reinforce learning through visual instruction. The video demonstrates the mutual support method – the best-practice group river crossing technique.
To introduce fresh content, the MSC team spent a day on location filming the recommended solo crossing technique. This content was included in our e-newsletters, and across social and paid channels.

The river safety video achieved 112,289 total views during the campaign. Audience feedback reinforced the value of practical, instructional messaging, with comments highlighting appreciation for clear, actionable guidance.

PARTNER COLLABORATIONS AND EARNED MEDIA

Our partners were given campaign assets to extend reach through their channels. Earned media placements included an in-depth radio interview on RNZ's Afternoons and a Stuff article online. Display banners across Mountains and Parks pages on MetService, further amplified key messages with outdoor audiences.







IMAGE CREDIT | NZ MOUNTAIN SAFETY COUNCIL

#ROARFIT

#ROARfit is our annual hunter safety campaign. Running from early December 2025 to late April 2026, it aims to reduce severe injuries during the Roar hunting season. The campaign supports hunters to get fit ahead of the season and encourages safe hunting practices so hunters can reduce their risk of injury and enjoy time in the hills with their mates.

This year, we ramped up the campaign with further physical supporting resources and advertising through print media to more effectively target hunters, who tend to favour this medium.

NEW ENGAGEMENT TOOLS

To supplement our #ROARfit PDF printable guide, this year we created free, eye-catching magnets and supporting A5 flyers. The magnets were designed for fridges and gun safes to remind hunters to keep training, and spark conversations with whānau and friends about fitness and planning.



Around 15,000 magnets and flyers were distributed through our partners at no cost. This included retailers and brands Hunting & Fishing, Swazi, Hunters Element and Points South. They were also made available through selected South Island DOC visitor centres and included in three hunting magazines: Hunting & Wildlife, NZ Hunter and Rod & Rifle.



IMAGE CREDIT | HUNTER'S CLUB

MEDIA

NZME

This year we supplemented our proactive media with an advertising package from NZME. Selected for the strength of its brands and reach within the hunting community, the package targeted hunters through:

- A sponsored story written to engage and inform the target audience, and deliver the campaign messages. The story was integrated in the rural section of the NZ Herald's website - thecountry.co.nz. Additional advertising was included on NZ Herald website.
- An adlib on The Country daily radio show on the ZB network, read by host Jamie Mackay, focused on preventing injuries during the Roar and directed listeners to the campaign landing page.
- An advertisement in The Country e-newsletter that clicked through to the campaign landing page.

The sponsored story, which ran from 27 February to 21 March, performed particularly well. It attracted 5,251 readers and generated 5,793 total views. Engagement was very strong, with an average time on page of 4 minutes and 8 seconds, significantly exceeding the NZ Herald benchmark of 1 minute and 24 seconds.

Hunting magazine advertising

This year, we advertised in a range of hunting magazines in February and March to broaden our reach through these popular hunting channels. We chose magazines that had a good fit for our audience, including NZ Hunter, NZ Outdoor Hunting, Rod & Rifle and Hunting & Wildlife.

Proactive Media

We issued three media releases about the Roar: in December at the start of our #ROARfit campaign, 6 weeks out from the start of the Roar in January to encourage further preparation and in March in collaboration with ACC with the focus on 'Have a hmmm' and practical tips to help keep hunters safe during the Roar. These generated three news stories.

Two Roar safety articles also featured in the New Zealand Deerstalkers Association's Hunting & Wildlife magazine in December and March using our campaign creative to reinforce brand recognition.

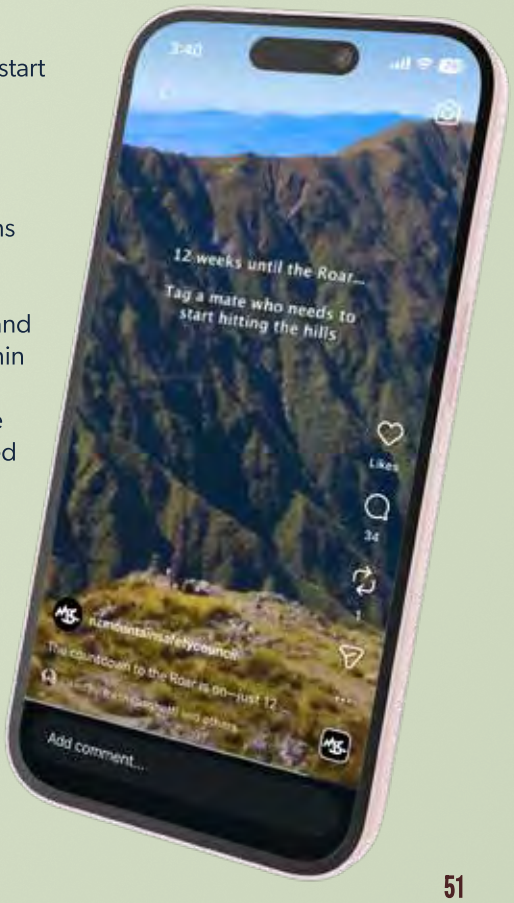
SOCIAL MEDIA AND eDMS

We started our social media campaign in December, three months out from the start of the Roar, to encourage hunters to get fit before heading into the hills.

A simple reel encouraging people to "Tag a mate who needs to hit the hills" proved highly effective, particularly with younger male hunters. We built on this approach throughout the campaign to drive engagement and start conversations about preparation.

Our content covered a range of topics, including physical fitness, trip planning and safety. Recognising that some hunters are more receptive to messages from within their own community, we successfully partnered with respected hunting personalities, including Hunters Club NZ, Lucy Nilson, Josh Murray and Amy-Lee Podjursky. By sharing safety messages in their voice and through their established channels, these partners helped us reach new audiences, encouraging them to make safer decisions ahead of the Roar.

As part of the campaign, we ran a three-part electronic direct mail (eDM) series with existing subscribers and new audiences added from our lead-generation efforts through social channels. Starting from 12 months out, we curated each email to include useful information for the different phases of the campaign.



471,837
reach

7,260
engagement

14.7%
average email open rate

PARTNERS

In the lead-up to the campaign, we ran an online presentation for our established hunting partners, including key organisations and retailers such as Accident Compensation Corporation (ACC), DOC, Te Tari Pūreki – Firearms Safety Authority (TTP), the New Zealand Game Animal Council and New Zealand Deerstalkers Association. The presentation shared key details about the campaign and ways partners could get involved, such as sharing our content on social channels and through eDMs, and collaborating with us on social reels. All partners received a PDF of the campaign overview and a suite of campaign assets.

Department of Conservation

As well as distributing magnets, DOC shared news items in its Wild Animal Management Programme emails in December and March, which has an audience of around 19,000 people. In December, #ROARfit featured in the top three links clicked.

The items covered key safety messages with custom images using our campaign creative and links to our #ROARfit guide (December) and landing page (March).

MetService

Through the campaign period, MetService delivered 350,000 free #ROARfit impressions across its Mountains & Parks forecast pages. Impressions appeared at key times throughout the campaign and linked through to further information on the landing page.

Have a hmmm with ACC

We received a small amount of funding from ACC to incorporate its "Have a hmmm" messaging into our campaign. This delivered a vital safety message – encouraging hunters to pause and consider their safety. Have a hmmm content featured throughout our campaign including on the landing page, in the #ROARfit guide, across social media and emails, and in a media release.

DIGITAL ADVERTISING

This year's digital campaign was expanded to include Reddit and YouTube (using an unskippable ad and Shorts) to reach additional audiences, while continuing to use Meta and Demand Gen to engage audiences and direct them to our #ROARfit guide.

The campaign succeeded at generating a high number of impressions over the five months it was live – enough to reach every hunter in New Zealand approximately 15 times per month.

Hunters engaged strongly with the #ROARfit guide, especially early in the campaign. For the second year running, we used Meta Instant Experience as part of our digital advertising. This involved converting the #ROARfit guide into an interactive experience when hunters clicked a Meta ad. This achieved strong engagement throughout the campaign, with users spending an average of 20-26 seconds in the experience and viewing around of 90% of the guide.

In the first phase (12 weeks out), the average time on the campaign landing page was 9 seconds, while in the final phase, this dropped to 3 seconds.







TAHR HUNTING

This year, we extended our hunting campaigns to cover tahr hunting, with a small, organic push through our own channels during the tahr rut, which peaks in late May and early June.

Like the Roar, tahr hunting requires hunters to be physically prepared for challenging terrain, making it a natural extension of our #ROARfit campaign. The campaign also allowed us to extend safety messaging to include winter alpine hunting.

Tahr live in steep alpine terrain with bluffs, exposed drop-offs and loose rock. During the tahr hunting period, snow, winter storms and heavy rain are common, creating ice, avalanche and river hazards. Our campaign focused not only on being physically prepared, but also having the gear, skills and experience for these dynamic conditions. It also covered careful route selection, the importance of understanding the weather and conditions, how to create safe group dynamics and always following firearms safety rules.

Central to the campaign was a personal story from well-known hunter and Points South owner Cam McKay. By using a trusted voice from the hunting community, we hoped to engage this often hard-to-reach audience.

The story, which was published on our website, was shared through our social media channels and to our hunting audience who had also expressed an interest in mountaineering and snow sports. The email achieved a strong open rate of 30.1%.

A branded article in the winter edition of Hunting & Wildlife, the New Zealand Deerstalker Association's magazine, also focused on tahr hunter safety.



IMAGE CREDIT | CAM.MCKAY

DUCK HUNTING

Our duck hunting safety campaign centred on two key messages: "Make the right memories this duck season" and "Firearms incidents are entirely avoidable". They were supported by the call to action: "Always follow the firearms safety rules".

As well as using static images, this year we re-purposed a one-minute safety video from a previous campaign. The refreshed 30-second version was used extensively across our social media channels and paid advertising, and shared with partners for their use.

Our analysis of ACC injury data shows that most injuries typically occur over the opening weekend. Consequently, we launched the campaign ahead of opening day, allowing us to reach duck hunters while they were preparing for the season. The campaign continued until the end of June, with an additional push around King's Birthday weekend, when there is a lift in duck hunting activity and small spike in incidents.

PARTNERSHIPS AND MEDIA

Partner collaboration was central to our campaign. We worked closely with Te Tari Pūreke – Firearms Safety Authority (TTP), Fish & Game New Zealand as well as retail partner Hunting & Fishing, helping us share our video content and safety messages more widely, and connect with duck hunters through existing, trusted channels.

Ahead of opening weekend, we issued a joint media release which highlighted key safety messages for all three organisations. The release was published on TTP's website and picked up by three media outlets. We also featured an article in Fish & Game's game bird hunting newsletter, Both Barrels, providing hunters with practical safety tips that reflected the campaign's key messages.

SOCIAL MEDIA AND eDMS

The video content resonated well with our social audiences and was supported by content from hunter @lucynilson, who shared a series of Instagram stories highlighting how she prepares for a weekend in the field. This provided a relatable perspective and reinforced key safety messages through real-world experience.

Ahead of opening weekend, we delivered a targeted email campaign focused on firearms safety, preparing the maimai, and partner resources. It had an open rate of 11.5%, likely reflecting the varied interests within our hunting audience.

PAID CAMPAIGN

The advertising campaign shifted this year from encouraging website visits to increasing awareness of key safety messages. Overall, the campaign generated 2,444 engaged website sessions from 9,623 active users, outperforming our KPIs.





IMAGE CREDIT | HUNTER'S CLUB

TARGETING INTERNATIONAL VISITORS

International visitor numbers continue to increase as we rebound from COVID-19. This year we tested a small-scale Google Search campaign targeting international visitors in their home countries.

The campaign focused on countries with the highest numbers of tourists to Aotearoa who were most likely to go walking or hiking while visiting. This included the United Kingdom, France, the Netherlands, Germany, the United States, Canada, Australia, Singapore, Japan, Korea and Hong Kong. China was not included as Google search is prohibited there.

We focused on individuals researching specific tracks, indicating a strong intention to undertake these walks on a future visit to New Zealand, rather than those searching for information on New Zealand hikes in general. Users were directed to PMW to support thorough trip planning.

Targeted tracks included the Tongariro Northern Circuit, Abel Tasman, Routeburn, Kepler, Milford and Rakiura Great Walks, as well as the popular Tongariro Alpine Crossing day hike.

The trial ran from mid-January to the end of February and performed well, generating 3,600 visits to PMW with a click-through rate (CTR) of 9.3% and a cost-per-click (CPC) of 75 cents. This compares to a CTR of 14.3% and CPC of $0.52 in the New Zealand-only PMW campaign.

We found that people searching for practical information, such as packing lists and track planning resources, were significantly more likely to visit PMW than those searching for general information about a track.

The Tongariro Alpine Crossing, Abel Tasman and Milford tracks generated the most visits to PMW.

Australia, the UK and USA were the top three countries for searches and click-throughs to PMW. Australia accounted for more than one-third of all international visitors to PMW and the second highest CTR (10.1%). The Netherlands, Singapore, France and Canada were the next most likely users to click through to PMW.

Based on the success of this trial, we are planning similar campaigns in the future, focusing on potential international visitors searching for practical information about high- profile tracks in New Zealand.

LAND SAFETY CODE

The New Zealand Land Safety Code provides a simple five-point checklist to help people explore the great outdoors safely. Developed through a collaboration of outdoor safety organisations, it promotes essential trip planning and safety practices, and ensures consistent messaging across the sector.

The code features on our website and remains central to our safety messaging. It is used across our channels, incorporated into media communications, embedded within PMW and promoted through posters distributed to outdoor safety organisations and partners, such as DOC visitor centres and Tourism New Zealand's i-SITEs.

Throughout the year, we featured the code in PMW listicles published on stuff.co.nz, media releases and social media content. In addition, we included it in outdoor safety information when reviewing partners' websites.

We typically use the code when a generic (but evidence-based) safety message is needed, such as when the audience is broad and diverse.



IMAGE CREDIT | ZACK W | PLAN MY WALK USER

WINTER

Our 2025 winter campaign centred on a simple but engaging concept: ***Are you avy savvy?***

We aimed to reduce avalanche incidents by increasing avalanche awareness and knowledge among beginner and intermediate audiences.

Ahead of the season, we used an avalanche quiz to generate interest and signups to an educational email flow, with our new avalanche safety video series, Avalanche Tips and Terms – From the Forecast to the Field, providing the foundation for the content.

The campaign also incorporated our core winter messaging: check the NZ Avalanche Advisory (NZAA) before heading out to ensure your safety and submit a public observation on your return. The public observations tool on the NZAA website allows users to record snow conditions and any avalanche activity they saw in the field. This contributes to avalanche forecasting and provides valuable information for others planning trips.

Financial support from Tūpiki Trust enabled the development of the Avalanche Tips and Terms video series, while funding from the New Zealand Search and Rescue Secretariat enables our winter campaigns, with sector partners supporting key messages through their channels, helping extend reach into niche backcountry audiences.



IMAGE CREDIT | BIANCA BRATTON

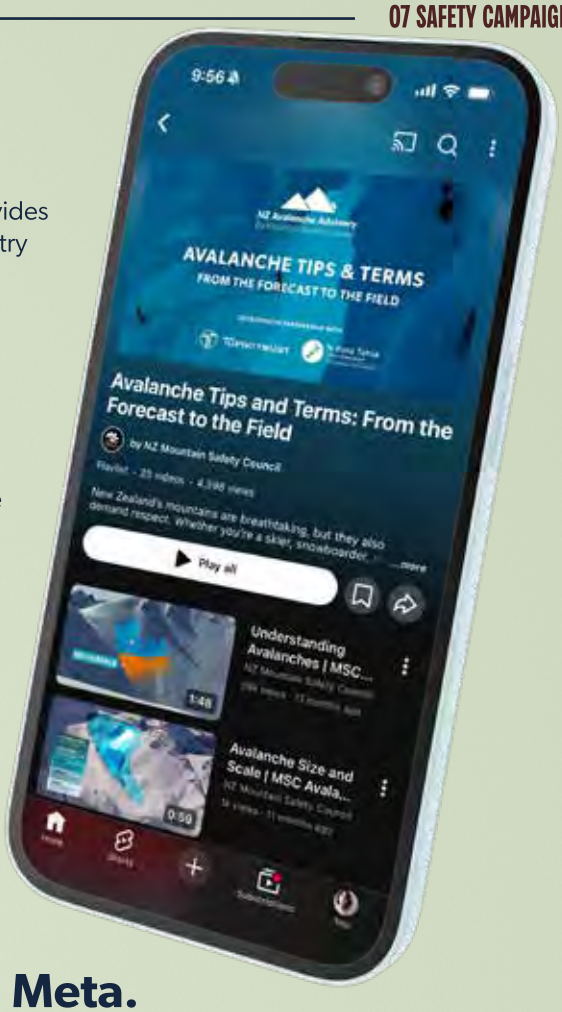
AVALANCHE TIPS AND TERMS VIDEO SERIES

Launched in June 2025, the Avalanche Tips and Terms video series was central to our 2026 winter campaign. The 23-episode series provides essential knowledge to support beginner and intermediate backcountry users to safely navigate New Zealand's dynamic and challenging alpine terrain.

Available free across multiple platforms, including the NZAA, MSC website and YouTube, the series strengthens our position as a trusted, evidence-led voice.

Aligning with our research into mountaineering culture and avalanche safety (Above and Beyond, 2023), each episode focuses on an essential area of avalanche safety, helping users build a strong foundation of knowledge, and preparing them for hands-on training and practical experience.

For the winter campaign, we promoted the series through social media, electronic direct mail (eDMs), YouTube and paid advertising, with added exposure from our partners. To broaden our reach, we also tested YouTube Shorts for the first time. This significantly outperformed Meta over a number of metrics, achieving a view rate almost three times higher (6.28% versus 1.78%).



Overall, the series received 627,530 views across YouTube and Meta.

NEW WINTER EMAIL AUDIENCE

We launched the winter campaign in May 2025 with an "Avalanche IQ" quiz, which ran throughout the season and enabled us to build a new winter email audience.

The 20-question quiz required people to share their email address to unlock their results. Email subscribers then began a six-part nurture flow with easily digestible information on the NZAA and essential avalanche knowledge using the Avalanche Tips & Terms video series. We continued to send timely updates through winter on avalanche and alpine topics.



3,290
people



53.5%
open rate



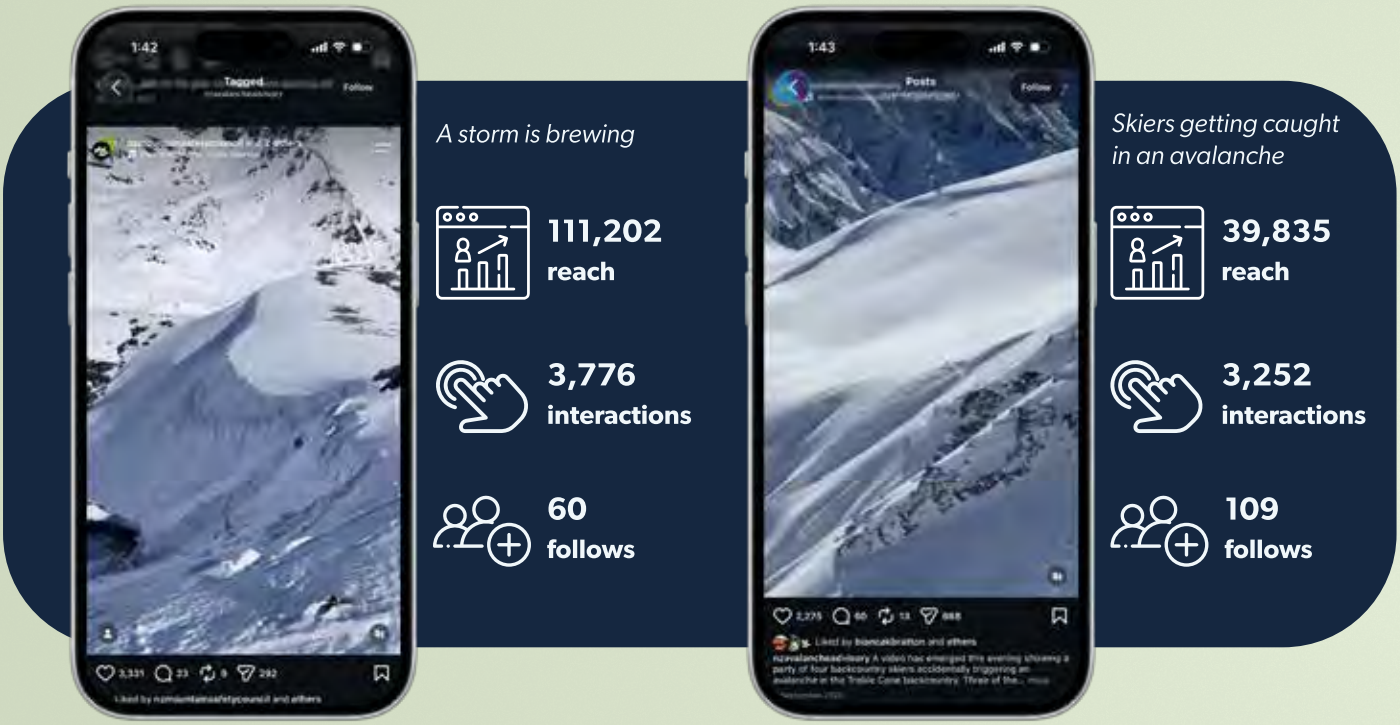
2.8%
Click rate

SOCIAL MEDIA

NZAA social media saw a large increase over the winter period, demonstrating its effectiveness at reaching and engaging the niche backcountry winter audience with regular reels and updates on conditions from our NZAA forecasters.

Facebook gained 2,974,419 views (up 192.2% from the previous period), with 5,100 content interactions. On Instagram, we saw 143,800 organic reach and 1,942 new followers over the 3-month period.

For traffic, Demand Gen was the stand-out channel, delivering four times as many clicks as Meta (23,800) with the same amount of spend. Users clicking through from Demand Gen averaged 55 seconds on-site compared to 23 seconds from Meta, indicating a highly engaged audience. This contributed to the 11% YoY increase in key events (public observations shared, forecast views) on the NZAA site.



YOUTUBE

The avalanche safety video series was hosted on our YouTube channel, and for the first time, we incorporated YouTube Shorts into the campaign.

Although the campaign was focused on education and awareness, rather than audience growth, the playlists attracted 90 new subscribers.

YouTube performance

712,000
Paid impressions

211,734
Organic impressions

YouTube Shorts performance

91%
Percent viewed

The short format achieved a significantly higher average percentage viewed than the standard horizontal (16:9) videos, which averaged 72%, indicating strong audience retention and engagement with the short-form content.

MEDIA ENGAGEMENT

Our media activity over the winter period helped reinforce key safety messages and continued to position MSC as the go-to expert in avalanche safety.

We issued media releases at critical times, warning backcountry users of increased avalanche danger, highlighting the need for extreme caution and the importance of checking the NZAA before heading out.

Between 1 July and 30 November 2025, we issued five media releases and earned 40 articles/mentions that referred to the NZAA and avalanche safety in both national and regional outlets.

A serious avalanche incident on Mt Ruapehu involving a party of six in July gained strong media coverage in New Zealand and Australia. It received 18 pick-ups, including from Australia's The Age, The Sydney Morning Herald, Brisbane Times and WA Today. No one was injured in the incident, but it provided a timely reminder for anyone heading into the alpine backcountry of avalanche danger and the importance of having appropriate skills, training and equipment.

Through winter, Chief Executive Mike Daisley was interviewed on leading broadcasters TVNZ, RNZ and Newstalk ZB. Soundbites from these interviews were then included in hourly news bulletins, increasing coverage of key safety messages.

PAID ADVERTISING

The paid campaign in conjunction with our agency Supergood drove strong engagement, significantly outperforming our KPIs. The addition of the quiz as well as YouTube Shorts brought strong results, with high sign-up rates to the quiz email as well as video views, which held throughout the campaign.

KPIs

4,295,400
Impressions

35,742
Clicks

$3.28
Cost per Mille

$0.39
Cost per Click

0.83%
Click Through Rate



IMAGE CREDIT | BIANCA BRATTON

NZ MARKETING AWARDS

Our marketing campaigns have once again been recognised on a national scale at the YouTube NZ Marketing Awards 2026. This continues our strong performance in New Zealand's premier marketing awards.

The awards recognise effective marketing strategies that deliver measurable results for a business or organisation. They provide a valuable opportunity to benchmark our marketing strategy and campaigns against some of the leading big-name brands and companies in Aotearoa.

This year, we were named finalists in three categories: Best Marketing on a Shoestring Budget Campaign (River Safety Month), Best Not-for-Profit Marketing Campaign (Plan My Walk) and Best Use of Content Marketing Campaign (Plan My Walk). While we did not take home a win, this is still an awesome accomplishment.

Our achievements over the years reflect the strength of our evidence-based marketing approach and ability to deliver meaningful outcomes with measurable results. They demonstrate that our safety campaigns are delivered to the highest standard.

2026 | **Finalist in 3 categories**

2024 | **Winner Excellence in Travel/Leisure & Entertainment Marketing Strategy**

2023 | **Finalist in 2 categories**

2022 | **Winner Excellence in Marketing and Communication Strategy**

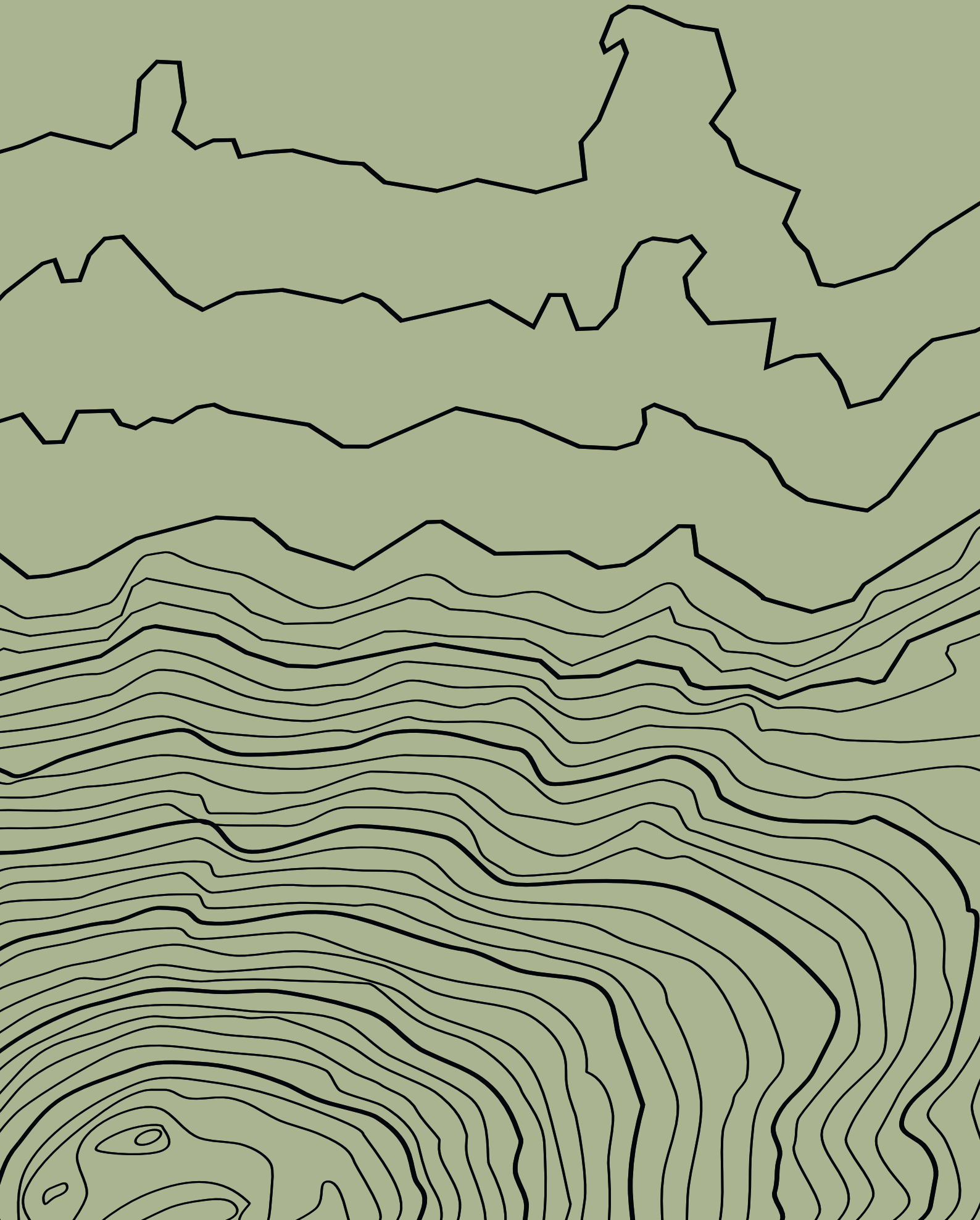
2021 | **Finalist in 2 categories**

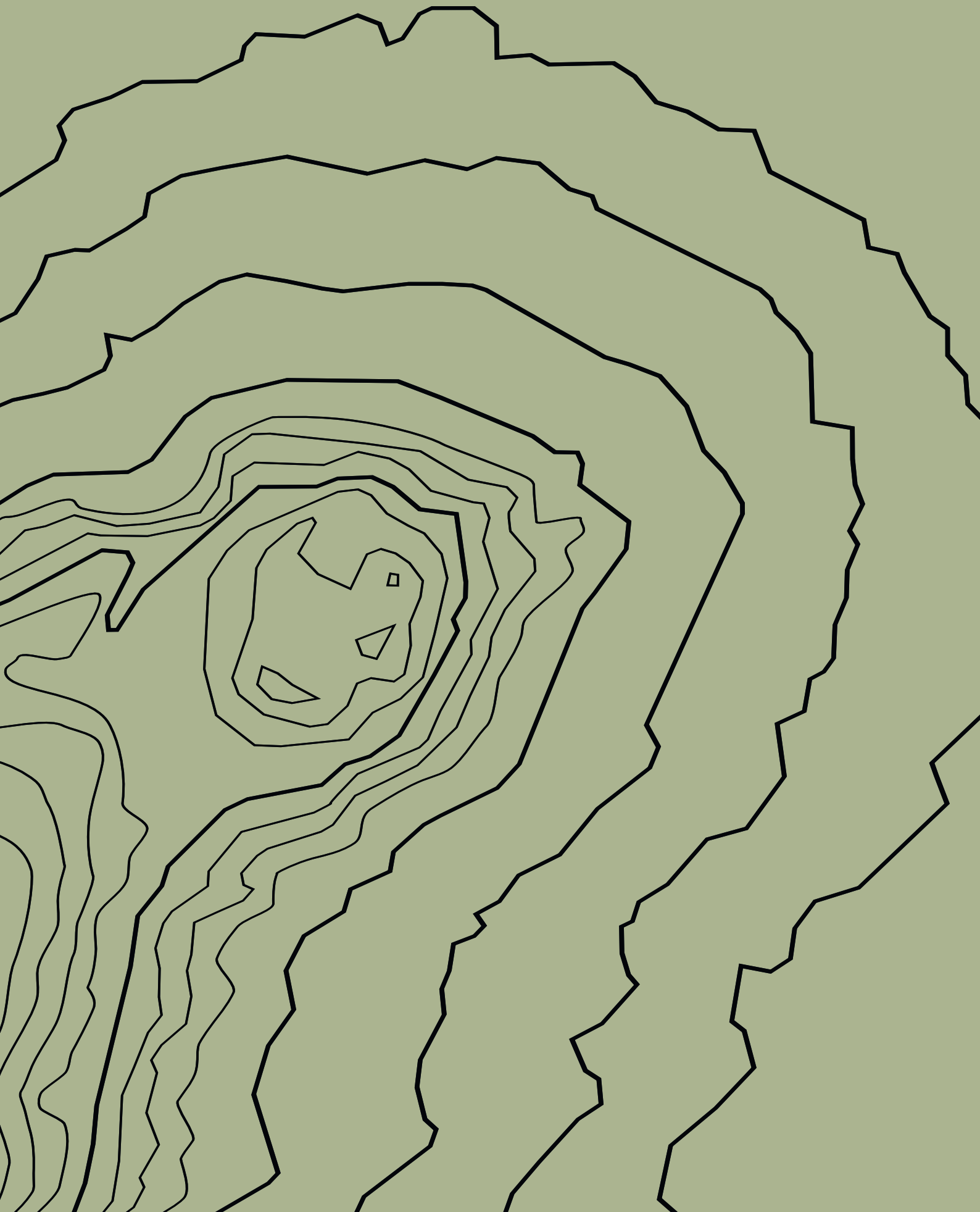
2020 | **Finalist in 1 category**



IMAGE CREDIT | WHITE DOOR

CHANNELS, PRODUCTS & SERVICES





MSC WEBSITE

Our website remains the main channel for sharing our free public resources, information and advice. It supports many of our safety initiatives and products, including landing pages for safety campaigns such as #ROARfit, Adventure Voice and River Safety Month.

All our media releases, along with listicles, stories on topical issues and the personal experiences of the outdoor community, are also hosted here.

We continued a large-scale review and refresh of many content pages, ensuring the information remains up to date, reflects best practice search engine optimisation, is easy to read and engaging for site visitors. This includes a new page on fire safety, a revamp of the emergency shelters page based on insights from an Adventure Voice survey, as well as a new section that provides a comprehensive overview of incident data.

This year we completed a development sprint to implement necessary system updates, and improve the user experience and interface.

THIS PERIOD WE ACHIEVED

49 new meda releases, listicles & stories

189,032
unique users | -4.8%

121,912
engaged sessions | +4.2%

334,597
page views | -3.2%

TOP 5 PAGES VISITED (EXCLUDING HOMEPAGE)

#ROARfit
47,823 | +1%

Mountain Cameras
47,823 | +1%

Adventure Voice
47,823 | -3%

River Safety
14,259 | +1%

Plan My Walk
7,579 | NEW

TOP 5 SOURCES OF TRAFFIC ACQUISITION (USERS)

Direct
52,234 | +58%

Organic Search
48,262 | +12%

Organic Social
39,423 | -42%

Referral
25,804 | -11%

Cross-network
17,186 | +131%

TOP 5 EXTERNAL WEBSITES REFERRING TRAFFIC (EXCLUDES SOCIAL MEDIA)

01



DOC.govt.nz | 14,288 active users | +1.4%

02



teararoa.org.nz | 2,091 active users | -20%

03



mthutt.co.nz | 1,747 active users | -43%

04



planmywalk.nz | 1,048 active users | -46%

05



coronetpeak.co.nz | 803 active users | -34%

Special note: ChatGPT referral traffic increased by 90%, becoming the 7th ranked referral website (excluding Facebook).

TOP 5 STORIES

Beware the sting: A trampers' guide to avoiding and managing wasp attacks | 3,3,430 active users | +7%
Hunters' tragic death reminder to ID target beyond all doubt | 1,402 active users | NEW
Walking Poles: What you need to know | 1,152 active users | -30%
The best family tramp in New Zealand | 1,001 Active Users -5%
Multiple mistakes led to death on Tongariro Alpine Crossing says coroner | 924 Active Users | -47%

GOOGLE SEARCH
(INCL GOOGLE AD GRANT)

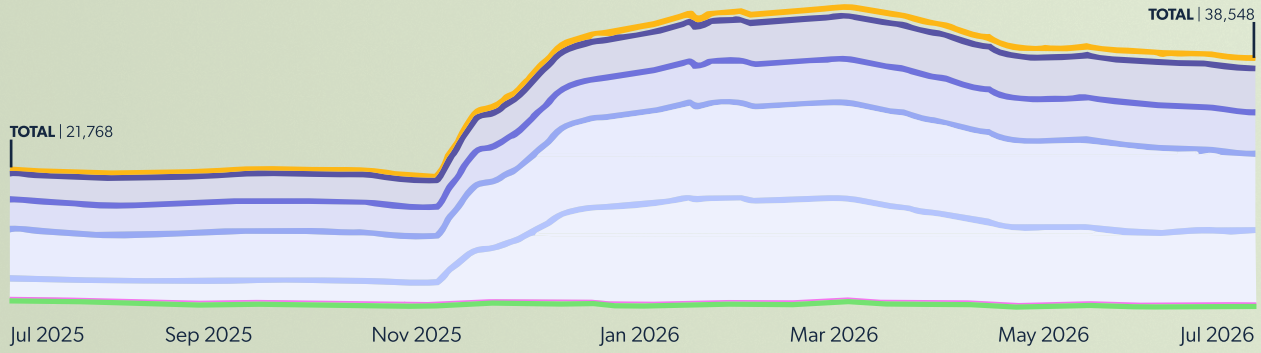
We continued to invest in search engine optimisation (SEO) and search engine marketing (SEM) to make it easier for people to find outdoor safety information online. As more people use AI tools, like ChatGPT, to search for information , we also prioritised technical website improvements and content updates to make it easier for search engines and AI tools to access and search our website content.

We also continued to maximise the generous Google's Ad Grant programme for not-for-profits. These efforts helped increase the visibility of Plan My Walk (PMW), the NZ Avalanche Advisory and mountainsafety.org.nz in search results. Here are some of the year's highlights.

GOOGLE AD GRANT
We continued to benefit from Google's Ad Grant, which provides free search advertising to eligible charities. During the year, search ad impressions increased by 134,060 from 440,671 to 574,731. While total clicks decreased slightly by 1,434 from 53,720 to 52,286, the grant continued to drive significant visibility for MSC content at no cost, with $120,034 of advertising provided through the programme.

PLAN MY WALK SEO
PMW search visibility continued to strengthen throughout the year. Globally, PMW had strong positive growth in organic keywords, increasing from approximately 42,882 to over 46,000. Total organic keywords grew significantly from 12,160 to 29,599 YOY (+17,439). While our top 3 search positions saw a notable increase, there was a minor decline in SERP features (-158).

PMW Organic Keywords



MSC SEO
Global performance: The global data indicates a downward trend in organic keywords for mountainsafety.org.nz, dropping from approximately 3,181 to 2,571.

NZ performance: While total organic keywords for MSC decreased slightly (-119), there was growth in high-value placements, specifically an increase in our top 3 positions (+41) and positions 4-10 (+55).

In summary, the global trends give a high-level view of overall reach, showing strong gains for PMW. The New Zealand-specific data shows a strong increase in top-tier search visibility for "Mountain Safety Council", even though its total keyword count is smaller.



IMAGE CREDIT | SIMON SMITH

YOUTUBE AND VIMEO

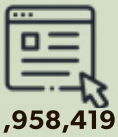
YouTube continues to be the home of our expanding video content, while Vimeo houses the video content we embed into Plan My Walk.

From 1 July 2025 to 30 June 2026, we achieved the following key results

ALL YOUTUBE VIDEOS



10,719,096
total video views
+2,131%



1,958,419
total engaged video views | +308%



66,811
total hours watched
+167%



2,382,853
total impressions
+167%



1m 45sec
avg watch time

Nearly 2.5million views were promotion related to the #ROARfit campaign

TRAMPING VIDEO SERIES



3,183,659
total video views
+824%



951,748
total engaged video views | +176%



40,180
total hours watched this year | +97%



4,927,234
lifetme views all videos



151,133
lifetime hours watched

AVALANCHE TIPS & TERMS VIDEO SERIES



2,564,478
lifetme views all videos



11,249
lifetime hours watched

VIMEO (VIDEOS EMBEDDED IN PLAN MY WALK)



33,804
total video views
-21%



1,369
total hours watched
-10%



860,821
total impressions
+47%



2m 25sec
avg watch time
+8%

TOP 5 MOST WATCHED YOUTUBE VIDEOS THIS YEAR (EXCLUDING CAMPAIGN PROMOTION ADS)

01



Brewster Track | 259,784 views
*Launched November 2025

02



Milford Track | 199,542 views

03



Kepler Track | 182,598 views

04



Routeburn Track | 180,320 views

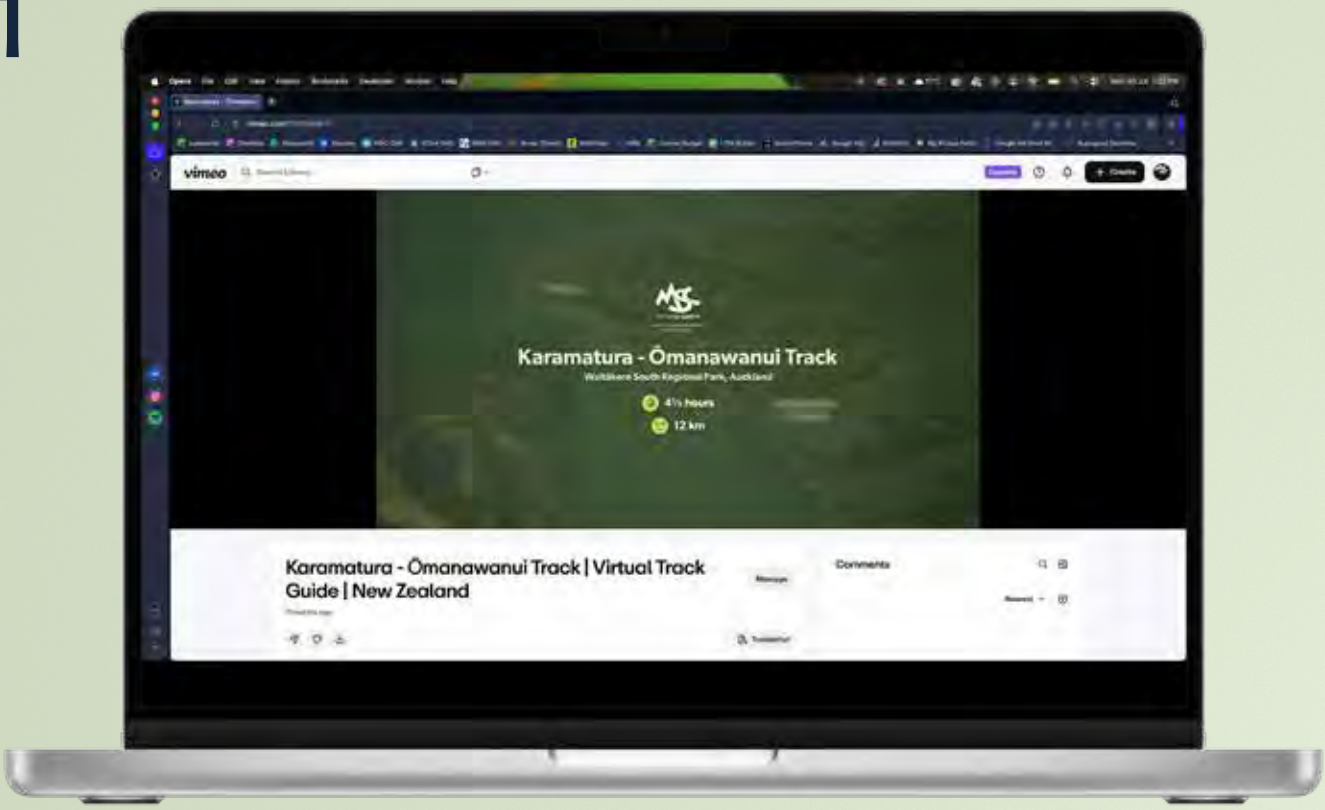
05



Mueller Hut Route | 178,653 views

TOP 5 MOST WATCHED VIMEO VIDEOS THIS YEAR (EXCLUDING CAMPAIGN PROMOTION ADS)

01



Karamatura Virtual Track Guide | 8,001 views

02



Tongariro Alpine Crossing | 3,782 views

03



Routeburn Track | 1,987 views

04



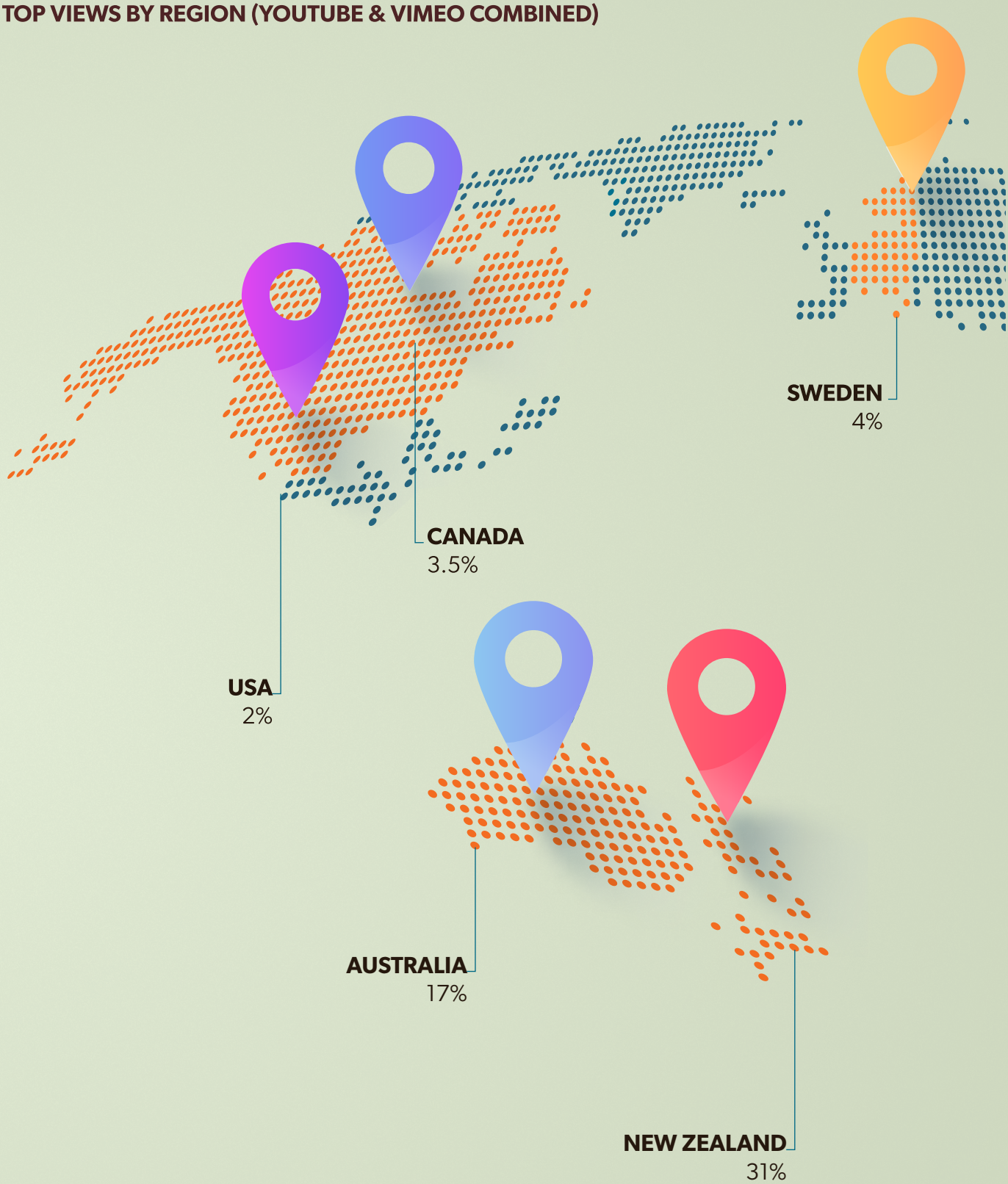
Kauaeranga Kauri Trail | Pinnacles | 1,789 views

05



Kepler Track | 1,764 views

TOP VIEWS BY REGION (YOUTUBE & VIMEO COMBINED)



SOCIAL MEDIA

Our social media channels continue to play an important role in connecting with New Zealanders. Throughout the year, user-generated content and light-hearted posts with a clear safety message remained some of our strongest-performing content. These relatable and approachable formats helped us maintain our loyal followers, engage new audiences and encourage participation.

TikTok remained a lower priority this year as we focused our efforts on growing and strengthening our presence across Meta platforms and, more recently, Reddit.

Humorous reels and social posts delivered strong engagement and reach. These highly shareable formats helped us connect with people who may not typically engage with outdoor safety content. We saw increased commenting, sharing and follower growth, particularly among younger audiences, those new to outdoor recreation and young hunters.

Alongside this content, we continued to strengthen our community through co-creation and two-way engagement. We did this by sharing PMW reviews and user photos, reporting back on Adventure Voice survey findings and inviting feedback through social media questions, polls and stories.

These activities helped foster a stronger sense of community and encouraged people to contribute their own experiences and perspectives.

We also expanded our focus on engaging with people who are actively planning outdoor trips and seeking safety information through Reddit. This approach has been particularly successful. We are now verified across multiple channels and regularly participate in discussions within outdoor communities.

These conversations provide valuable insight into how people make decisions, what information they currently rely on and where knowledge gaps exist. We are already using these insights to help shape our content and better target our safety messaging.

Our presence in these communities also strengthens MSC's role as a trusted source of outdoor safety information. It enables us to connect people with relevant guidance and resources at the point they are actively seeking advice and planning their adventures. Through this, we have observed an increase in users mentioning and recommending us to others.

Social collaborations continued to deliver strong results. Creators and ambassadors, including our first dog influencer, helped share safety messages through authentic storytelling and their own unique voices. By partnering with people who are relatable, rather than highly specialised, we have been able to engage younger audiences and those who may not identify as experienced outdoor users.



Across our NZ Avalanche Advisory (NZAA) channels, we continued to refine a distinctive visual style and tone. This was reflected in the Avalanche Tips and Terms video series, which was produced for both YouTube and social media. Content was adapted for mobile-first viewing while maintaining the same key information, creating a more natural experience for audiences across social platforms. This work was complemented by regular field observations and updates from forecasters, providing timely insights and practical advice from experts working in avalanche terrain.

NZ MOUNTAIN SAFETY COUNCIL FACEBOOK

2,946 new follows

112,316 link clicks

70,542 visits

33,877 content interactions

NZ MOUNTAIN SAFETY COUNCIL INSTAGRAM

11,049 new follows

758,277 reach

55,301 link clicks

29,576 visits

83,791 content interactions

NZ MOUNTAIN SAFETY COUNCIL TIKTOK

257 new follows

158,079 reach

185,641 video views

766 profile views

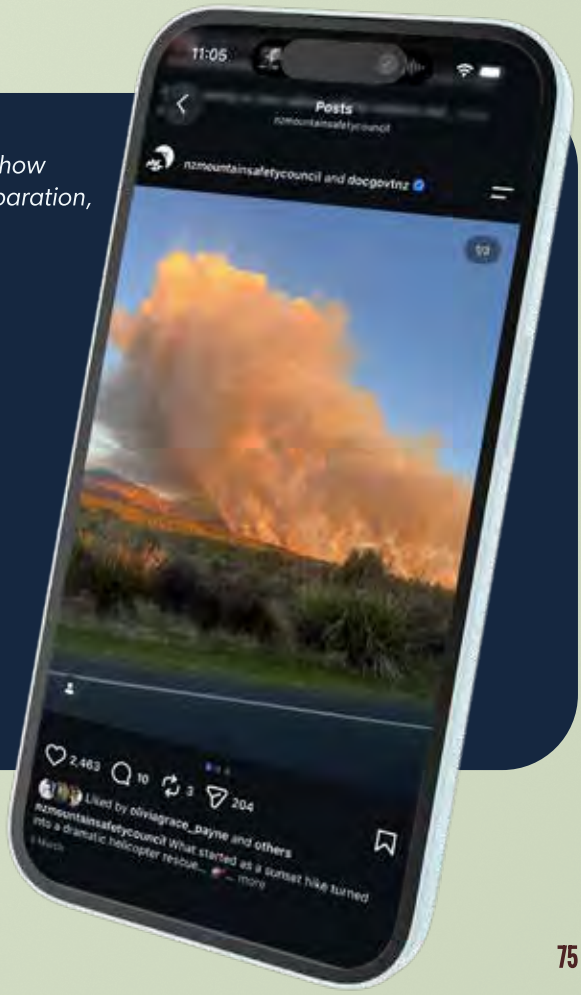
9,038 content interactions

This post was a collaboration with DOC. The personal story highlights how quickly things can change in the outdoors, and the importance of preparation, clear communication and having a Plan B.

146,965 instagram views

2,786 interactions

47 follows



NZ AVALANCHE ADVISORY FACEBOOK

1,240 new follows

7,098 link clicks

15,693 visits

7,499 content interactions

NZ AVALANCHE ADVISORY INSTAGRAM

3,416 new follows

353,354 reach

8,113 link clicks

12,141 visits

22,877 content interactions

NZ AVALANCHE ADVISORY TIKTOK

141 new follows

81,452 reach

93,585 video views

252 profile views

3,193 content interactions



Hiking poles do's and don'ts

144,843 views

216 content interactions

10 new follows

EMAIL MARKETING

Our email audiences continued to grow throughout the year, supported by targeted campaigns and lead generation activity. Total subscriber numbers grew by 12.3%, to a total of 144,144 subscribers.

We more than doubled the volume of email communications compared with the previous year with 1,973,195 eDMs going out over the 12 months. We maintained strong engagement, with average open rates increasing by 8.5% to 23.8%, and an average click rate of 1.6% across all audiences.

TRAMPING

Our PMW automated welcome journey continued to provide a strong introduction to MSC resources and safety information. Email content is tailored to users' self-assessed experience levels, allowing us to provide relevant track suggestions, planning tools and safety messages. Users are also encouraged to join our tramping audience.

The welcome flow achieved an average open rate of 30% and an average click rate of 4.2%. The first email in the series performed particularly well, with an open rate of 46.8%.

Alongside this, we delivered monthly emails to people who identified tramping as an area of interest. Seasonal content, including school holiday inspiration, winter safety messaging and practical outdoor advice, helped keep audiences engaged throughout the year. These newsletters achieved an average open rate of 23.7%.

HUNTING

Ahead of the Roar, we delivered a three-part #ROARFit email series focused on preparing physically for the hunting season. The campaign provided practical advice at key intervals (12 weeks, 6 weeks and 2 weeks before the Roar), helping hunters build fitness and confidence before heading into the hills. The series achieved an average open rate of 16.6%.

This year we also trialled a targeted campaign for the tahr rut. Sent to hunting subscribers who had also expressed an interest in mountaineering and snowsports, the campaign focused on alpine hunting safety and preparation. The email achieved a strong open rate of 30.1%, highlighting the value of interest-based audience segmentation.

WINTER

Winter communications continued to be one of our strongest-performing email programmes, achieving an average open rate of 30.8%.

A significant contributor to this growth was our Winter Updates lead generation campaign, which attracted new subscribers seeking timely seasonal information and safety advice.

Ahead of the 2026 winter season, we introduced a new avalanche education email programme. This included an automated welcome series for new subscribers and a four-part pre-season campaign for existing audiences. Together, these campaigns helped build awareness of avalanche safety and seasonal preparedness. The programme attracted more than 2,400 new subscribers and achieved an average open rate of 39.8%.

CONNECT

Connect is our primary channel for communicating with partners, stakeholders, and industry networks. Through monthly updates, we share campaign activity, partnership opportunities and insights from across the outdoor safety sector. The newsletter continued to achieve strong engagement, with an average open rate of 36.8%.

Connect also helped strengthen collaboration across the sector. Through the newsletter and related conversations, we developed new opportunities to share resources and align messaging with hunting organisations, retailers and other partners. These relationships have helped extend the reach of safety campaigns and support a more coordinated approach to outdoor safety communications.

MEDIA IMPACT
AND HIGHLIGHTS

Media plays a key role in extending the reach of our safety messages and positioning us as the expert on land-based outdoor safety. This year, we continued to foster strong media relationships through providing timely, relevant media releases, prompt responses to media enquiries, and being readily available for interview requests.

HIGHLIGHTS

Media releases

Throughout the year, we issued media releases to highlight time-sensitive safety information. This included seasonal changes, summer holidays and long weekends when more people are heading outdoors, as well as periods of increased risk, such as severe weather events and high avalanche danger.

Releases were also used to support our safety campaigns, including River Safety Month, #ROARfit, Duck Hunting and Winter, as well as to promote new resources. These included the new Brewster Track safety video and Virtual Track Guides, as well as PMW platform enhancements.

We continued to issue media releases on coroners' findings into outdoor fatalities. These enabled us to publicise safety recommendations and showcase our role as outdoor safety experts through our contributions to the enquires.

Releases issued in response to significant avalanche incidents were among our strongest performing, generating requests for interviews across radio and television with Chief Executive Mike Daisely. Quotes from these interviews were often subsequently used in news stories for hourly bulletins. Two avalanche-related media releases generated 35 pick-ups, including syndications. This coverage reinforced our reputation as the authoritative voice on alpine safety.

Alpine media coverage



21 July 2025

18 pick ups



9 September 2025

17 pick ups



25 November 2025

21 pick ups



16 December 2025

17 pick ups

Hike of the Week

Over summer we collaborated with Stuff to produce a weekly Hike of the Week article.

Featuring the MSC byline, the articles combined trip inspiration with practical advice, and included a PMW web address. These articles included colour photos and a bright fact file, creating visual appeal and making them highly accessible.

The articles received national coverage, appearing in The Sunday Star Times and online in The Post, The Press and Waikato Times.


PEACH COVE TRACK

Northland

Fact file

Plan My Walk listicles

Our PMW listicles continue to be well-received by Stuff, with many published on stuff.co.nz. These include short, inspirational descriptions of tramping tracks and huts with links to relevant pages on PMW, along with supporting safety messages. These links play a valuable role in boosting our search engine rankings.

KEY IMPACTS

29 media releases | +1

19 Direct media enquiries | -7%

334 Media pickups (including syndications)*

236 proactive

38 reactive

60 other

TOP OUTLETS

Without syndications

Sunday Star Times | 21

RNZ | 21

Stuff | 17

With syndications

The Press | 40

Waikato Times | 32

The Post | 28

*This includes all print, digital and broadcasting coverage, while last year's report did not all include print coverage.

Includes syndications

66 links to Plan My Walk | -79

30 links to MSC or NZAA websites | -31

22 embedded videos | -3

Read our media releases on our website

SOUTHERN HEMISPHERE
ALPINE CONFERENCE

We delivered our biennial Southern Hemisphere Alpine Conference (SHAC) in June 2026. Held in Wānaka, SHAC provides a unique opportunity for the alpine community to share knowledge, strengthen connections and improve safety outcomes across Aotearoa New Zealand's mountain environments.

SHAC is the leading event for the alpine industry, providing a forum for sharing current research, operational insights and practical lessons from across the alpine sector. Attendees included mountain guides, avalanche forecasters, search and rescue specialists, educators, ski patrollers and ski area managers, scientists/researchers and representatives from partner organisations.

The 2026 programme featured a diverse range of presentations, panel discussions and workshops focused on mountain safety, decision-making, forecasting, risk management and emerging trends across the alpine environment. Presentation quality was consistently high, with speakers sharing real-world experiences and evidence-based approaches that participants could apply in their own work and recreation.

Alongside the conference programme, an alpine exhibition created opportunities for attendees to engage with industry partners and explore new products, services and innovations. Sponsorship and exhibitors remained on a par with previous conferences, reflecting the value SHAC provides to the wider alpine sector. Exhibitors included Petzl, Protect our Winters NZ (POW), ATK Bindings, Black Diamond, The North Face, Rab Mountain Equipment, La Sportiva, Ortovox, Edelrid and more.

SHAC supports MSC's goal of empowering people to enjoy the outdoors safely by creating opportunities for learning, collaboration and knowledge exchange. By bringing together experts and practitioners from across the sector, the conference helps strengthen a shared understanding of risk and encourages the adoption of best practice.

The conference also plays an important role in building professional networks and fostering collaboration between organisations. These connections support more consistent safety messaging, stronger partnerships and improved coordination across the alpine community.

Feedback from attendees highlighted the value of hearing diverse perspectives, learning from others' experiences and connecting with peers from across Aotearoa and overseas.

KEY RESULTS

231 attendees
SHAC Day 1

165 attendees
SHAC Day 2

23 presentations, workshops & panels

6 sponsors

10 alpine exhibitors

NZ AVALANCHE ADVISORY

The New Zealand Avalanche Advisory (NZAA) delivers forecasts across 13 alpine regions. By combining expert forecasting, public observations and industry collaboration, the NZAA provides timely, evidence-based information that helps skiers, snowboarders, climbers, mountaineer, trampers and hunters make safer decisions in New Zealand's alpine environments.

Through continued investment in forecasting capability, technology and collaboration, MSC is ensuring the NZAA remains a trusted source of avalanche information.

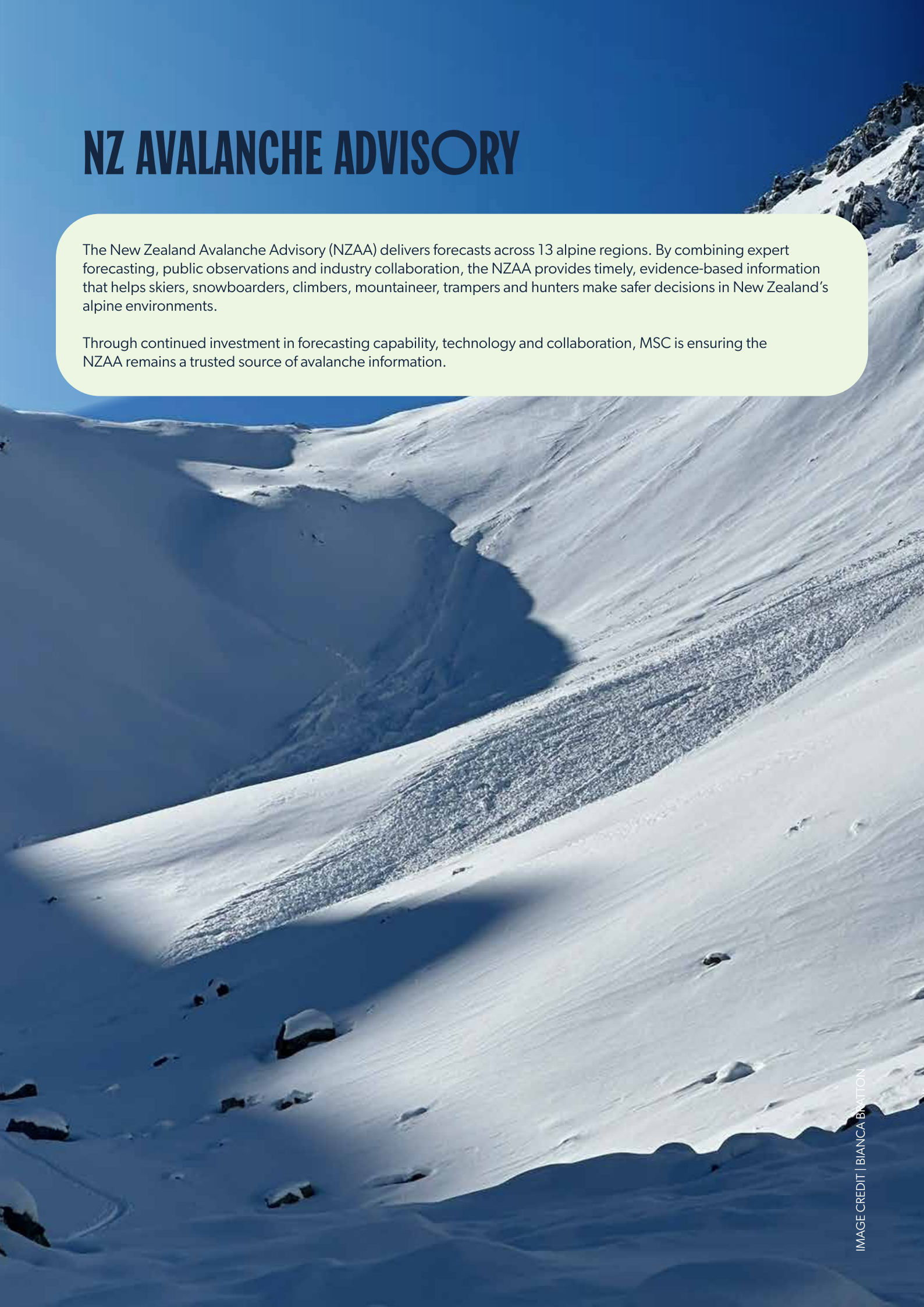


IMAGE CREDIT | BIANCA BRATTON

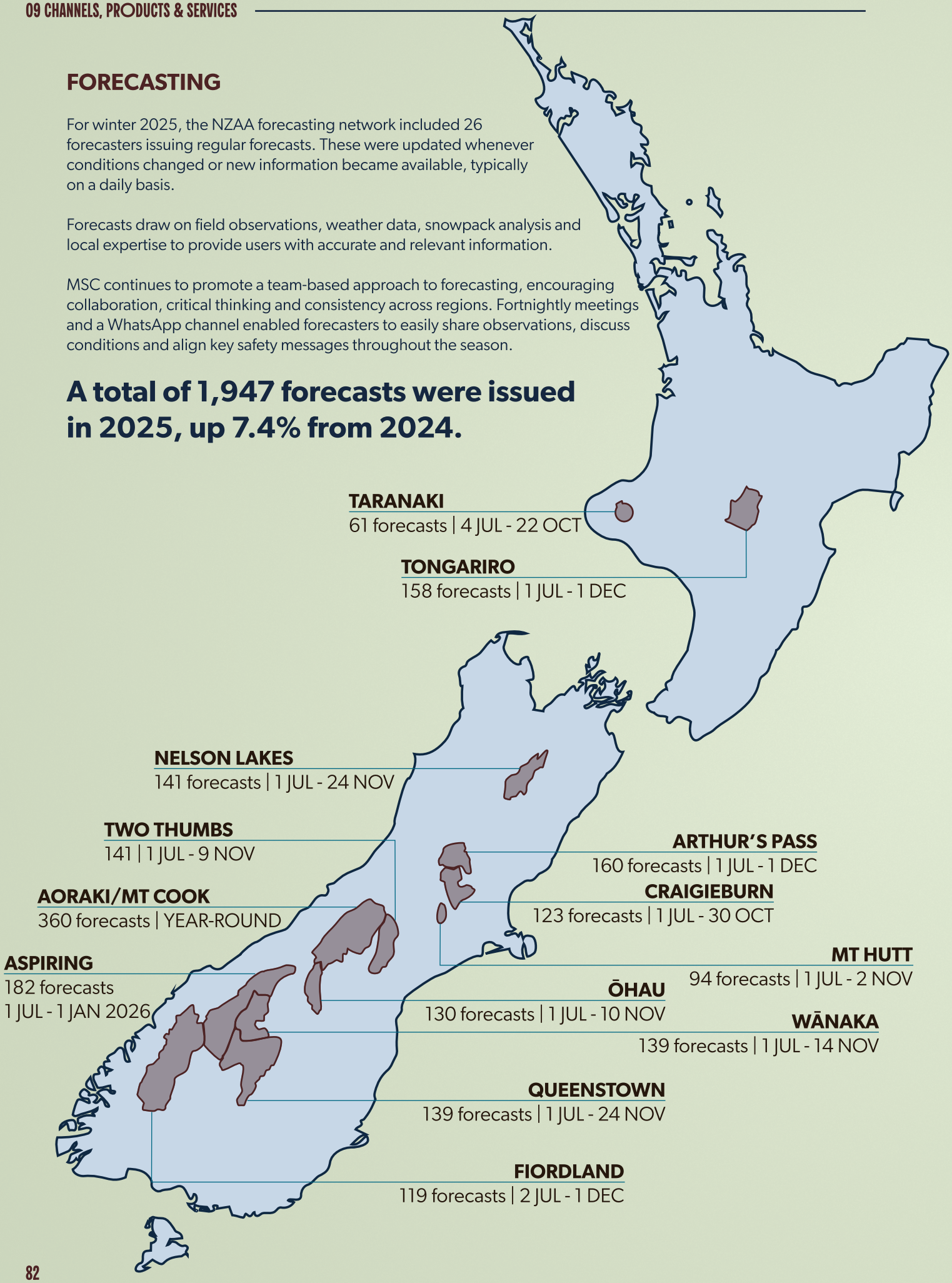
FORECASTING

For winter 2025, the NZAA forecasting network included 26 forecasters issuing regular forecasts. These were updated whenever conditions changed or new information became available, typically on a daily basis.

Forecasts draw on field observations, weather data, snowpack analysis and local expertise to provide users with accurate and relevant information.

MSC continues to promote a team-based approach to forecasting, encouraging collaboration, critical thinking and consistency across regions. Fortnightly meetings and a WhatsApp channel enabled forecasters to easily share observations, discuss conditions and align key safety messages throughout the season.

A total of 1,947 forecasts were issued in 2025, up 7.4% from 2024.



NZAA WEBSITE METRICS

From 1 July 2025 to 30 June 2026, compared to the previous year

85,351
total users | +2%

196,500
engaged sessions | +2%

94.31
engagement rate | +2%

1m 07s avg. engagment time per session | -18%

TOP 3 REGIONAL FORECASTS



Aoraki/Mt Cook
32,753 views | -1%
12,126 active users | -6%



Tongariro
27,464 views | +25%
8,406 active users | +5%



Queenstown
25,414 views | -14%
6,498 active users | -28%

PUBLIC OBSERVATIONS

Public observations remain an important part of the forecasting process.

Observations submitted through the NZAA website provide valuable on-the-ground information that helps forecasters validate conditions, identify emerging trends and improve forecast accuracy. They also give users additional insights to support trip planning and decision-making.

We saw a reduction in public observations during the winter and spring of 2025. This is likely due to limited weather windows during peak season, resulting in fewer recreationists in the backcountry.

This year we offered spot prizes for joining our Alpine Updates email audience and for completing the NZAA user survey, rather than for a public observations competition. We will resume the public observations competition this in winter 2026.

OBSERVATIONS 2025

AVALANCHE	SNOWPACK
137	134

PLATFORM ENHANCEMENTS

Over the summer, MSC delivered one of the largest upgrades to the NZAA website and professional Avalanche Safety Information Exchange (InfoEx) platforms in recent years. The updates focused on improving the user experience for forecasts, maps and observations, while also strengthening backend systems. Significant updates included:

- Introduction of forecast confidence statements (low–moderate–high) with up to three supporting statements with the aim to improve transparency and decision-making.
- Upgrade to LINZ Base Map system, improving map accuracy, clarity, and performance across forecasts and observations.
- Major backend system upgrades improving performance, reliability and long-term platform resilience.
- New hazard analysis summary for improved operational efficiency.
- Introduced auto-save functionality for hazardanalyses to prevent data loss and support collaboration
- Enabled multi-operator user assignment, allowing users to switch between organisations under a single login, better reflecting the dynamic nature of guiding in the industry.

FORECASTER TRAINING

MSC held its annual pre-season forecaster training in Wānaka on 9 June 2026, bringing together regional forecasters and supervisors ahead of winter.

The training focused on forecasting uncertainty, communicating confidence, developments in weather forecasting, lessons from international forecasting programmes and updates to the NZAA and InfoEx platforms. The day also provided valuable opportunities for discussion, knowledge sharing and planning, helping build consistency across the forecasting network and strengthening the team's ability to deliver clear, reliable safety information.

FORECASTING DATA

MSC continues to work with partners to source and maintain critical data sources to support avalanche forecasting. Key partners include MetService, Earth Sciences NZ (formerly NIWA) and Milford Road Alliance.

We are continuing to grow our network of mountain weather and camera stations, adding to the existing site at Angelus Hut in Nelson Lakes National Park. This included collaborating with Victoria University to install a camera at their site on Brewster Glacier.

NZAA USER SURVEY

MSC conducted an NZAA user survey to better understand how people use avalanche forecasts and identify opportunities to improve the service. Insights will guide future improvements to content, platform functionality and user education. A total of 559 people completed the survey.

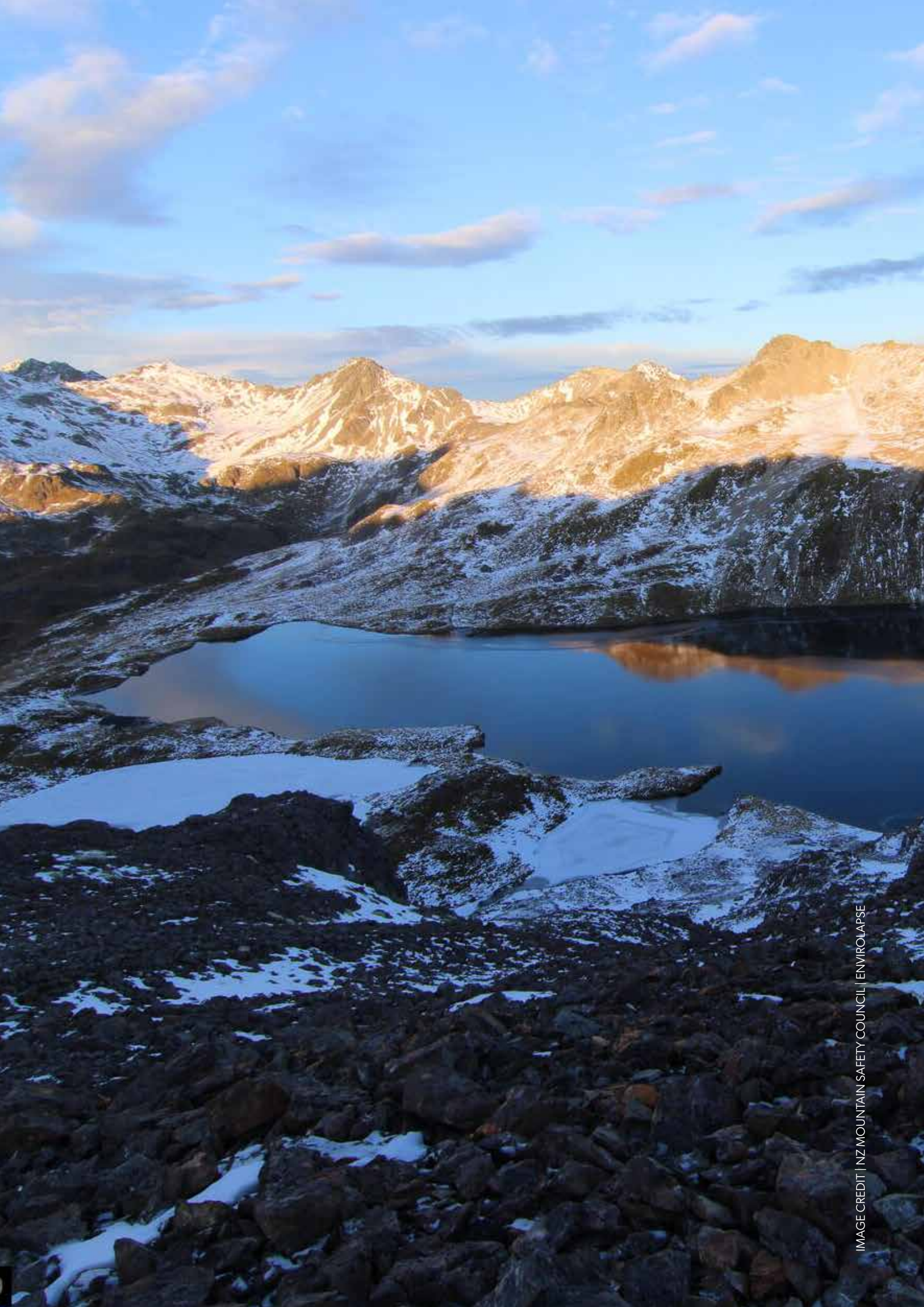
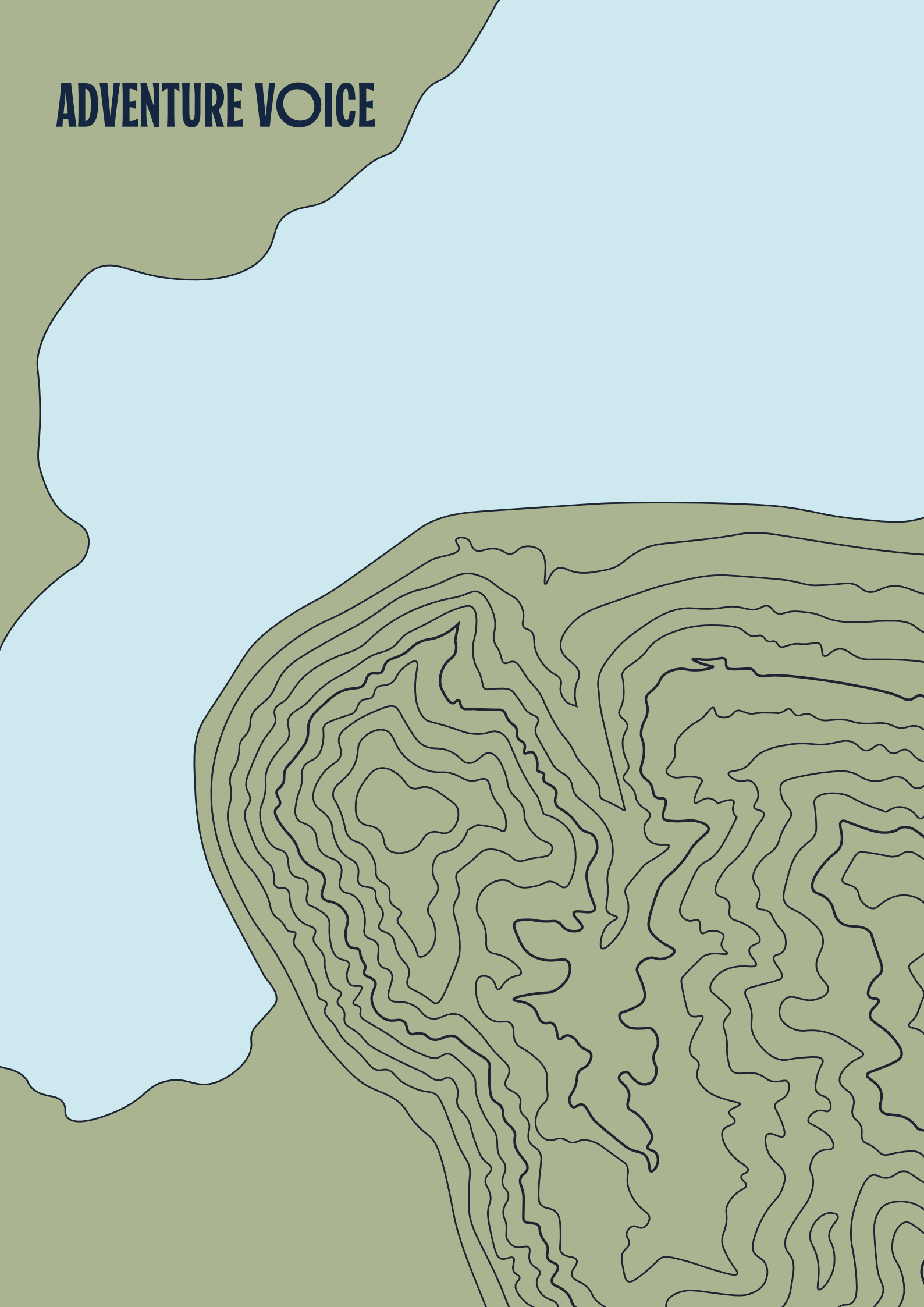
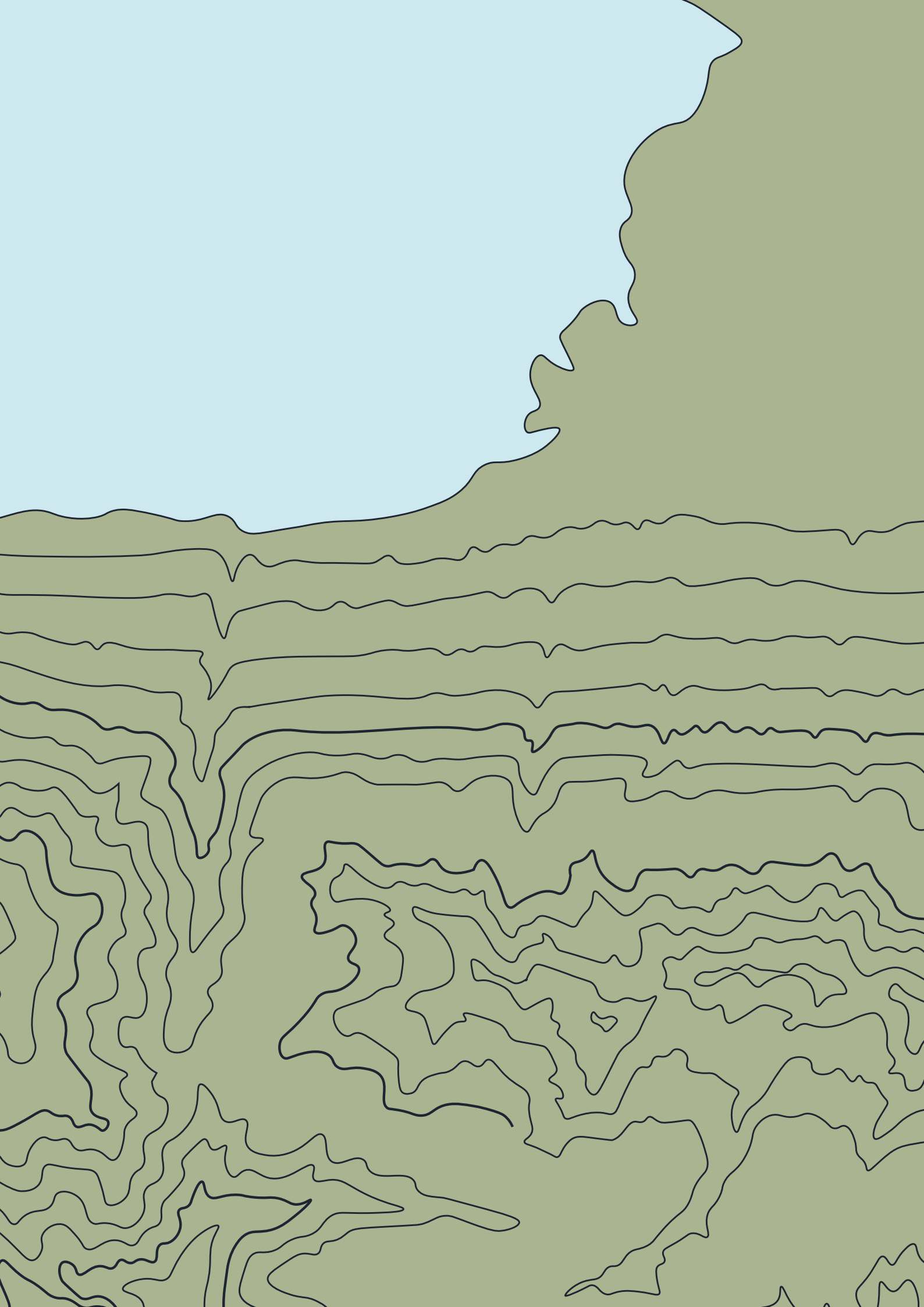


IMAGE CREDIT | NZ MOUNTAIN SAFETY COUNCIL | ENVIROLAPSE

ADVENTURE VOICE





The Adventure Voice outdoor research community provides insights into people's outdoor recreation experiences, attitudes, behaviours and influences through regular surveys on outdoor safety topics. Survey findings complement other data sources such as injury, search and rescue, and fatality insights. They directly shape our safety resources and inform safety campaigns, helping ensure we remain at the forefront of outdoor safety.

This year, we celebrated two years of Adventure Voice. Since launching in March 2024, more than 6,000 people have joined the community, and we have conducted 15 surveys exploring a range of outdoor safety topics.

COMMUNITY MEMBERSHIP & RECRUITMENT

This year, we took a different approach to Adventure Voice membership recruitment. Instead of continuous promotion throughout the year, we ran targeted, paid campaigns in the lead-up to each survey. This strategy allowed us to use creative assets related to the survey topic and promote the survey prize. Through this approach, we successfully generated greater interest in surveys and increased sign-ups.

The increase in total members was offset by existing members leaving the community. This resulted in only a small annual increase to the total community size. This is a normal process, and we expected members to come and go. We prefer to have engaged members who complete surveys as opposed to many non-active members.

Total membership (as of 1 July 2025): 6,119
Total membership (as of 30 June 2026): 6,311 (+192)

SURVEY HIGHLIGHTS

This year, we ran four surveys, with a fifth currently being finalised. These provided valuable insights to help us improve our outdoor safety resources and, where relevant, share with other outdoor organisations.

Avalanche Education

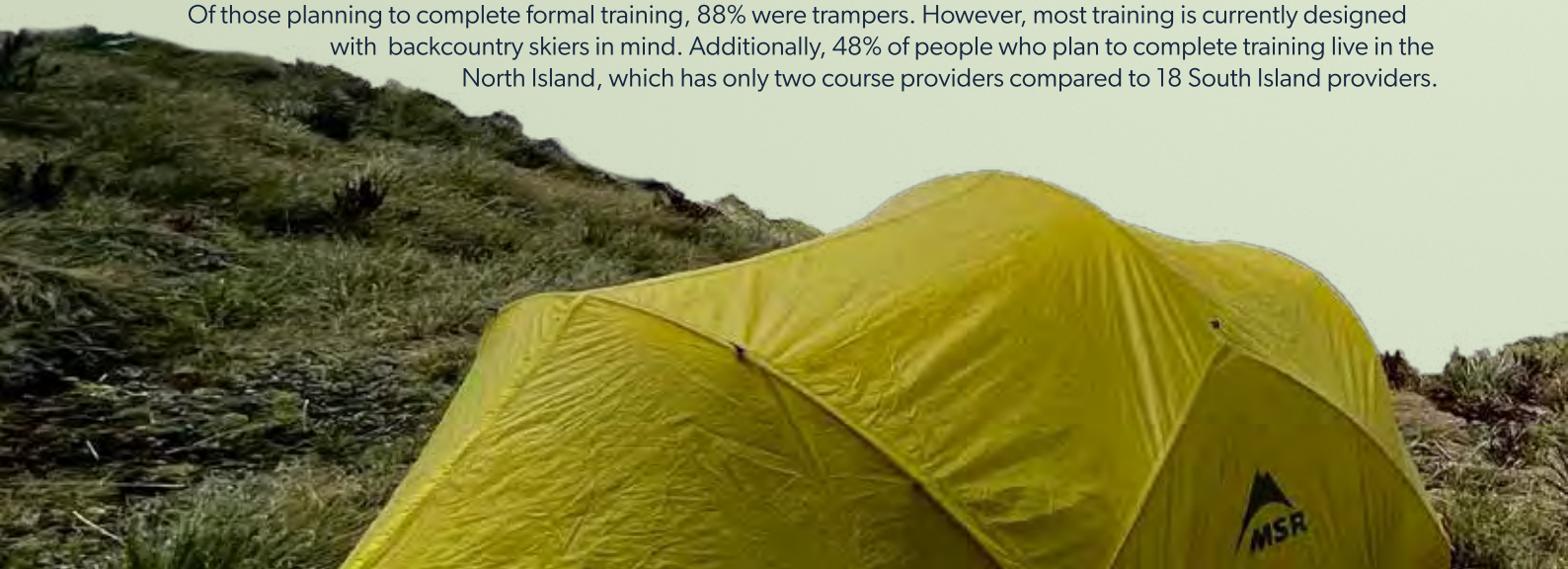
1,073
survey responses

18%
response rate

This survey asked people who pursue winter activities in alpine terrain about their avalanche training and skills so we could better understand how they approach avalanche education. The survey insights have implications for all avalanche course providers.

Of respondents, 37% had completed a formal avalanche skills training course, while 28% planned to do so in future.

Of those planning to complete formal training, 88% were trampers. However, most training is currently designed with backcountry skiers in mind. Additionally, 48% of people who plan to complete training live in the North Island, which has only two course providers compared to 18 South Island providers.



Walking track icons review

2,155
survey responses

35%
response rate

Following our recommendations, DOC began a project in 2025 to redesign the national walking track icon system. To support the project, we collaborated with DOC on an Adventure Voice survey to test a range of proposed new icons.

The survey found conclusively that the proposed new designs improved understanding of the difficulty of a track and were a better represention of each track grade.

Findings and recommendations from the survey have been shared with DOC and will help inform the redesign. The new icon system is expected to be implemented in the next financial year.

Emergency shelters

2,227
survey responses

33%
response rate

We know of outdoor incidents where the people involved would have benefited from having an emergency shelter but were not carrying one. To better understand why, we ran a survey asking a range of questions about emergency shelters that tested people's knowledge and examined their decision-making.

The results were revealing. We found there is a degree of misunderstanding about emergency shelters and a strong desire to learn more.

Based on these findings, we reviewed and updated our emergency shelters webpage and produced a series of videos to increase people's knowledge. Short-form videos were released across our social media channels, while long-form versions are permanently hosted on YouTube.

Incident stories

337
survey responses

5%
response rate

Personal stories are an effective way to teach people about outdoor safety. To help build a library of these stories, we asked people to share a story involving an incident or near miss. With received 337 stories, providing us with a wealth of material to draw on for future campaigns.

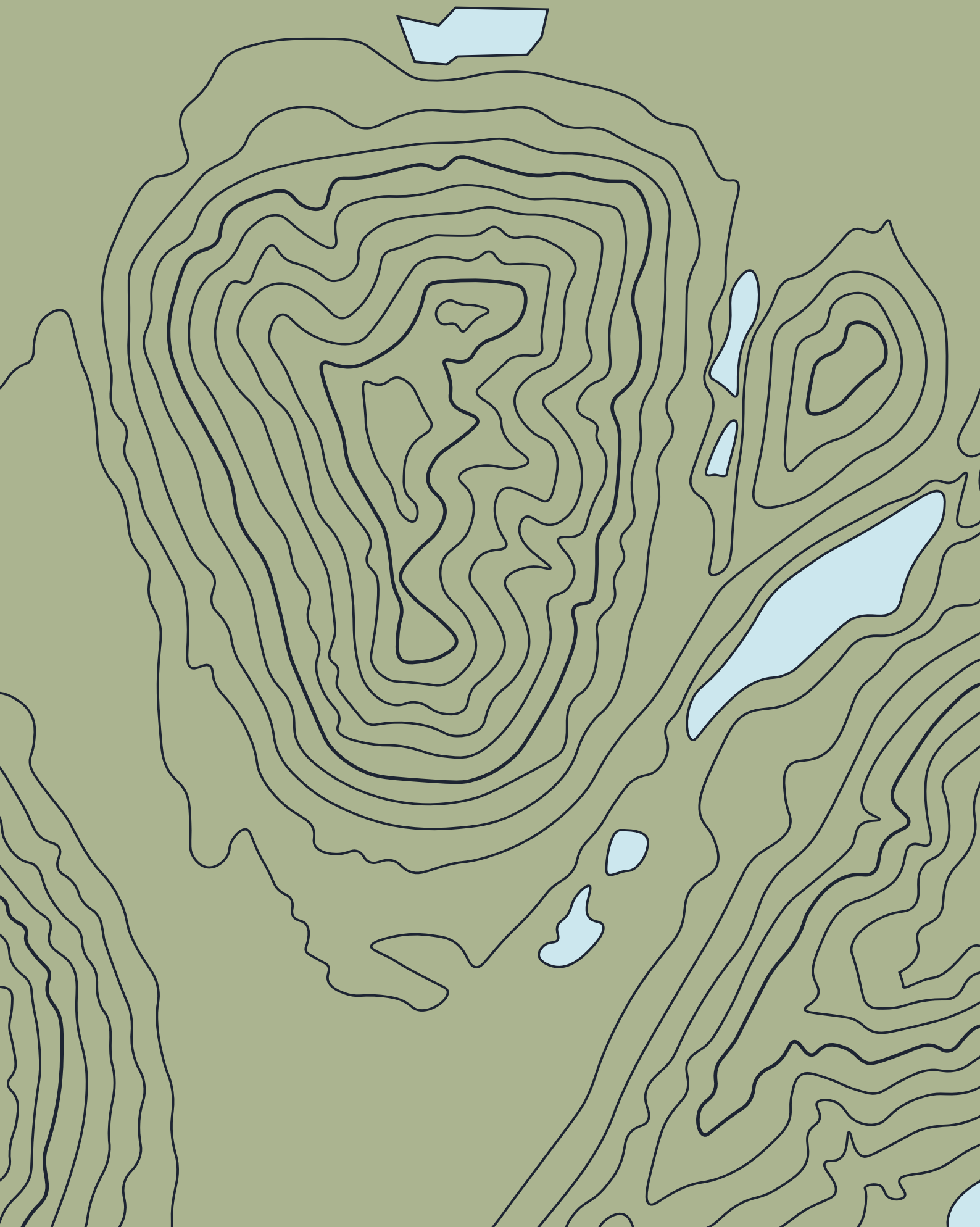
Bookable huts and campsites

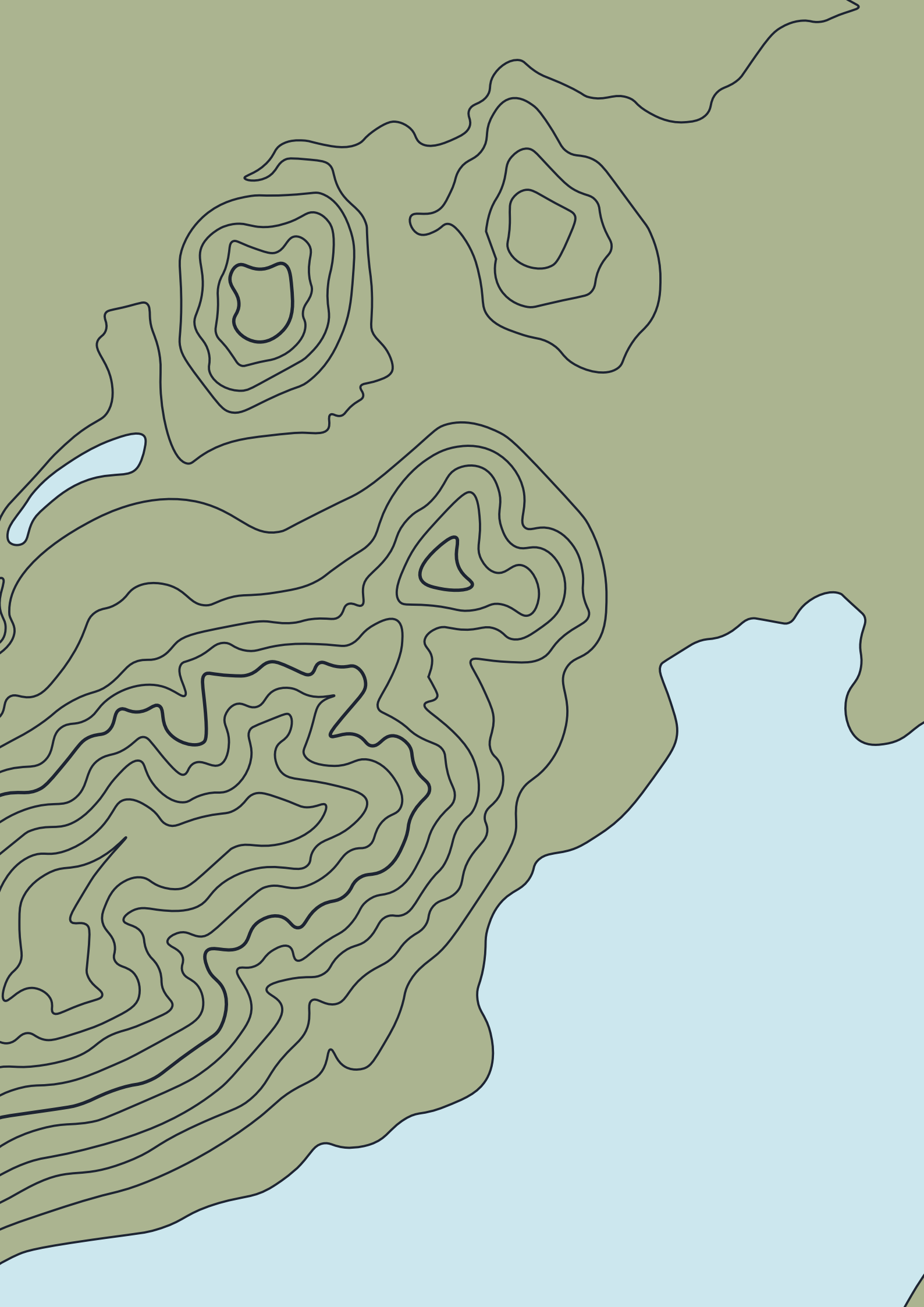
We are currently working on an in-depth survey about bookable huts and campsites in collaboration with the Land Safety Forum and other organisations across the outdoor sector, including DOC, Greater Wellington Regional Council, Auckland Council and the New Zealand Alpine Club.

The survey will explore users' attitudes towards and behaviours relating to bookable huts and campsites. These insights will help the outdoor sector understand how the booking system influences safety-related choices and decision-making, enabling work to mitigate any associated risks.



PARTNERSHIPS & COLLABORATIONS





ONE NZ & SPARK

We continue to prioritise our partnerships with One NZ and Spark to ensure we stay at the forefront of advancement in mobile satellite connectivity. Through collaboration with One NZ, the PMW app achieved satellite connectivity in February 2026. This was later followed by Spark. We believe PMW was the first consumer-facing, New Zealand-developed app to go live with satellite capability.

This development allows One NZ and Spark customers with an eligible phone and supporting plan to use the app anywhere in Aotearoa without traditional mobile coverage and with a clear line of sight to the sky. It means users can access all the app's features, including the latest weather forecasts and warnings from MetService, official track alerts, NZAA updates, and topographical and satellite maps.

We see this as a significant advancement in outdoor safety, providing another layer of support for people heading into remote areas, helping them make informed decisions outdoors.

In dense bush, narrow valleys or gullies, satellite connectivity may be unavailable or intermittent. For this reason, and as technology continues to evolve, we recommend people carry dedicated navigation tools, such as a downloaded digital or printed map, a compass or GPS, along with a reliable emergency communication device, like a personal locator beacon or inReach.



BANFF NZ WORLD TOUR
NZ ALPINE CLUB

This year, we continued to support the New Zealand Alpine Club's (NZAC) nationwide Banff NZ Mountain Film Festival World Tour from April to June. This long-standing collaboration connects us with a highly engaged outdoor audience, providing a valuable platform to showcase Adventure Voice and PMW as well as our brand.

For the tour, we produced two short, high-impact videos promoting Adventure Voice and PMW, which played at all screenings. We also received promotion through NZAC's digital channels, both before and after the tour, extending our reach beyond event attendees.

The tour attracts thousands of outdoor enthusiasts across Aotearoa. This event not only helps strengthen our connection with NZAC and the wider outdoor community but helps position us as a trusted name in outdoor safety.



NZ MOUNTAIN FILM
& BOOK FESTIVAL

As a Gold Elite Sponsor of the NZ Mountain Film and Book Festival in Queenstown and Wānaka once again this year, we had a valuable opportunity to connect with the core mountain and outdoor community in the Southern Lakes area.

In addition to sponsoring the festival, we attended the trade shows in both locations, where we promoted sign-ups to the NZ Avalanche Advisory (NZAA) Alpine Updates and ran a competition that engaged attendees and sparked conversations about backcountry safety, avalanche awareness and avalanche rescue equipment.

The event provided an excellent platform to engage with attendees and raise awareness of our resources and information that support safer adventures in the mountains.

SIKA SHOW

The annual Sika Show in Hamilton is a key hunting event. With around 10,000 people attending over 2 days, it provides a valuable opportunity to connect with hunters and sector partners.

This year, we used the show to launch our #ROARfit 2026 hunter safety campaign, ramping up our presence to include #ROARfit displays and information, and a fitness-based competition.

We secured two sites, one dedicated to families with young children with a colouring competition and PMW promotion. The other focused on #ROARfit, including campaign branding and a competition to guess the pack weight and win. This hands-on activity helped us engage hunters about their fitness.

Both booths proved excellent conversation starters with high interest and engagement, allowing us to connect personally with hundreds of hunters.







LAND SAFETY FORUM

We remain an active member of the Land Safety Forum Te Ope Tautiaki Whenua. Over the year, we attended the three in-person meetings and contributed to a range of discussions and work. This included reviewing funding applications for the forum's community fund and producing a land-safety data snapshot report, which was well received by members.

RETAIL PARTNERSHIPS

We continue to work alongside a range of outdoor retailers and distributors to reach people with timely safety information and resources. These retailers have supported our messages and campaigns throughout the year through a range of different mechanisms. They include Bivouac Outdoors, Macpac, Kathmandu, Hunting & Fishing, Torpedo 7, Swazi, Points South, Gordons Outdoor Equipment, Pack & Pedal, Further Faster, Small Planet, GearShop, KEA Outdoors, Southern Approach, Mountain Adventure and Outfitters.

We received great support for River Safety Month in October, with retailers helping distribute 20,000 river safety stickers and 4,500 supporting flyers at no cost to us. These resources proved incredibly popular, and retailers are keen to support this campaign again in 2026.

With help from our hunting retail partners Hunting & Fishing, Swazi and Points South, we were able to distribute around 15,000 fridge magnets and flyers for our #ROARfit hunter safety campaign. The magnets were also well received.

Retailers in the alpine sector have supported the NZ Avalanche Advisory and promoted other important safety content with instore education evenings.

PLAN MY WALK KIOSKS

For the past 7 years, we have had kiosks in high-traffic outdoor stores nationwide designed to attract people who are actively planning for upcoming trips. Originally used to share our safety resources and videos of nearby tracks, in 2022, the kiosks were re-engineered so customers could interact directly with PMW.

This year, we worked with Macpac and Bivouac Outdoor on a full refresh of the kiosks, including new tablets, PMW-branded backing boards, and a new operating system. This system allows the tablet to show inspiring video content when not in use and can be managed by us remotely.

We now have eight kiosks in stores across the country with another 16 planned for 2026-27.



IMAGE CREDIT | BEVAN SMITH

DEPARTMENT OF CONSERVATION (DOC)

Throughout the year we have shared key insights with DOC, advocated for support of our work and collaborated on a range of safety initiatives.

TRACK GRADING REVIEW

Following research conducted by MSC and international organisations, such as Parks Canada, we have been advocating over several years for DOC to review the national track icon system. We were pleased that this year DOC instigated this project.

To support the review, we shared our research along with best-practice examples we had identified internationally. Following a workshop facilitated by DOC, involving organisations with a vested interest in track icons, DOC developed proposed new icons and descriptive terms for each track grade. To test these, we collaborated with DOC to design and conduct an Adventure Voice survey in November 2025. Based on the survey findings, we prepared a report and recommendations, sharing it with DOC and workshop participants.

These recommendations are now being worked through by DOC, and we expect the new system to be launched during the next reporting period.

TARARUA RANGES WEBPAGES

Based on a recommendation by the Tararua Ranges Issue-specific Advisory Group, which was set up in 2019 to identify and prevent safety incidents in the park, we have been working with DOC to improve information about the tracks in the area. Subsequently, we have added these tracks to PMW, helping people plan better for trips into this popular and challenging area.

TAHR BALLOT SAFETY INFO

Alongside our small alpine hunting campaign, we partnered with DOC to review the safety information in their official Tahr Ballot Info booklet. The booklet is mailed to all successful hunters in the DOC tahr ballot for the Hooker/Landsborough and Adams Wilderness areas. Produced by DOC, in collaboration with Kea Conservation Trust, NZ Tahr Foundation and now MSC, the booklet covers essential information for the ballot as well as hunter safety. We assisted in strengthening the safety content, expanding this section from one to four pages. The booklet will now include our branding, helping reinforce our role in hunter safety within this community.

RESOURCES FOR VISITOR CENTRES

MSC continues to provide a range of resources for DOC visitor centres nationwide to share with the public. This includes posters, handouts, stickers, magnets and PMW content, making safety information easily accessible for people actively planning trips in the area.



IMAGE CREDIT | LOIC LASSUEUR

METSERVICE

Our long-standing partnership with MetService continues to bring us significant value, extending the reach of our safety campaigns to outdoor users nationwide.

During the year, MetService generously provided free advertising delivering a total of 2,049,071 impressions across the MetService platform. We used these to support three leading safety campaigns: PMW, #ROARfit and River Safety Month. By appearing alongside weather forecasts, we were able to reach hikers, trampers and hunters while they were actively planning and making decisions about a trip.

Impressions appeared at key times within these campaigns and linked to further information on either the PMW website, or #ROARfit and River Safety Month campaign landing pages.

IMPRESSIONS

Plan My Walk
515,385

#ROARfit
350,000

River Safety
253,513

A dedicated PMW tile remained on the Mountains and Parks pages from March to June 2025, generating a further 1,052,718 impressions.

PMW also featured prominently across 40 key walking tracks and 20 mountain bike tracks within the MetService platform, placing critical safety information in channels where users are actively planning outdoor activities.

In addition to these campaigns, we paid a nominal amount for promotion of the new Brewster Track safety video and the Virtual Track Guides. Together, these generated 929,212 Impressions.



UNIVERSITY RESEARCH

Academic research relating to outdoor safety is a small but growing field in Aotearoa and we are keen to support this work.

Much of the existing work involves Master's and PhD students relating to snow, climate and the cryosphere. Over the last year, we have contributed to, or supported, student research at the University of Otago and Canterbury University.

Beyond the snow and avalanche scene, we've also supported student research into risk and natural hazards, with students across multiple universities.

Emerging research includes the avalanche terrain exposure scale, computer-generated snowpack modelling and avalanche forecasting accuracy.

TOURISM INDUSTRY

We consistently work alongside our tourism industry partners to provide international visitors with information on outdoor safety. A key part of this work is ensuring that safety messaging remains current, accurate and robust.

This year, we reviewed website content for Tourism New Zealand, Lake Wānaka Tourism and Destination Queenstown. We strengthened outdoor safety information by highlighting the need for effective planning, including understanding New Zealand's environment and changeable weather conditions, choosing trips to match the skills, fitness and experience of everyone going, and taking essential gear. We also recommended following the New Zealand Land Safety Code for practical advice and safety tips, and provided links to PMW and our website for further resources.

INTERNATIONAL
OUTDOOR SAFETY FORUM (IOSF)

Established by MSC in 2022, the purpose of the IOSF remains to 'foster global collaboration to enable the delivery of effective outdoor recreation safety and prevention work'.

The forum members continued to meet every few months and discuss topics of mutual benefit.



IMAGE CREDIT | BIANCA BRATTON

FINANCIAL STATEMENTS SUMMARY

MSC has applied the Tier 3 (NFP) Standard. These summarised financial statements have been extracted from the Performance Report (PR) which was authorised for issue by the Executive Committee on 14 October 2026. The PR has been audited and an unqualified opinion was issued. These summary financial statements have not been audited.

The summarised 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 2026

Assets	2026	2025
Property, plant and equipment	434,373	303,855
Total Non-current Assets	434,373	303,855
Inventory, debtors and prepayments	189,214	116,022
Term deposits	1,300,000	1,200,000
Bank accounts	402,931	185,706
Total Current Assets	1,892,145	1,501,728
Total Assets	**$ 2,326,518**	**$ 1,805,583**
Liabilities		
Current Liabilities	391,772	287,758
Net Assets	**$ 1,934,746**	**$ 1,517,825**
Accumulated Funds		
Retained earnings	1,482,530	1,199,407
Future capital investment reserve	452,216	318,418
Total Accumulated Funds	**$ 1,934,746**	**$ 1,517,825**

Statement of Financial Performance - year ended 30 June 2026

Revenue		
Non-government service delivery grants/contracts	1,618,421	1,259,582
Government service delivery grants/contracts	699,998	859,835
General grants	303,579	311,418
Capital grants	266,000	44,000
Revenue from commercial activities	86,426	55,087
Interest	66,587	70,397
Other revenue	43,800	17,254
Donations	1,000	65,000
Total Revenue	**$ 3,085,811**	**$ 2,682,573**
Expenditure		
Non-employee expenses related to service delivery	1,332,487	1,181,356
Employee remuneration and other related expenses	993,548	1,037,148
Other expenses	292,926	270,223
Expenses related to commerical activities	49,929	28,065
Total Expenditure	**$ 2,668,890**	**$ 2,516,792**
Surplus	**$ 416,921**	**$ 165,781**

Statement of Cash Flows - year ended 30 June 2026

Net Cash Flows from Operating Activities	541,047	303,489
Net Cash Flows from Other Activities	(323,822)	(395,798)
Opening cash balance	185,706	278,015
Closing Cash Balance	**$ 402,931**	**$ 185,706**
This is represented by:		
Bank accounts	402,931	185,706
Closing Cash Balance	**$ 402,931**	**$ 185,706**

THANK YOU



Finally, we'd like to express our sincere thanks to our Council members and partners. Your ongoing support and collaboration helps us deliver effective prevention work.

Thank you!

CORE FUNDERS

Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY

NEW ZEALAND SEARCH AND RESCUE

SPORT NEW ZEALAND
IHI AOTEAROA

PROJECT-SPECIFC FUNDERS

He Kaupare. He Manaaki. He Whakaora.
prevention. care. recovery.

Department of Conservation
Te Papa Atawhai

LAND SAFETY FORUM
Te Ope Tautiaki Whenua

Outdoor Access Commission
Herenga ā Nuku Aotearoa

NON-CASH CONTRIBUTORS

Earth Sciences New Zealand
Te Whatu Ao

Google Ads

MetService



NEW ZEALAND MOUNTAIN
SAFETY COUNCIL

SAFER PLACES, SAFER ACTIVITIES, SAFER PEOPLE.