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New Zealand Mountain Safety Council

ANNUAL REPORT





Council Members

A big thank you to our council member organisations.

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- 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 Tiorangi
- 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

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All outdoor images featured in this report come from Plan My Walk reviews. A big thank you to all reviewers who shared their photos and personal experiences.

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Welcome

This year has been one of great momentum and impact for NZ Mountain Safety Council (MSC), particularly in advancing our digital tools, strengthening media reach and deepening community engagement. At the heart of these efforts has been the continued development of Plan My Walk (PMW), our flagship trip planning platform, which remains central to helping New Zealanders and visitors make safer decisions in the outdoors. Born from our insights that revealed the causal factors of incidents affecting hundreds of thousands of Kiwis, Plan My Walk helps people to find adventures that match their abilities, and better understand and prepare for the environment they are intending to explore.

This year we focused on improving the user experience and backend stability of PMW. Users can now plan trips directly to huts and campsites, just as they would for tracks. With 996 huts and 332 campsites now fully integrated into PMW, including booking links, site facilities and differing accessibility needs. Other updates have enhanced the ability to log completed trips, search functionality, gear list presentation and user reviews. As a result, the number of completed trips logged rose by 372%, giving us better insight into where and how people are recreating.

To ensure data reliability in the backend, we built a new system that monitors external data sources, like the Department of Conservation and MetService, quickly flagging any issues to our team. These enhancements improve trust and ensure PMW remains a dependable safety tool.

We also ran a highly successful summer campaign to boost user engagement and trip reviews. Supported by a nationwide competition, this initiative generated 3,000 new reviews over a 5-month period, helping us surpass our goal of 10,000 total reviews. These real-world insights are not only valuable to users, our surveys show they significantly impact safe decision-making.

Meanwhile, our media engagement reached new heights, with 28 media releases and 248 media pick-ups, the highest ever. Notable coverage included seasonal avalanche warnings, Easter tramping safety, and in-depth features on climate change impacts. Collaborations with outlets like Stuff, Wilderness, and Radio New Zealand ensured safety messages reached broad and diverse audiences.

Adventure Voice, our outdoor research community, also saw tremendous growth jumping, from 1,943 to 6,119 members in just 12 months, due to our concerted promotional efforts. This engaged community participated in nine surveys, providing thousands of insights on topics from tramping habits to water treatment and hunting safety. These findings directly inform our campaigns and safety messaging, ensuring they remain relevant and impactful.

Many of the places people choose to recreate are among the most vulnerable to the impacts of climate change, making our commitment to sustainability more important than ever. This year, we proudly achieved Net Zero Carbon Lite Business certification, a key milestone in our emissions reduction journey. While our environmental impact has always been modest, this certification formalises our efforts to measure, reduce and offset our carbon footprint. It also reflects our values and reinforces our role in protecting the natural environments we encourage people to enjoy, ensuring these spaces remain accessible and resilient for future generations.

Together, these achievements reflect MSC's ongoing commitment to innovation, collaboration and evidence-based solutions that empower outdoor users and improve safety outcomes nationwide. This report reflects that progress and the people – our dedicated and hardworking MSC team, partners, and community members – who made it possible.



MIKE DAISLEY
Chief Executive



RICHARD DAVIES
Board Chair

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 through 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 measure these categories based on 5- and 10-year trends, and the rate of incidents relative to participation volumes (where available) for selected activities.

7 Key Activities We Track

We focus on seven core land-based outdoor recreation activities relevant to MSC's prevention mandate. These are:

- **Tramping (including hiking and walking)**
- **Hunting (all forms)**
- **Mountaineering**
- **Trail running**
- **Mountain biking (backcountry trails)**
- **Backcountry snowsports**
- **Rock climbing (outdoors).**





Fatalities

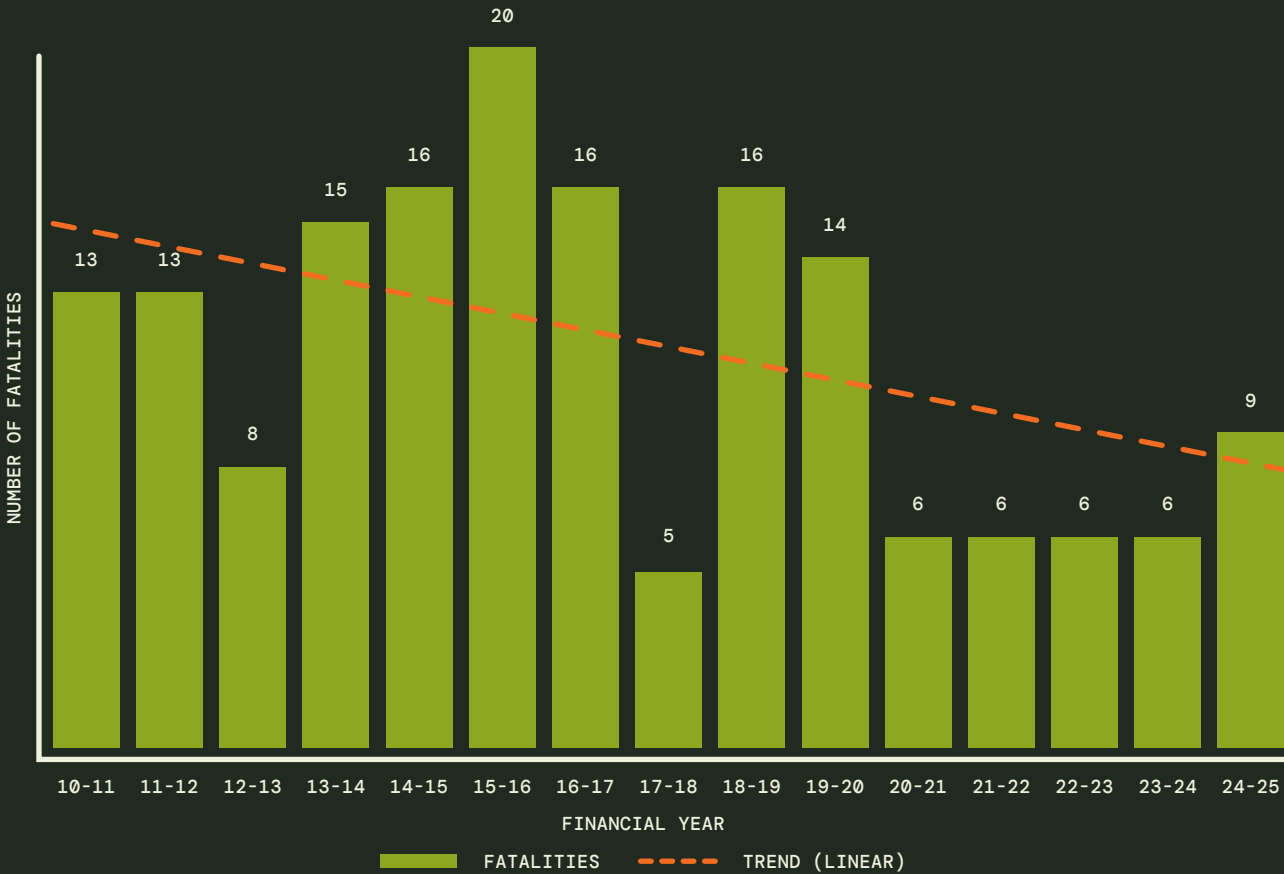
The data shows the number of fatalities across the seven activities has fluctuated over the years. However, over the past 15 years, the trend is decreasing overall.

Moreover, this year, the 5-year average has decreased from 7.6 to 6.6 fatalities per year. The 10-year average is down to 10.4 fatalities per year, a decrease from 11.1 in the previous year.

We do not include fatalities caused by medical events, such as heart attacks.

Outdoor Recreation Fatalities

Tramping | Hunting | MTB | Trail Running | Mountaineering
Backcountry Snowsports | Rockclimbing



Source: NZ Mountain Safety Council/Coronial Services Unit



Search and Rescues

The number of people involved in search and rescues in the combined seven activities has slightly increased over the last 10 years, while the 5-year and 10-year averages are close at 699 and 716 people respectively per year.

Factors we believe that are contributing to this increasing trend include New Zealand's growing population, especially in urban environments, 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, enabling people to more readily call for help.

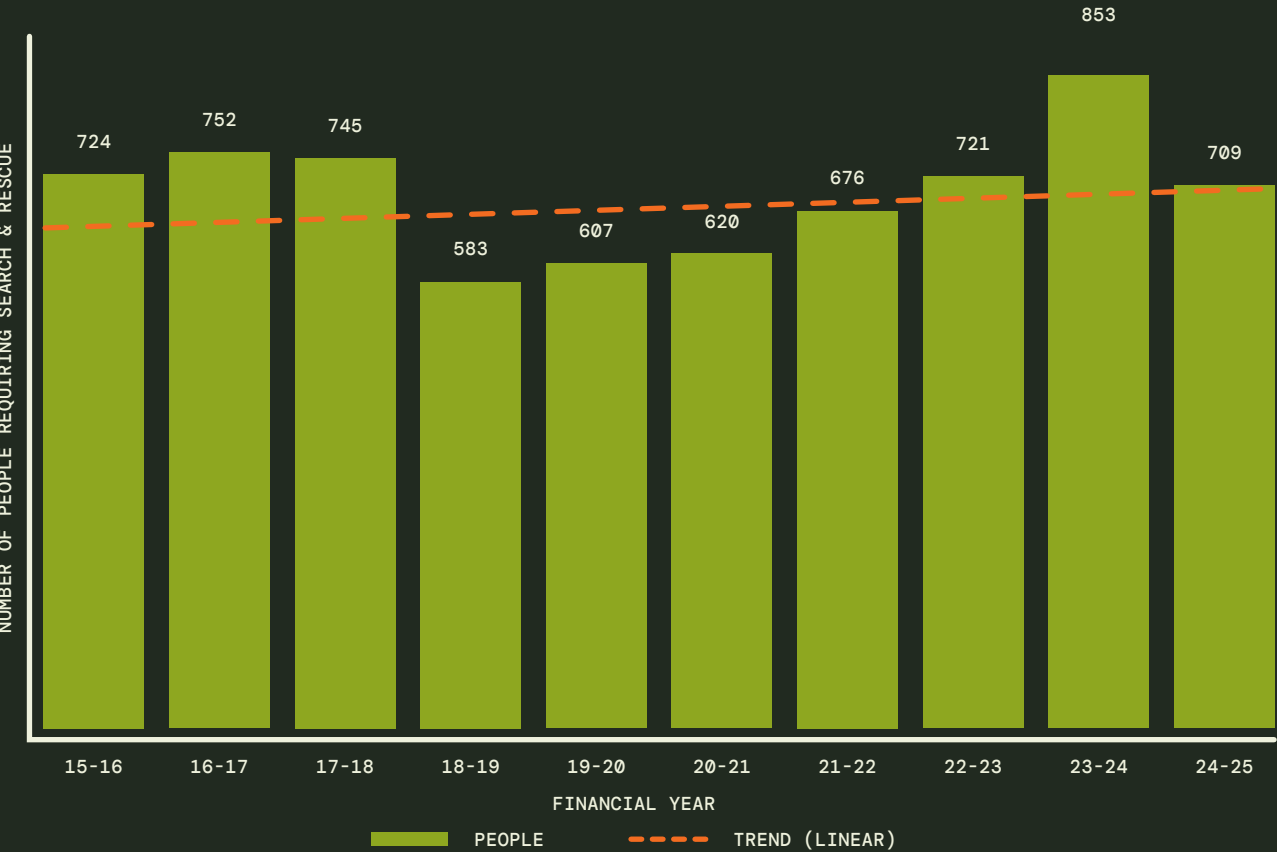
From 2020-2021 onwards, we have included New Zealand ambulance data from Hato Hone St John, adding a type of 'rescue' event not included in previous data. This will have a slight impact on the data and trend.

Overall, we have not seen a significant increase in the number of people involved in search and rescue operations, despite these contributing factors. This reflects positively on our ongoing prevention efforts and safety initiatives.

Note: The data collection system changed in 2018-19 and this may have resulted in some underreporting for this specific year.

Search & Rescue Operations

Hunting | MTB | Trail Running | Mountaineering
Backcountry | Snowsports | Rockclimbing



Source: NZ Mountain Safety Council/NZSAR



Injuries

Injury claims reported via ACC 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. While fatalities provide a greater level of detail, the value of injury claims is the significantly larger dataset, which captures a wide range of injury types and severities.

When looking closely at injury claims, tramping, hunting and mountaineering provide the cleanest datasets. We have combined these three activities to provide a big picture view of injury claim trends. This shows that over the past 10 years there has been an increase in total injury claims, including severe injuries.

There are likely multiple factors contributing to this increasing trend, such as an increase in the New Zealand population and in the size of the New Zealand adult tramping and mountaineering populations (hunting, on the other hand, is decreasing). We also know that the economic climate has variable 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.

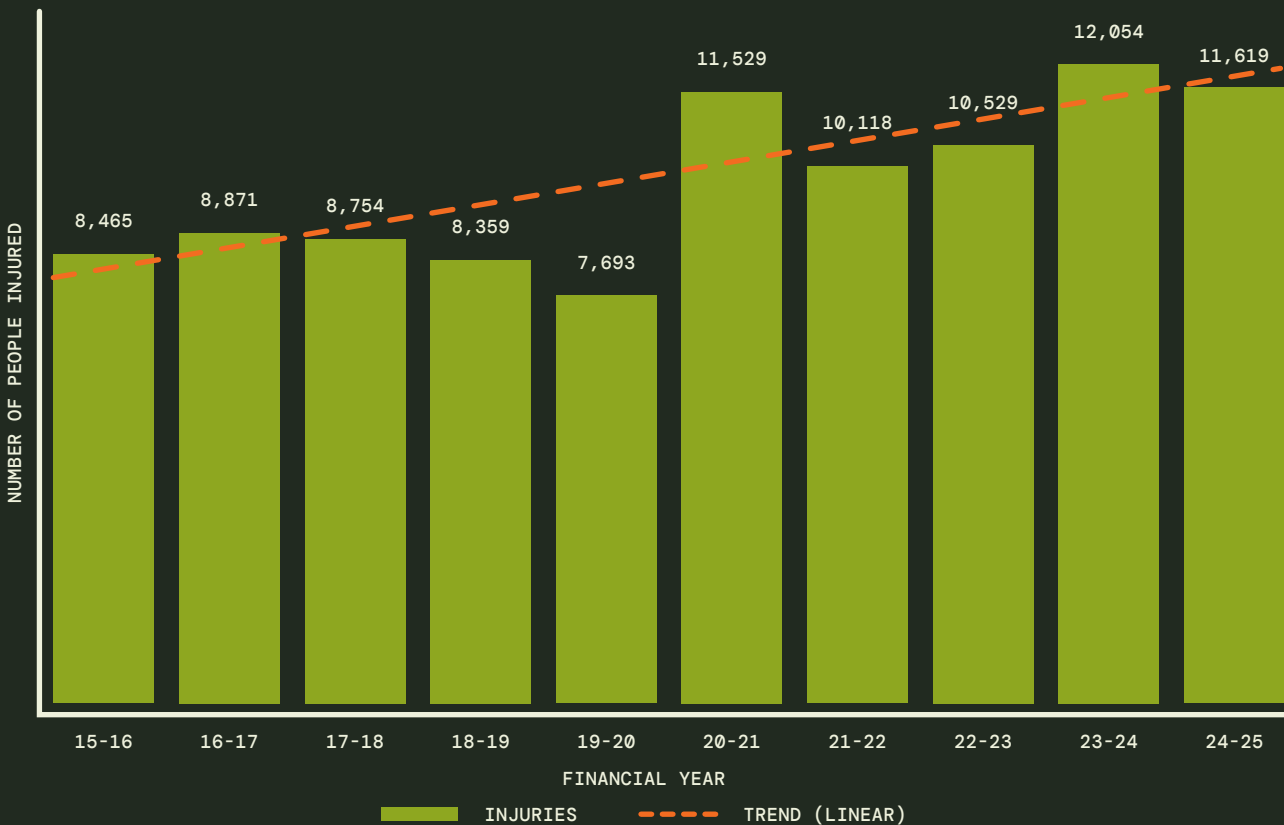
This trend suggests other factors are at play and highlights the need for increased targeted injury prevention investment for these activities, enabling us to focus specifically on reducing serious injuries involving these user groups.

While we monitor a range of metrics relating to injury claims we pay particular attention to severe injury claims, specifically the percentage of severe injuries compared to all injuries. Severe injuries reflect the most harmful injuries, requiring longer rehabilitation, and having a greater impact on individuals and their families. Severe injuries result in more time off work, with wider economic and community impacts.

Note: We are still within the 2024-25 data collection period, so this data is not yet complete. While the number of injuries will remain approximately the same, the cost of ongoing injury claims will increase over time. That means the number of severe injuries could change because the cost of an injury is a key factor in how we categorise claims.

Total Injuries

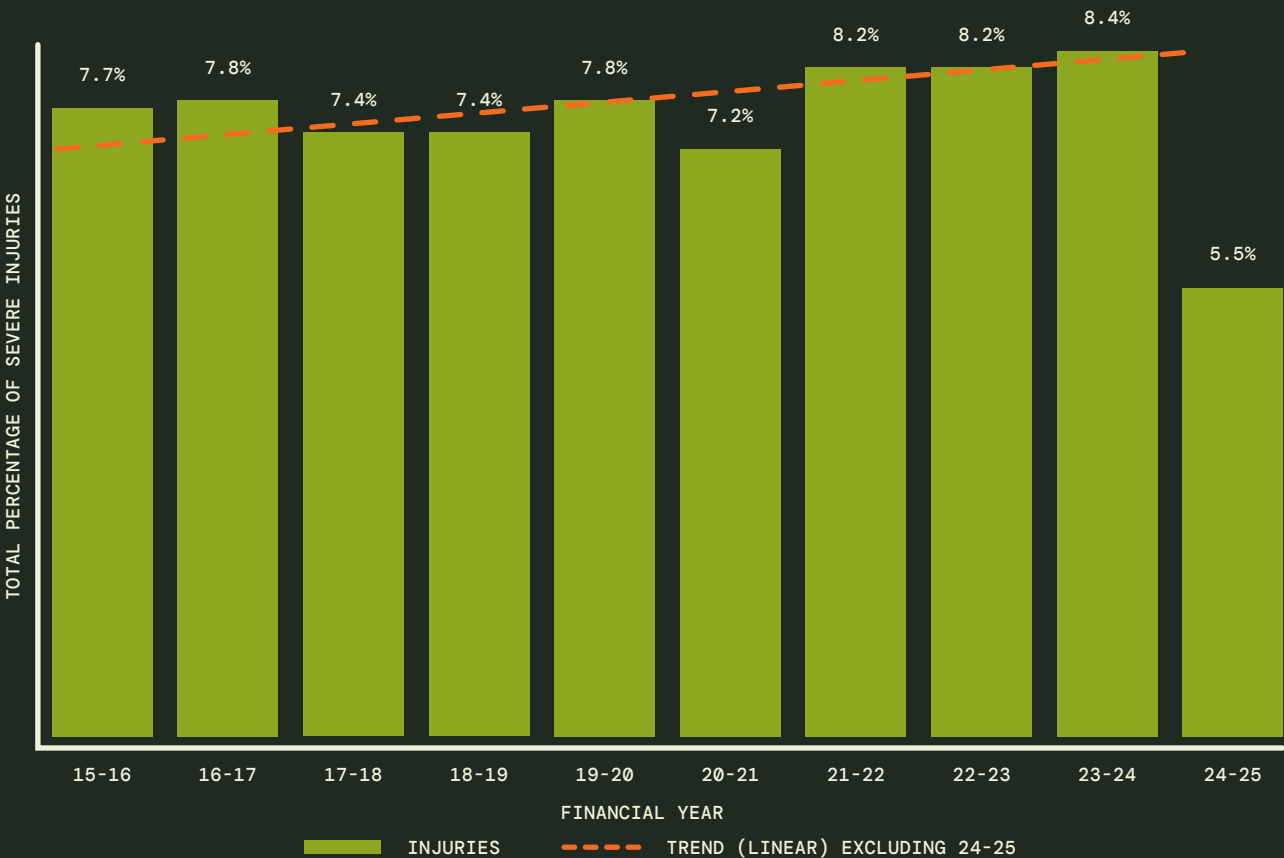
Tramping | Hunting | Mountaineering



Source: NZ Mountain Safety Council/ACC

Total Severe Injuries as a Percentage of all Injuries

Tramping | Hunting | Mountaineering



Source: NZ Mountain Safety Council/ACC



Tramping

Tramping, which in the MSC context includes short walks, day hikes and multi-day trips, is the most popular activity within our mandate.

Prior to the COVID-19 pandemic, approximately 25% of the New Zealand adult population went tramping at least once annually. The pandemic had a significant impact on tramping participation, generating a significant spike in activity, reaching a peak of approximately 29% of New Zealand adults. However, by 2023, this had returned to ‘normal’ pre-pandemic levels.

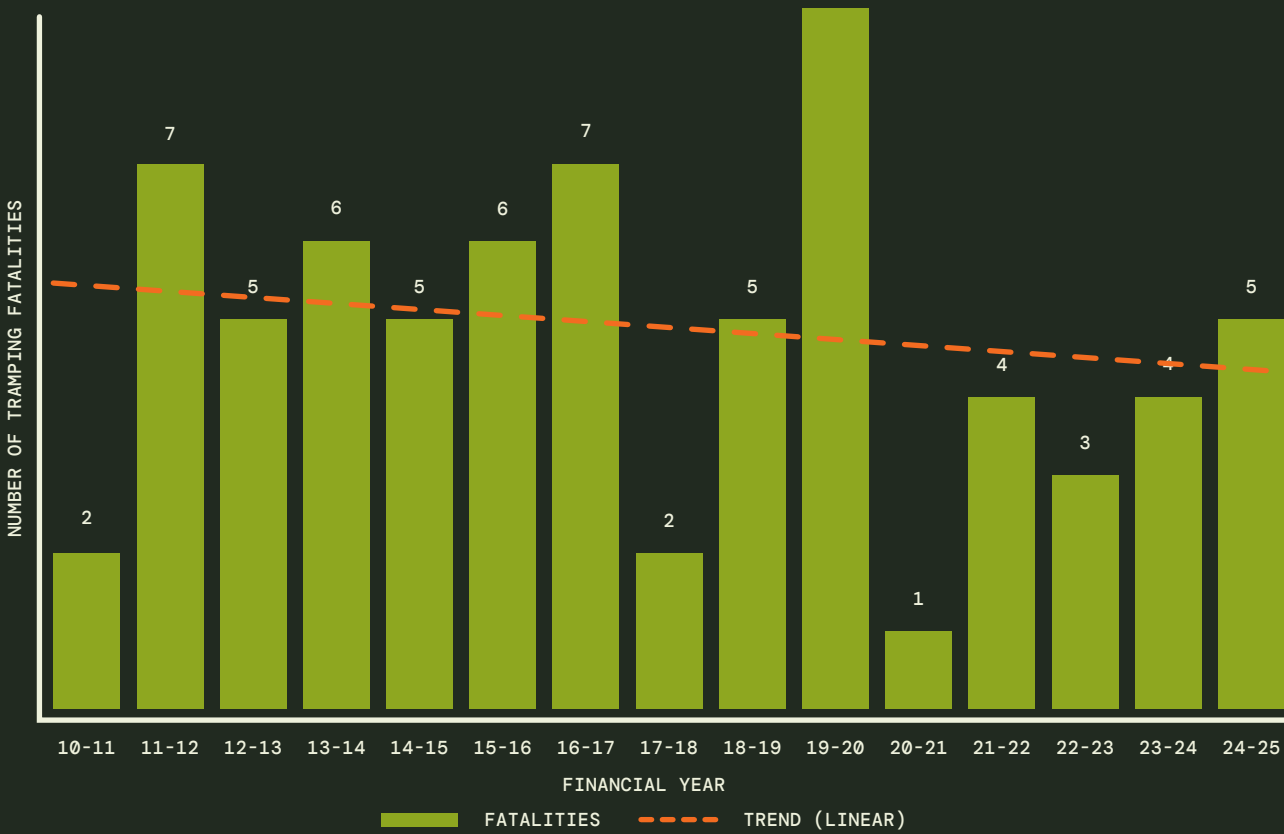
Unsurprisingly, the pandemic also impacted international visitor tramping participation. Through the 2018-2019 year, approximately 683,000 visitors went tramping in Aotearoa New Zealand. During the pandemic there were several years of essentially zero activity due to border restrictions and very limited international travel. By 2023-2024, numbers began to increase, with approximately 398,000 tramping visitors, and this is continuing to climb. The majority of international tramping visitors undertake short walks or day hikes rather than overnight or multi-day tramps.

TRAMPING FATALITIES

The graph highlights how tramping fatalities can fluctuate year by year, while overall trends are decreasing. The 5-year average is now 3.4 fatalities per year, and the 10-year average is now 4.6 per year.

Over the last 10 years, since 2015-16, there have been 46 tramping fatalities. Exactly half of these were international visitors. However, since 2022-2023, when our borders largely reopened and international visitors had begun to return, eight of the 12 (66.7%) fatalities were international visitors.

Tramping Fatalities



Source: NZ Mountain Safety Council/Coronial Services Unit

TRAMPING SEARCH AND RESCUES

As a general trend, the number of trampers involved in search and rescues has continued to increase slightly over the last 10 years. However, as the graph shows, there are years with reasonable fluctuations. The 5-year average is now 558 people per year, and the 10-year average is now 540.

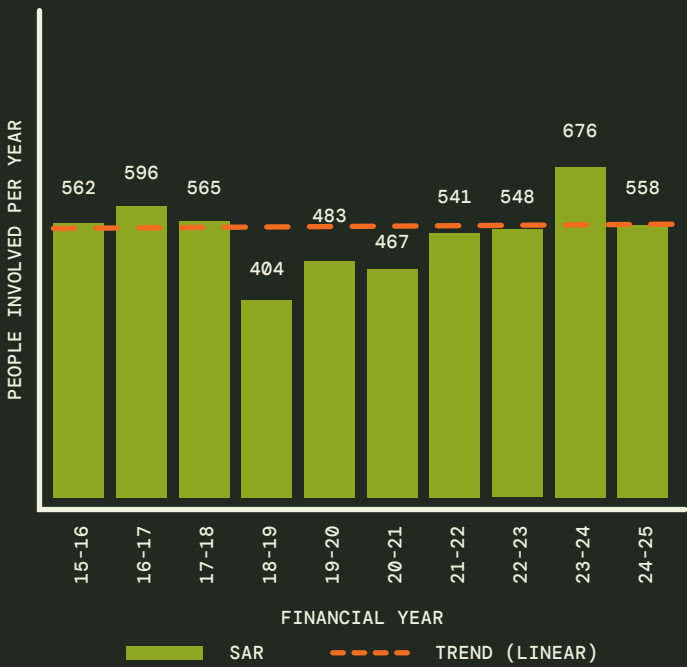
Over the last 10 years, the percentage of the NZ adult population participating in tramping has fluctuated, but by and large is approximately 25% of the adult population. Taking into account an overall increase in the population, there are more NZ adults tramping than ever before.

Using participation rates and actual SAR counts, we can see that the rate of trampers requiring search and rescue per 10,000 participants has trended slightly down over the last 8 years, although it has been climbing steadily since the COVID-19 pandemic.

From 2020-2021 onwards, we have included NZ 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 trend.

Note: The data collection system changed in 2018-19 and this may have resulted in some underreporting for this specific year.

PEOPLE INVOLVED IN SAR PER YEAR



PEOPLE INVOLVED IN SAR PER 10,000 PARTICIPANTS



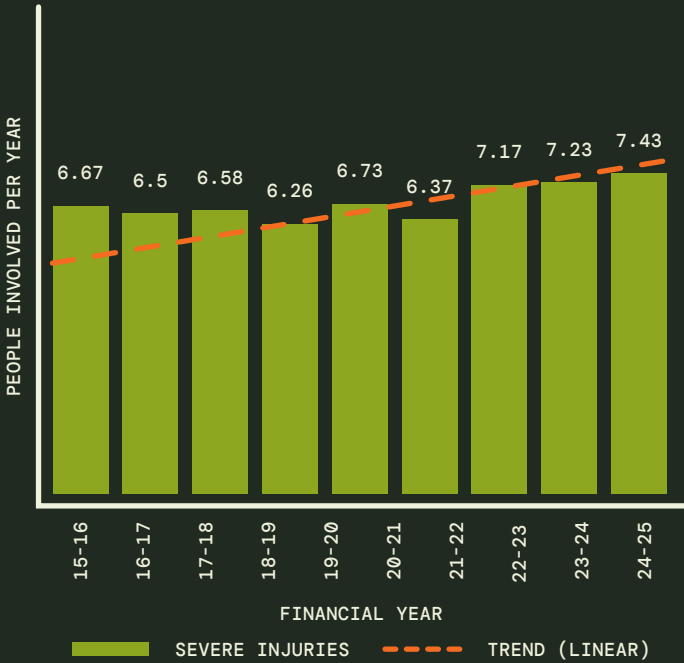
Source: NZ Mountain Safety Council/NZSAR

TRAMPING SEVERE INJURIES

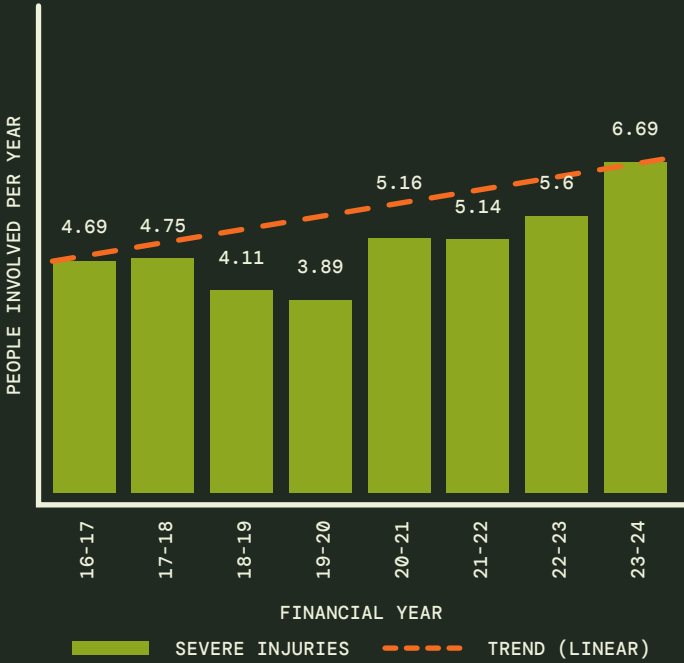
Focusing on severe tramping injuries, two of the key metrics we track both indicate an increasing trend. Severe injuries as a percentage of all injuries shows a steady increase over time, and the story is similar for severe injuries per 10,000 participants. This increase mirrors the overall increase in all tramping injuries of any severity.

Again, we believe this trend highlights the need for increased targeted injury prevention investment for tramping, enabling dedicated prevention work to focus specifically on reducing serious injuries. Over the last decade there has been very little tramping-targeted injury prevention investment, and we believe these trends will continue unless further resources are available to address this.

SEVERE TRAMPING INJURIES AS A PERCENTAGE OF ALL TRAMPING INJURIES



SEVERE INJURIES PER 10,000 PARTICIPANTS



Source: NZ Mountain Safety Council/ACC

Hunting

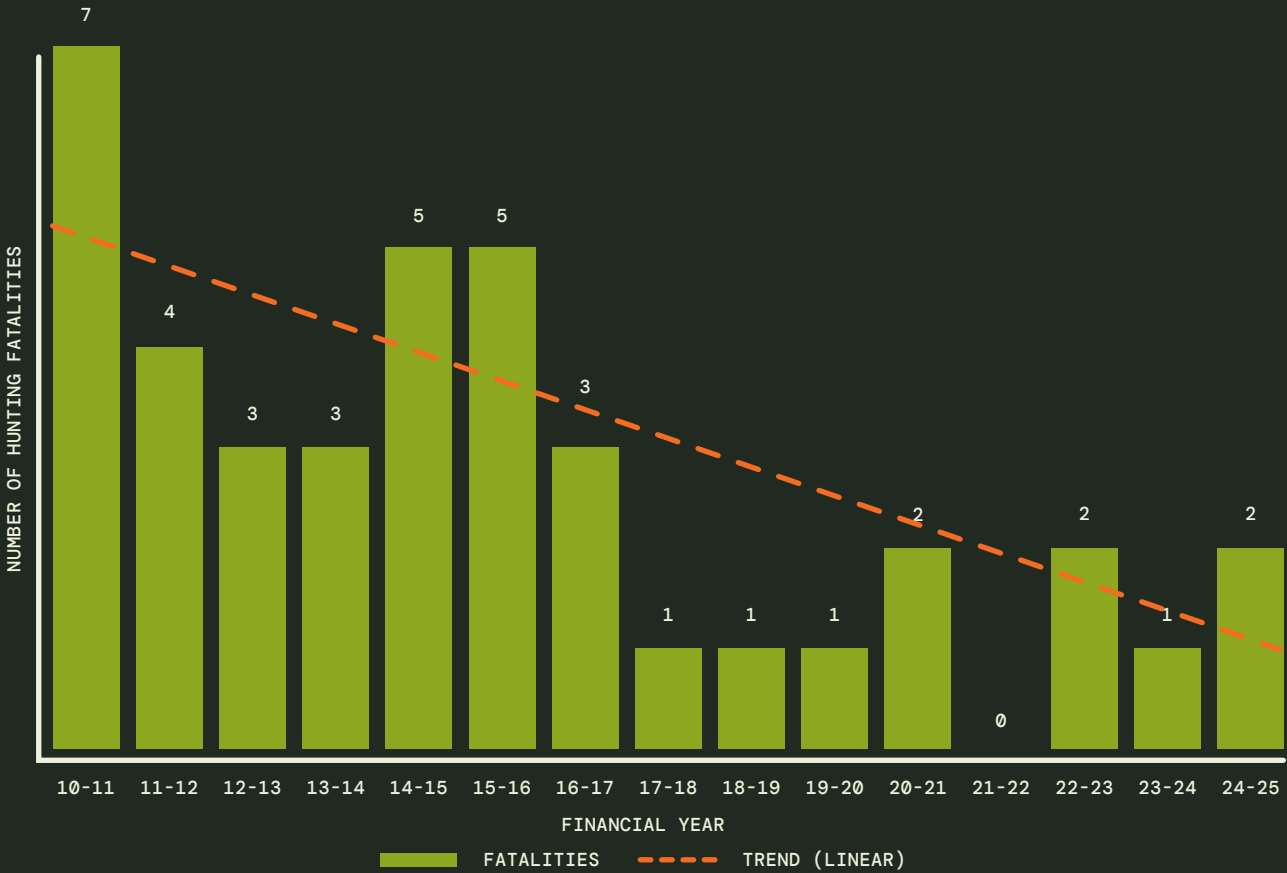
Hunting, which includes big game, pig, duck and alpine hunting, remains a popular activity. However, overall hunting participation has been steadily decreasing over the last 10 years. Nowadays, approximately 4% of the NZ adult population goes hunting at least once per year. Despite a slow annual decline in participation, hunters are an active community and typically go out hunting multiple times per year.

We don't believe the COVID-19 pandemic had the same impact on international visitor recreational hunting (excluding guided hunting) as it did with tramping, as the size of this group is believed to be a lot smaller. However, like tramping, hunters in NZ were significantly impacted through the pandemic. While there was only a very small increase in overall hunting participation through this period, it's likely the frequency of hunting trips increased, especially in rural communities or where hunters had easy access to suitable hunting land.

HUNTING FATALITIES

Fatality data indicates that hunting fatalities have been trending down over the last 15 years, although these can fluctuate year to year. The 5-year average is now 1.4 fatalities per year, and the 10-year average is now 1.8 per year.

Hunting Fatalities



Source: NZ Mountain Safety Council/Coronial Services Unit

HUNTING SEARCH AND RESCUES

The 10-year trend for search and rescues involving hunters is steadily declining. The 5-year average is now 65.2 per year and the 10-year average is 71.2.

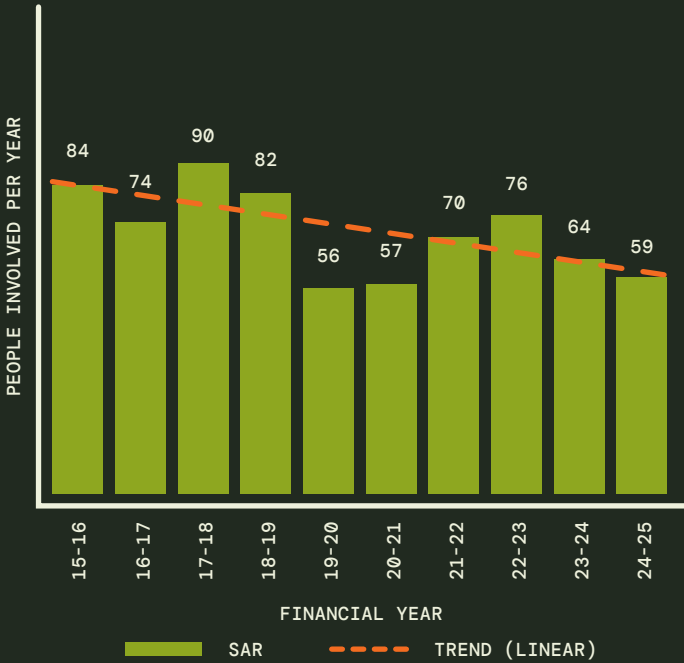
While hunting participation is slowly decreasing, many hunters are regularly active, and we believe hunt more frequently than most trampers go tramping.

Using participation rates and actual SAR counts, we can see that the rate of hunters requiring search and rescues per 10,000 participants is relatively stable.

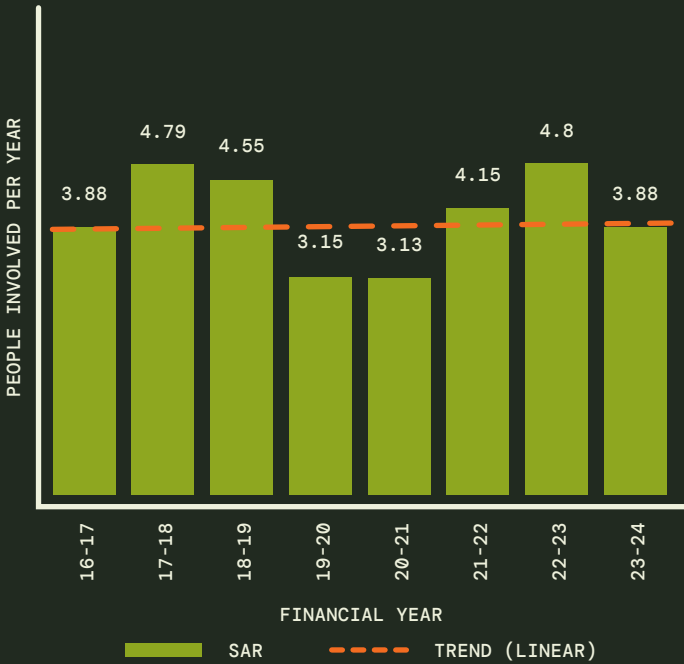
From 2020-2021 onwards, we have included NZ ambulance data from Hato Hone St John, adding a type of ‘rescue’ event not included in previous data. This will have a slight impact on the data and trend.

Note: The data collection system changed in 2018-2019 and this may have resulted in some underreporting for this specific year.

PEOPLE INVOLVED IN SAR PER YEAR



PEOPLE INVOLVED IN SAR PER 10,000 PARTICIPANTS



Source: NZ Mountain Safety Council/NZSAR

HUNTING SEVERE INJURIES

Severe hunting injuries as a percentage of all injuries shows a steady increase over time.

Our #ROARfit hunting campaign aims specifically to reduce severe hunting injuries during the annual Roar, when thousands of hunters hit the hills in search of their dream stag.

Furthermore, the trend of severe hunting injuries per 10,000 participants is also increasing over time.

SEVERE INJURIES PER 10,000 PARTICIPANTS



SEVERE HUNTING INJURIES AS A PERCENTAGE OF ALL HUNTING INJURIES



Source: NZ Mountain Safety Council/ACC

Mountaineering

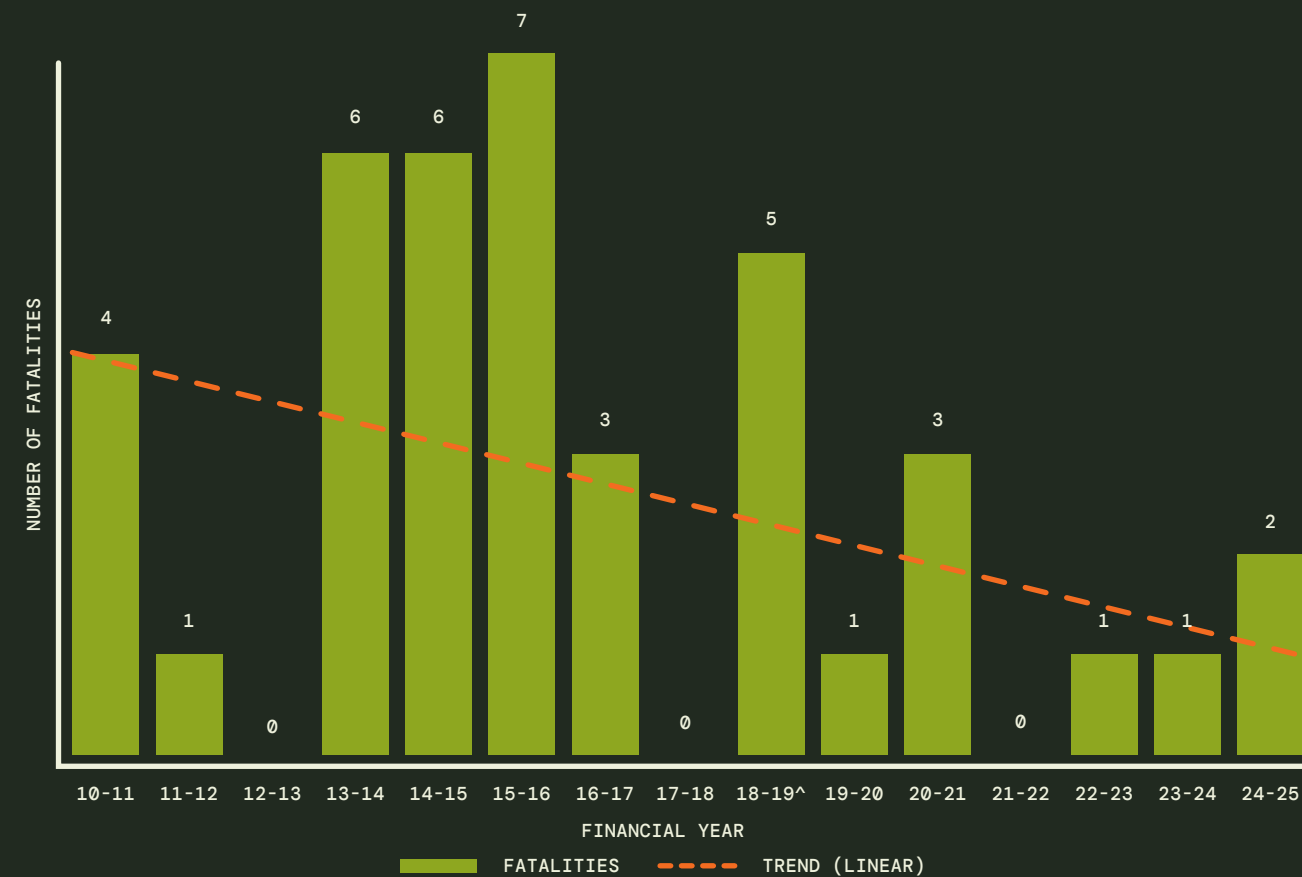
Anecdotally, mountaineering is an increasingly popular recreational activity, although there is no reliable national dataset to validate this. To understand participation trends, we get a general sense through the activity we see and hear about from our alpine sector partners, through relevant club activity, retail gear sales and engagement with mountaineering-related digital content.

COVID-19 would have had an impact on mountaineering participation, but we cannot fully understand this without a reliable national dataset.

MOUNTAINEERING FATALITIES

Mountaineering fatalities also fluctuate year by year, as the graph highlights. The 5-year average is now 1.4 fatalities per year, while the 10-year average is 2.3.

Mountaineering Fatalities Per Year



Source: NZ Mountain Safety Council/Coronial Services Unit

MOUNTAINEERING SEARCH AND RESCUES

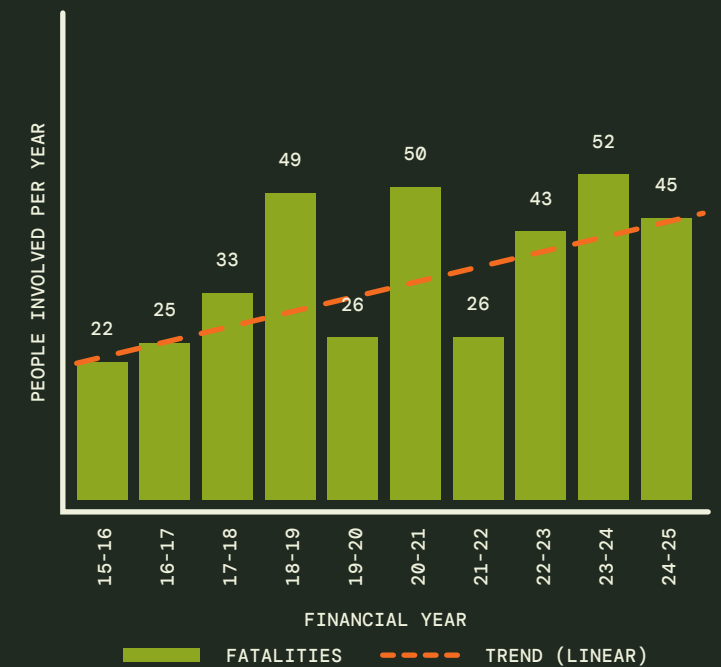
With the belief that mountaineering is becoming an increasingly popular activity, we also see a corresponding increase in the 10-year search and rescue trend. The 5-year average is now 43.2 mountaineers per year, and the 10-year average is 37.1.

We cannot calculate a search and rescue rate relative to participation for mountaineering due to the lack of a nationally reliable participation dataset.

From 2020-2021 onwards, we included NZ ambulance data from Hato Hone St John, adding a type of 'rescue' event not included in previous years. This will have a slight impact on the data and trend.

Note: The data collection system changed in 2018-2019 and this may have resulted in some underreporting for this specific year.

PEOPLE INVOLVED PER YEAR



Source: NZ Mountain Safety Council/Coronial Services Unit

Avalanche Fatalities

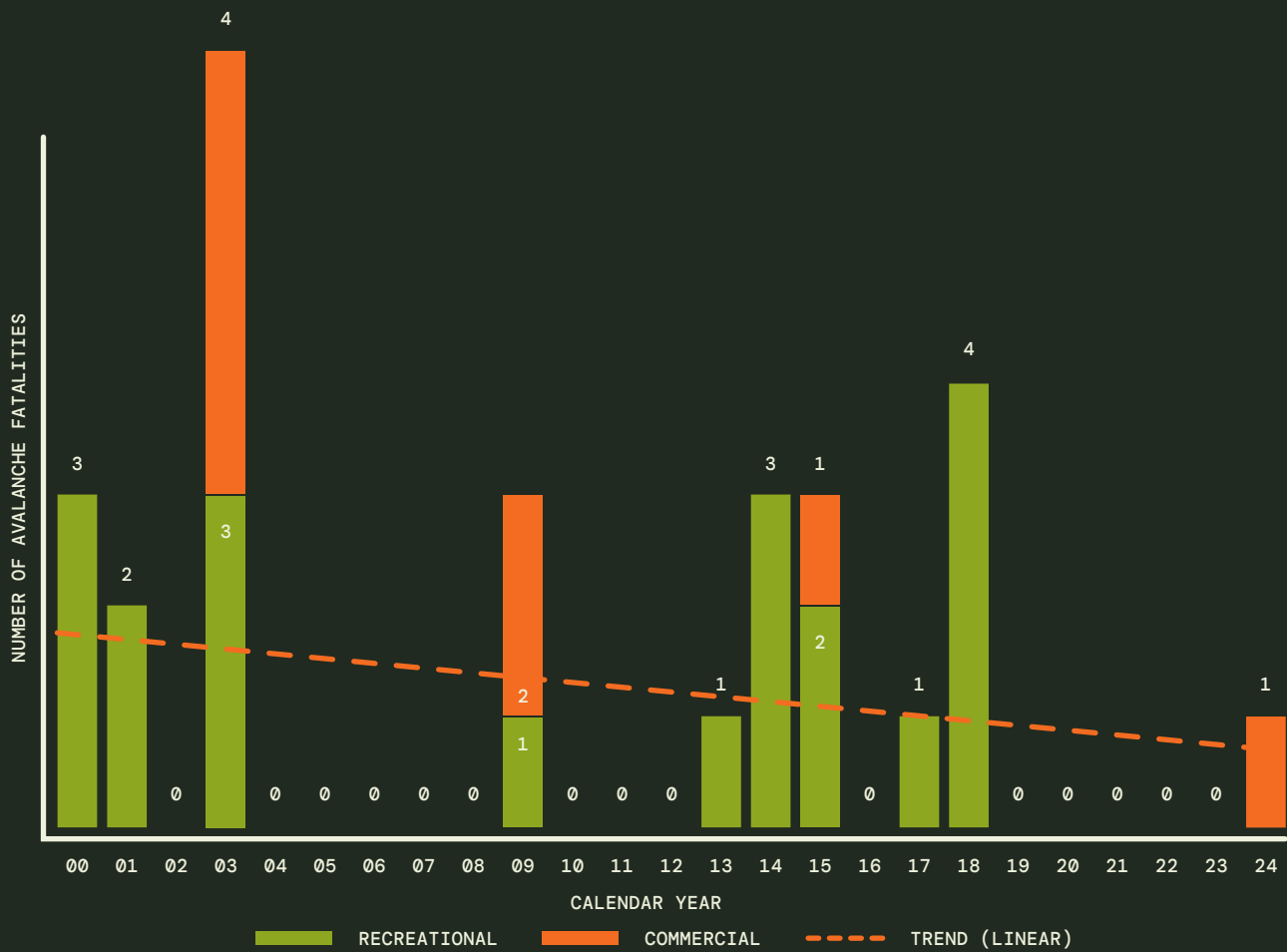
Avalanche-related fatalities are of special interest to MSC, given one of our key prevention tools is the NZ Avalanche Advisory. Unlike the other activities we monitor, here we have included both recreational and commercial tragedies. This provides us with a more holistic view of the avalanche phenomenon, which spans several different land-based activity types. Avalanche fatalities over the last 10 years have involved mountaineers, backcountry skiers/ snowboarders and trampers.

Instead of presenting counts by financial year, we use the calendar year to keep the winter period within the same annual timeframe.

The 5-year average is 0.2 fatalities per year, and the 10-year is 0.9. However, if we isolate only recreational activities, there has not been an avalanche fatality since 2018.

Note: The 2024 data is provisional and subject to change.

Avalanche Fatalities Per Year





Resources that Improve Safety

01. BREWSTER TRACK VIDEO

02. VIRTUAL TRACK GUIDES

03. MIA & LEO GO WILD!

04. COLLABORATION WITH OUTDOOR RETAILERS

05. CORONAL REPORTS

06. AVALANCHE SAFETY VIDEO SERIES

07. AVALANCHE INCIDENTS IN NZ REPORT

08. NEW AUTOMATED WEATHER SYSTEM



Brewster Track Video

The Brewster Track video is the latest in our safety video series and is one outcome of an interagency taskforce. The taskforce, similar in concept to our issue specific advisory groups, was set up after an increase in rescues involving trampers attempting unmarked routes beyond Brewster Hut in Mt Aspiring National Park.

Over the past two years, the number of New Zealanders and international visitors venturing to Brewster Hut and beyond has increased dramatically. Although Brewster Track from the carpark to Brewster Hut is graded advanced and is challenging in itself, it is the alpine terrain beyond the hut that has resulted in an increase in the number of search and rescue operations in the area in recent years. With promises of glacier views (and even the ability to touch the glacier), many of the people that venture to the hut continue further to Brewster Glacier.

The area between Brewster Hut and Brewster Glacier is a remote, alpine environment with no marked tracks. It is only suitable for trampers with off-track experience in high-consequence terrain that includes steep drop-offs and rocky bluffs. Navigation skills and a high level of fitness are essential. Conditions in the area are highly changeable year-round and can include rain and freezing temperatures, snow, ice and avalanches, especially in winter.

Before 2022, most incidents on the track were in relation to crossing the Haast River. While the river is generally shallow, it can rise quickly following rain, catching trampers out on their return to the carpark. Between 2015 and 2022, there was an average of 1.25 rescues per year, with a fatality in 2020. In contrast, between 2023 and 2025, 26 people required rescue, and one person died after a fall near the glacier.



The interagency taskforce was established in April 2024, with NZ Mountain Safety Council (MSC) joining the Department of Conservation (DOC) to work alongside the NZ Police and the local Land Search and Rescue (LandSAR) team to examine the rise in rescues and implement interventions to reduce these incidents.

As well as conducting further research with the Land Safety Forum to understand who is heading to Brewster Hut, MSC has contributed to the development of new DOC signs at the carpark and hut.

The video complements MSC's existing track-specific video series, helping visitors understand the challenges and hazards so they can make informed decisions. It highlights the essential skills, experience, gear and preparation people need for the trip, shows the track and terrain, and identifies key decision-making points.

Script planning for the video was conducted through the interagency taskforce, with filming involving the MSC team taking place on location in April 2025, with post-production work in May and June. The video will be publicly released in spring 2025 to coincide with the start of the new tramping season.

1.25
Rescues Per Year
2015-2022

8.67
Rescues Per Year
2023-2025

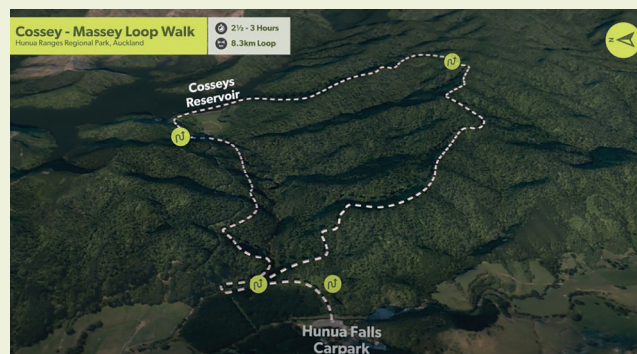
**Rescues have increased
by nearly
600%**

Virtual Track Guides

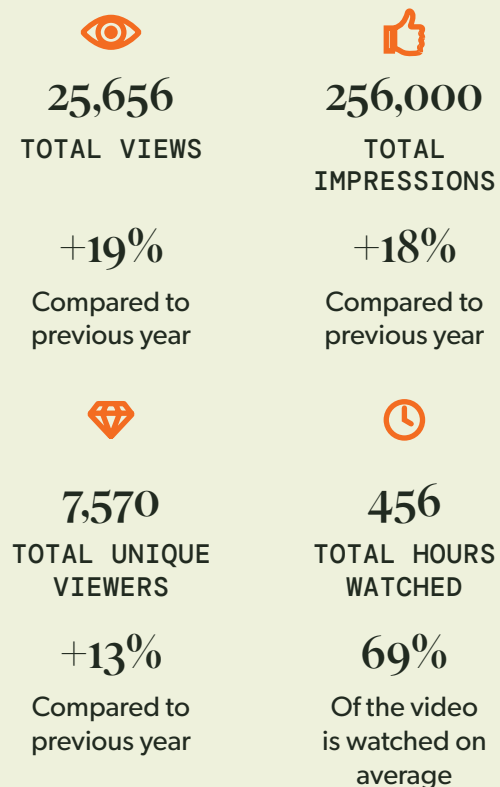
Our suite of Virtual Track Guides continues to provide value for the outdoor community. Currently available exclusively on Plan My Walk (PMW), the 16 videos support the planning and preparation for popular trips, each with their unique safety considerations.

Through the last half of the year, we've been recording voiceover to add to the videos, as a step towards making them more widely available on our YouTube channel and for partners to embed into their websites. This includes the Department of Conservation (DOC), which has been involved in providing feedback on the revamped videos.

The new commentary, voiced by MSC staff, has been designed to add value to the existing 3D imagery and graphics, making them generally more engaging but also providing greater context for viewers watching outside the PMW platform as well as more detail and useful tips for each track. The script includes a description of the journey, highlighting key decision-making points, potential hazards and seasonal considerations. The videos will be launched on YouTube in spring 2025.



Key Metrics



Karamatura Track – 10,204 views

Roys Peak – 2,975 views

Mercer Bay Track – 2,296 views

Abel Tasman Coast Track – 1,568 views

Mt Holdsworth Jumbo Circuit – 1,292 views

Cossey-Massey Loop Walk – 981 views

Queen Charlotte Track – 957 views

Tongariro Northern Circuit – 889 views

Pouakai Circuit/Crossing – 869 views

Greenstone-Caples Circuit – 729 views

Lake Waikaremoana Track – 722 views

Pirongia Mountain Track – 719 views

Te Whara Track – 442 views

Round the Mountain Track – 402 views

Cape Brett Track – 330 views

Avalanche Peak Route – 281 views

Mia & Leo Go Wild!

As tramping participation continues to grow, more families are enjoying short walks, day walks and overnight tramps. Promoting safety to families remains a key focus of our Business Plan and is essential for preventing outdoor incidents. Our approach targets parents, grandparents and children – helping sow the seeds of safe behaviour from a young age to foster a safety-conscious future generation.

A core part of this strategy is the continued promotion of *Mia & Leo Go Wild!*, a beautifully told and illustrated children's book published by Pottan and Burton in October 2023. Written by award-winning children's author Gillian Candler and illustrated by Gavin Mouldey, the book cleverly blends an adventure in the bush with essential practical tips for children and their families.

The book is stocked in all 53 Whitcoulls, 90 Paper Plus stores and around 55 independent bookstores nationwide. It is now also available at six Department of Conservation (DOC) visitor centres.

Overall, almost 3,700 copies of the book have been sold, including 150 copies to public libraries and 1,000 purchased by MSC and distributed to schools around the country.



To build on this success, this year we launched a campaign to get the book on the prestigious Whitcoulls Kids' Top 50 Books list by encouraging people to vote for it. The campaign included a competition with a Whitcoulls voucher as prize, promotion on social media and in the MSC Connect newsletter, and a story about the real-life adventures behind the book on our website.

We were thrilled when Whitcoulls announced in September 2024 that *Mia & Leo Go Wild!* was ranked #14 on their 2024 Top 50 list. This success secures high-profile exposure for the book both in-store and online.

Author Gillian Candler continues to promote the book, most recently to a sold-out event in Featherson, where 60 children and parents enjoyed an interactive presentation. To support events like this, as well as bookstore displays, we've produced a life-size model of Mia with a built-in shelf for the book. These have been used at Arataki Visitor Centre, Waitākere Regional Park; DOC Queenstown Visitor Centre; DOC Franz Josef Visitor Centre; and The Children's Bookshop, Wellington.

Mia & Leo Go Wild! also features on our new Family-Friendly Adventures webpage. Along with a blurb about the book and link to purchase a copy, the page provides essential safety information and resources for families planning a day walk or first overnight tramp.

Collaboration with Outdoor Retailers

Over the past year, we have continued to strengthen our partnerships with outdoor retailers across the country, working together to enhance safety awareness and increase participation in outdoor adventures for everyone.

A key initiative has been the continued provision of Plan My Walk (PMW) kiosks in seven Macpac and Bivouac Outdoor stores nationwide. We are also trialing a kiosk with Torpedo 7, which could lead to further expansion. The kiosks provide direct access to PMW through a tablet, giving customers who are preparing for trips the convenience of accessing vital planning resources directly within these retail spaces.

MSC and Torpedo 7 also teamed up for a targeted digital promotion of PMW. Leveraging its social media influencers, Torpedo 7 created posts promoting PMW walk, expanding our reach and engagement. In addition, Torpedo 7 continues to feature PMW and NZ Avalanche Advisory promotional videos on their in-store playlist, ensuring these important messages reach people who are purchasing gear and equipment for the outdoors.

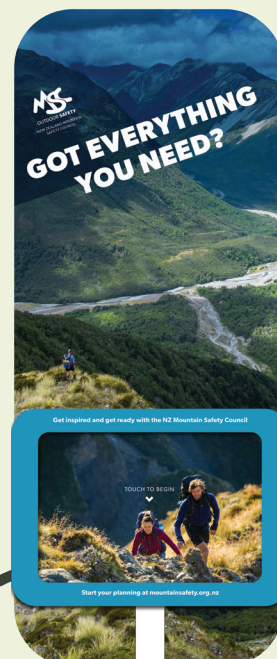
Our data shows the kiosks are increasingly popular, with a 23% growth in sessions in 2024, compared to 2023.



Bivouac Outdoor has played a crucial role in supporting Adventure Voice, incorporating promotions into their email marketing and displaying posters in stores to amplify visibility. Their commitment to encouraging outdoor safety and adventure participation has been invaluable.

Bivouac Outdoor and many other retailers and suppliers—including Southern Approach, Outfitters, Gear Shop, KEA Outdoors, Mountain Adventure and Macpac—have generously contributed spot prizes for Adventure Voice surveys, reinforcing their dedication to fostering safe and enjoyable outdoor experiences.

The support and commitment from our collective retail partners have been instrumental in helping outdoor enthusiasts access the tools and information they need to plan and enjoy their adventures safely. MSC looks forward to continuing these valuable collaborations in the future.



Coronial Reports

With our expert knowledge of outdoor safety, we are consistently asked by coroners to provide reports on outdoor fatalities, and this has continued to be an important part of our insights work this year. Our reports document relevant events leading up to and including the accident, identify contributing factors and make safety recommendations aimed at preventing similar incidents from occurring again.

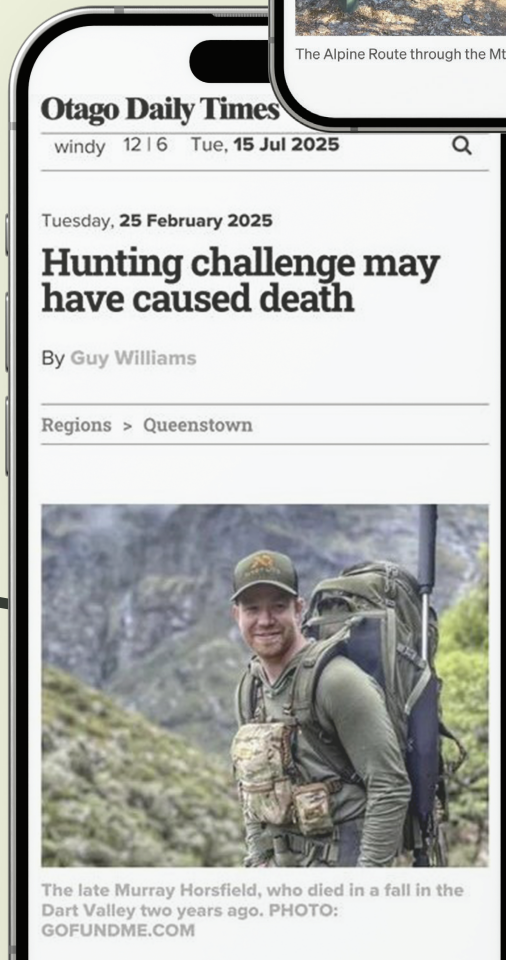
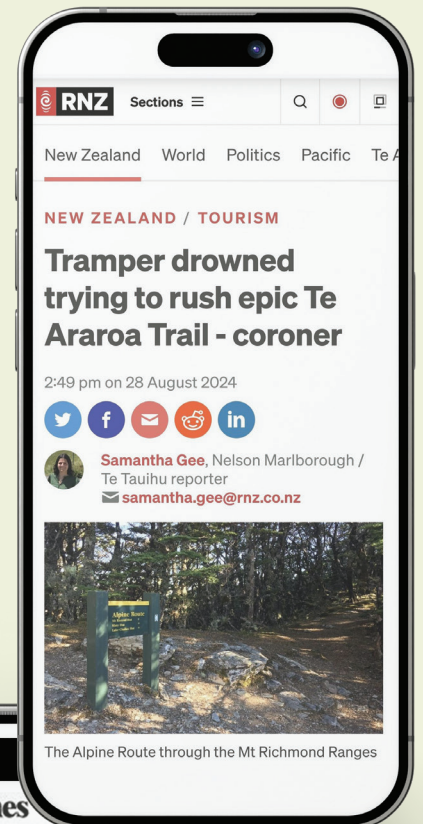
Coroners routinely use large excerpts from our reports directly in their official findings, showing that these reports are highly regarded and our recommendations effectively address the underlying factors which contributed to the fatality.

In the course of this year, we completed six reports and have one in progress.

Media Coverage

MSC's expert reports and safety recommendations for coronial inquiries often result in significant media interest when the coroner's findings are released. We proactively support this by issuing a media release or publishing a website story, and making ourselves available for interviews. Our aim is to highlight key learnings and recommendations to prevent similar incidents in the future.

During this reporting period, we issued three media releases and published one website story. Collectively, these resulted in 22 media pick-ups.



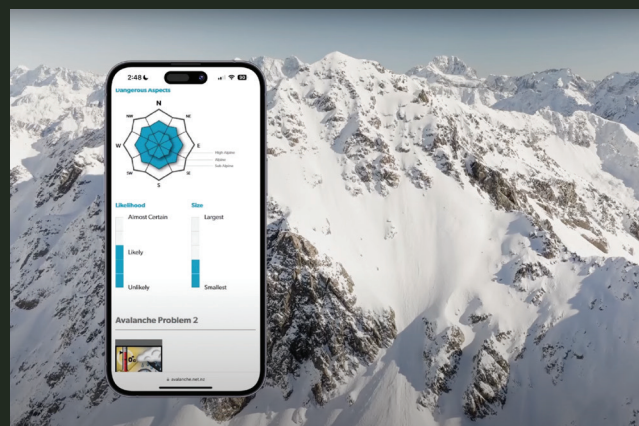
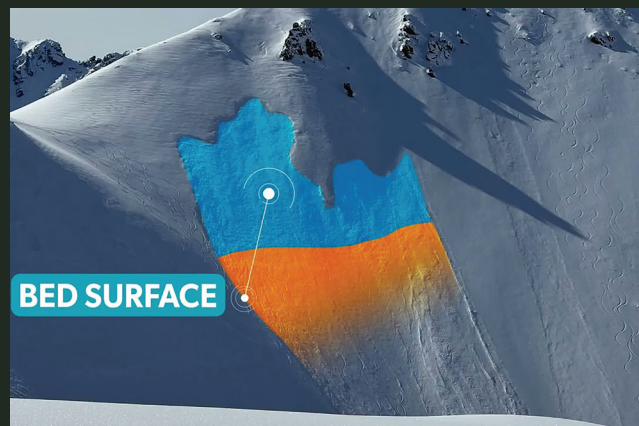
Avalanche Safety Video Series

We were excited to launch a new avalanche video series in June 2025 designed to boost safety for backcountry adventurers for years to come.

Avalanche Tips and Terms: From the forecast to the field is a free, 23-part series providing essential knowledge to help navigate New Zealand's dynamic and often challenging alpine terrain. Developed with the generous support of Tūpiki Trust, the series delivers an essential resource to beginner and intermediate backcountry skiers and snowboarders, mountaineers, alpine trampers and hunters.

Filmed on location in the Arrowsmith Range near Methven by Dunedin-based creative agency Walsh & Beck, the videos feature NZ Mountain Safety Council (MSC) Alpine Partnerships Advisor Bianca Bratton, along with avalanche forecasters Jim Young and Jamie Robertson. Additional footage has been incorporated from around Aotearoa New Zealand, thanks to contributions from the local alpine industry.

While other avalanche resources rely on overseas examples, this series uses New Zealand footage only. This has allowed us to effectively illustrate avalanche dangers that are unique to Aotearoa New Zealand and provide relevant, practical safety tips and techniques. These real-life examples will help backcountry users better understand New Zealand avalanche dangers and how to utilise information from the NZ Avalanche Advisory (NZAA) effectively to stay safe in the backcountry.



Each video focuses on a key safety topic, aligned with MSC's world-first research into New Zealand mountaineering culture and avalanche safety, *Above and Beyond* (2023). Topics include:

- Understanding avalanches
- Avalanche terrain
- Aspect
- Elevation
- Triggers
- Terrain traps
- The 9 avalanche problem types
- Understanding the avalanche danger rating scale and how to apply these to decision-making
- How to use the NZAA avalanche aspect and elevation rose
- Key weather conditions that affect avalanche hazards
- Signs of snowpack instability
- Safe travel tips
- Travel recommendations for mountaineers
- Avalanche rescue equipment.

The series is freely available on the NZAA website and MSC's YouTube channel, adding to MSC's growing library of free outdoor safety resources.

Thanks to all the incredible people and organisations that helped create this series: Tūpiki Trust, Walsh & Beck, Arc'teryx AUNZ, Kevin Boekholt, Jamie Robertson, Jim Young, Will Rowntree, Sean Toms, Tai Naka, Mal Haskins, Kevin Thompson (Milford Road Alliance) and Elke Braun-Elwert (Alpine Recreation Canterbury).



Avalanche Incidents in New Zealand Report

The *Avalanche Incidents in New Zealand* report is our ongoing, in-depth review of the key factors involved in avalanche incidents and fatalities. It provides critical insights to enhance safety and decision-making in the backcountry.

In December 2024, we released the latest findings from this comprehensive analysis of avalanche incidents, spanning 25 years (1998–2023).

What Makes This Study Significant?

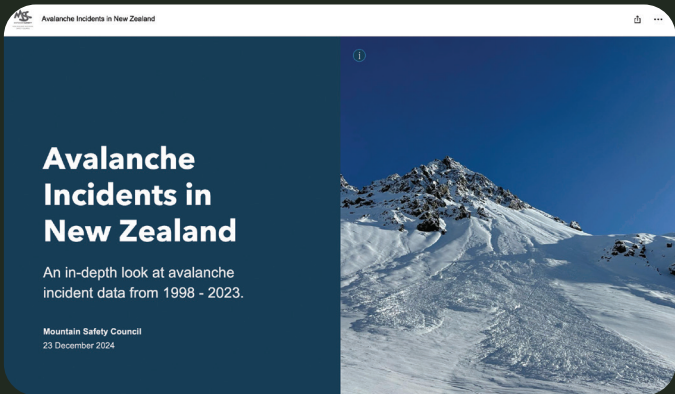
Our analysis draws on decades of incident data, creating one of the most complete and detailed datasets on avalanches in Aotearoa New Zealand. By identifying key patterns and trends, this study provides evidence-based insights to help recreationists, backcountry users, and avalanche professionals better understand and mitigate risks.

Key Findings at a Glance

- From 1998 to 2023, there were 798 reported avalanche incidents, including 27 fatalities.
- Most incidents were in the Queenstown region.
- Incidents were most common during winter and early spring, most notably in September.
- Avalanche incidents occurred most commonly on southeasterly aspects at elevations between 1,750–2,000m.
- Incidents predominantly involved size 1–2 slab avalanches, with wind slabs most common.
- Most avalanches resulting in an incident were triggered accidentally by backcountry skiers.
- Recreational incidents were most common when the NZAA Danger Rating was ‘Moderate’ – a reminder that even at this rating, human-triggered avalanches can and do occur.
- Most incidents involved males aged 26–35.

Why These Findings Matter

These findings emphasise the ongoing need for avalanche education, awareness and preparedness in New Zealand’s alpine. While participation backcountry in snow sports grows, understanding the conditions, patterns and contributing factors behind avalanche incidents can significantly reduce the likelihood of future events.



New Automated Weather System

We’ve been busy upgrading our mountain weather cameras and monitoring system above Angelus Hut and Rotomaninitua / for Nelson Lakes National Park.

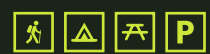
Accurate, real-time weather data is a powerful tool for avalanche forecasting. It helps our forecasters monitor the key environmental factors that contribute to changes in avalanche hazard, such as snowfall, warming, wind-loading and melt-freeze cycles. These insights feed into our daily avalanche forecasts, improving their accuracy and helping people make safer decisions in the backcountry.

As part of the recent upgrade, the camera was repositioned to offer slightly varied perspectives, giving users an improved visual of the terrain and snowline in the region. These live images are useful for anyone planning a trip in the Nelson Lakes area, offering a visual snapshot of current conditions.

A major step forward was the installation of an automated weather station (AWS) by the Envirolapse team, with generous support from Tūpiki Trust. The AWS is now live and collecting detailed weather metrics including air temperature, ground temperature, wind direction, wind speed and gust speed, relative humidity and precipitation.

This high-quality, site-specific data is now feeding directly into the NZ Avalanche Advisory (NZAA) InfoEx platform, a shared tool used by avalanche forecasters across the country. It supports improved forecasting and hazard communication in the Nelson Lakes region. A public-facing display platform is currently in development, so this valuable weather information will soon be accessible to backcountry users as well.





Plan My Walk

01. USER METRICS

02. NEW FEATURES & UPDATES

03. PROMOTIONS

04. MEDIA

User Metrics

01 July 2024 - 30 June 2025 (Compared to previous year)



754,484
Total Unique Active Users
+10.5%



26,728
New Registered Users
+28%



1,061,890
Total Engaged Sessions
+11%



2m 27s
Average Time Users Spent on PMW
-18%



81.43%
Engagement Rate
-0.4%



4,057
Track/Hut/Campsite Reviews
+59%



8,552
Trip Plans Created
+138%



24,006
Total iOS Downloads^
+3.7%



21,017
Total Android Device Install Events*
+1%

The iOS (Apple) and Google Play (Android) apps provide user data with varying terms and definitions. For accuracy, we present these using their definitions.

In its lifetime (01 May 2021 - 30 June 2025), PMW has achieved:



2,223,119
Unique Active Users



120,928
Registered Users



2,718,765
Engaged Sessions



9,139,541
Unique Page Views



74.6%
Engagement Rate



10,568
Track/Hut/Campsite Reviews



19,855
Trip Plans Created

Most Viewed Track Page
173,787 Views

Tongariro Alpine Crossing



94,564
Total iOS Downloads^



126,943
Total Android Device Install Events*

The iOS (Apple) and Google Play (Android) apps provide user data with varying terms and definitions. For accuracy, we present these using their definitions.

^The number of first-time downloads and redownloads on devices. Does not include app uninstalls and may not reflect the number of current devices or users.

*The number of times the app has been installed on a device. Does not include app uninstalls and may not reflect the number of current devices or users.

Top 5 Sources of Traffic Acquisition

		Active Users	Engaged Sessions
01	ORGANIC SEARCH	279,378 +66%	415,171 +65%
02	DIRECT	262,342 -14%	421,932 -14%
03	PAID SEARCH	120,085 -6%	129,634 -8%
04	ORGANIC SOCIAL	43,953 +15%	39,108 +135%
05	REFERRAL FROM OTHER WEBSITES	37,837 -24%	43,314 -14%

Top 5 Referral Websites Ranked By Engaged Sessions

01	CCC.GOV.T.NZ	8,784 +10% (+1)
02	STUFF.CO.NZ	6,523 -27% (-1)
03	LOVETAUPO.COM	5,035 -27% (NC)
04	AUCKLANDCOUNCIL.GOV.T.NZ	4,953 +130% (+2)
05	DOC.GOV.T.NZ	3,967 -23% (-1)

Who's Using Plan My Walk and How?

This data is collected via Google Analytics 4 and should be considered as a general guide only.

USERS BY TOP 5 COUNTRIES (ACTIVE USERS)			
01	NEW ZEALAND	631,352	+7% (NC)
02	AUSTRALIA	36,079	+24% (NC)
03	UNITED STATES	10,744	+20% (NC)
04	UNITED KINGDOM	10,744	+20% (NC)
05	GERMANY	6,632	+27% (NC)
USERS BY TOP 5 NZ CITIES			
01	AUCKLAND	247,000	+5% (NC)
02	CHRISTCHURCH	218,142	+2% (NC)
03	WELLINGTON	76,809	+52% (NC)
04	QUEENSTOWN	27,431	+17% (NC)
05	HAMILTON	14,455	-23% (NC)
USERS BY PLATFORM			
WEBSITE		91.8%	+10%
IOS (APPLE) APP		4.9%	+13%
GOOGLE PLAY (ANDROID)		3.3%	-3%
USERS BY DEVICE CATEGORY			
MOBILE		61.3%	+16%
DESKTOP		34%	-1%
TABLET		4.7%	+16%

NC = No Change

New Features & Updates

Development of Plan My Walk (PMW) continued to be a significant focus this year. This involved two dedicated development sprints to improve the user experience of the PMW app and website, and the robustness of the backend.

User Improvements

The aim of the first sprint, in October 2024, was to improve the user experience.

Users can now plan a trip to a hut or campsite, just as they would for a track. This means users can access weather forecasts, alerts and gear lists for the 996 huts and 332 campsites listed on PMW. These listings also have additional details, including booking requirements, with a link directly to the specific Department of Conservation (DOC) booking page. For campsites, the number of powered/unpowered sites are listed and whether dogs are permitted. These details complement existing features, such as the number of bunks in huts, cooking and toilet facilities, and user reviews.

Huts and campsites can now be added to a user's wishlist, just like a track. This useful feature means users can save tracks, huts and campsites in one place for easy access when they are ready to plan their trips.

Users can now mark a track, hut or campsite as 'complete' for trips they've done in the past. This gives users the added benefit of creating a log of all their trips. This enhancement has resulted in significantly more trips being marked as complete. This helps us get a better understanding of which tracks people are walking, adding to the information we already have on page views. In 2024/25, the number of completed trips recorded rose 372% to 12,968 from 3,484 the previous year.

Other updates have seamlessly improved the usability and functionality of PMW for all users.

- Gear lists display better in the mobile app, enabling more items to fit onto the screen without losing valuable content.
- Users can search for tracks using terms or references like the national park name or region, making it easier to find specific tracks.
- As a user moves around the PMW map, the search results are updated to reflect the area in view.
- When submitting a track review, users can select the date when they completed the trip, so the review reflects the actual date, rather than when they submitted the review.

Additionally, during this sprint, we made improvements to the administration of the site, making it more efficient, fixing bugs and resolving performance issues.

Testing for External Data

The second sprint in May 2025 set up a testing mechanism so that MSC is automatically notified if data coming from external sources (such as DOC and MetService) does not appear or display correctly. This allows us to avoid incidental errors occurring in PMW information. Through the process of building this mechanism, several data issues were identified and fixed.

Promotion

This year our PMW summer campaign focused on increasing user reviews and registered user sign-ups, while not losing ground on our overall objective to increase and boost engagement. Reviews offer valuable, real-life insights and tips that enhance trip planning and outdoor safety. Our PMW impact survey from June 2024 confirmed that reviews are highly valued by PMW users and significantly influence safe decision-making.

The campaign began with a soft launch in mid-November, with major efforts from late January to ANZAC weekend, and activity strategically dialed up before public and school holidays, when more hikers, trampers, bikers and hunters are planning trips.

Review Competition

To support our summer campaign, we launched a nationwide competition in December 2024 with the goal of achieving 10,000 track, hut or campsite reviews by the end of summer.

To encourage participation, anyone who submitted a review between 1 December 2024 and the end of April 2025 was entered into the draw for new gear from their favourite NZ outdoor store. The competition was promoted through PMW email newsletters, social channels and a media release in March, as the deadline approached.

The response to the competition was overwhelming. In the 5-month period, 430,000 people used PMW, logging a remarkable 3,000 new reviews. By the end of April, we had surpassed our goal, reaching a total of 10,153 user reviews. This achievement not only highlights the strength of our PMW community but also enhances the value of PMW for all users, boosting their safety in the outdoors.



Partnerships

METSERVICE

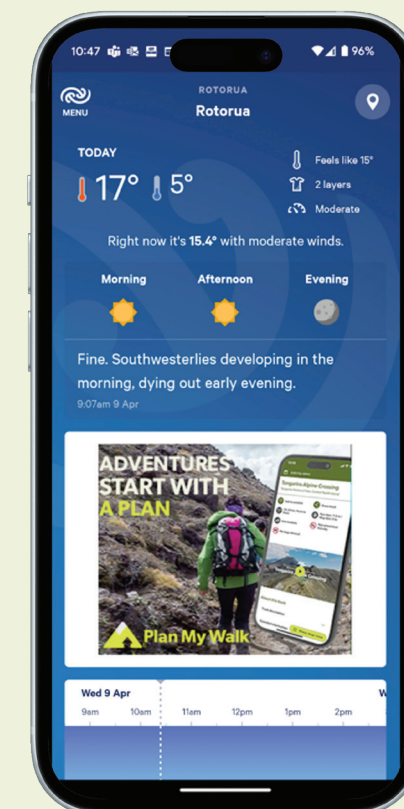
This year, we continued our long-standing partnership with MetService, which allows us to connect directly with people actively preparing for outdoor activities by checking the Mountains & Parks weather forecasts.

MetService generously delivered 411,000 free impressions of PMW ads across the Mountains & Parks weather forecast pages. These appeared in two flights, from 20 January to 9 February and then from 7 April to 26 April 2025, and linked through to PMW. Additionally, a fixed PMW tile featured on these pages from March to June 2025, with the pages collectively receiving 1,052,786 impressions over this period.

Throughout the year, we also maintained a high prominence on these pages with 40 key tracks highlighted on the Mountains and Parks weather map and details about the tracks displayed in a sidebar with a link to PMW. This year, MetService also introduced 16 mountain bike tracks to the map, with content sponsored by the Accident Compensation Corporation and the track information provided by MSC.

ACCIDENT COMPENSATION CORPORATION (ACC)

To extend our reach and strengthen the campaign's impact, we joined forces with ACC. The campaign, which ran from 4 January to 30 April 2025, used fresh static creatives across a range of channels to promote the message: 'Have a hmmm before you jump in with Plan My Walk'. This injury prevention messaging encouraged people to take time to thoroughly plan every trip using PMW.



Paid Campaign

From 1 December 2024 to 30 April 2025, we ran a large paid digital campaign in collaboration with our agency Supergood.

The campaign used three key channels Meta, Google Display Network and Google Search to drive traffic to PMW. We set key performance metrics for each channel using cost per click (CPC), cost per thousand impressions (CPM), click-through rate (CTR), cost per new user and cost per registered user. We measured on-site engagement by tracking a range of other metrics, such as guest logins, registrations, track reviews submitted, tracks viewed and alerts viewed.

This year, with our focus on increasing new registered users and track reviews, we continued our regional and track-specific approach from last year, producing tailored creative for each location we were targeting. We refined our creative strategy to align with our new campaign objectives by highlighting track reviews. For our ads, we used popular tracks in each region with appealing images and quotes from user reviews. Overall, we saw a significant year-on-year (YOY) increase in the number of track reviews submitted.

We started the campaign using videos and static assets. After seeing a strong CTR from the static assets, we added more, highlighting other tracks to capitalise on the trend and avoid creative fatigue.

Our paid campaign successfully drove strong awareness of PMW and saw YOY increases in key metrics, like track, alert, map and gear list views.



BURN HUT TRACK

“VERY STEEP BUT SHORT UP AND DOWN SECTIONS. LOTS OF TIMES I NEEDED MY HANDS TO HELP GET ME UP. WOULD BE VERY WINDY ON A WINDY DAY.”

- MICHELLE, PLAN MY WALK REVIEW



ROYS PEAK TRACK

“AMAZING TRACK WITH BEAUTIFUL VIEWS BUT DEFINITELY NOT EASY. 8KM NON-STOP STEEP UPHILL ON THE WAY THERE. NO SHADE AND VERY HOT IN SUMMER.”

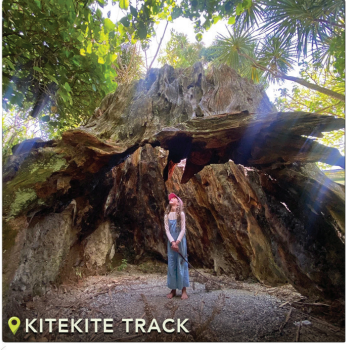
- LYDIA, PLAN MY WALK REVIEW



MT OXFORD TRACK

“I LOVED THIS WALK. SLOG TO THE SUMMIT IT IS COMPLETELY WORTH IT. CAN BE SUPER MUDDY. ONCE YOU EXIT THE TREE LINE, IT'S VERY EXPOSED AND SO PACK ACCORDINGLY.”

- RACHEL, PLAN MY WALK REVIEW



KITEKITE TRACK

“WE ABSOLUTELY LOVED IT. PLENTY OF STEPS, SO IF YOU HAVE BAD KNEES, HIKING POLES ARE A GREAT IDEA. STEPPING STONES CAN BE WOBBLY WHEN CROSSING THE STREAM.”

- ULA, PLAN MY WALK REVIEW

Performance Highlights

METRIC	ORIGINAL KPI	FINAL RESULT	YOY% DIFFERENCE
Impressions	16,104,074	23,009,977	+36%
Clicks	215,248	187,751	+5.2%
New Users	181,617	106,789	-40%
Registered Users	11,870	1,827	+11.2%
Track Reviews	5,206	3,807*	+282%
Guest Logins	74,946	39,946	+60.4%
Tracks Viewed	904,397	704,666	+24.8%
Alerts Viewed	175,130	135,162	+25.8%

Social Media

Our social media strategy for PMW focused on championing voices in our outdoor community and driving track, hut and campsite reviews.

Rather than partnering with a few big influencers, we pivoted to collaborate with active PMW users who could produce a higher volume of organic content and capture how they use PMW.

We partnered with six PMW users and shared 23 collaborative Instagram reels over the campaign, gaining a total of 263,432 organic video views. Each piece of content featured a different track across Aotearoa New Zealand. Our brief required the creators to share a learning from reading PMW reviews before going on the track, and to share their own track review afterwards. This approach allowed us to maintain a highly active social presence and community focus.

We bolstered this strategy on our social channels by sharing PMW track reviews and images of winners from our review competition. We also engaged with our social community by resharing and commenting on their adventure posts.

Facebook

Reach	1,575,525
Link Clicks	84,209
Content Interactions	20,920

Instagram

Reach	472,603
Link Clicks	20,957
Content Interactions	29,942

Media

To get maximum media coverage of PMW, we've continued to strengthen our relationship with journalists at Stuff. This ongoing collaboration has enabled us to successfully pitch PMW-focused listicles at key times of the year, such as public holidays and seasonal changes. These articles highlight a list of tracks and huts appropriate for the time of year, all linked to PMW.

Not only do these articles encourage people to get out and enjoy the great outdoors, but they also raise awareness of PMW, and connect readers with essential resources and information to do this safely. This reinforces the importance of trip preparation and the value of PMW.

As a result of this partnership, we secured eight Stuff listicles through the year, covering topics such as family-friendly walks for the school holidays, must-see bridges and best waterfalls for summer walks, easy overnight tramps for spring, and walks for winter.

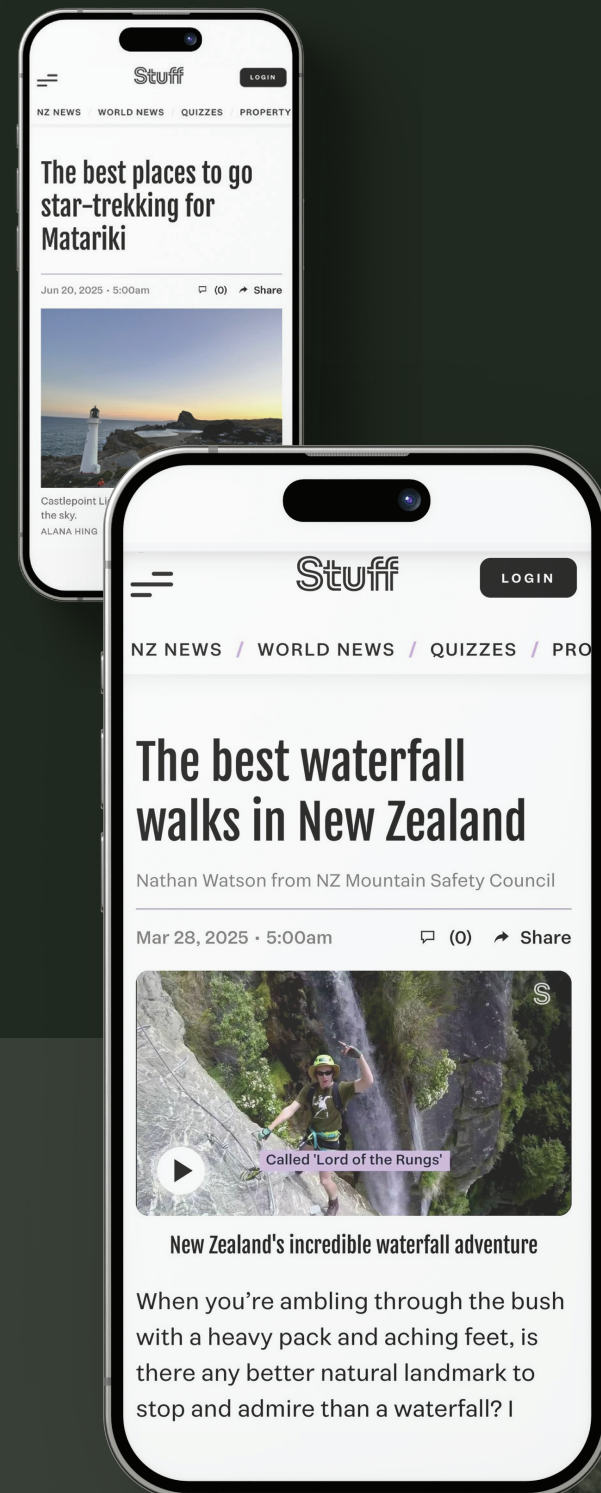
Collectively these listicles featured:

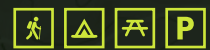
113 LINKS TO PMW

13 LINKS TO OUR WEBSITE

4 EMBEDDED MSC VIDEOS

These links are incredibly valuable for PMW search engine optimisation and Google search ranking.



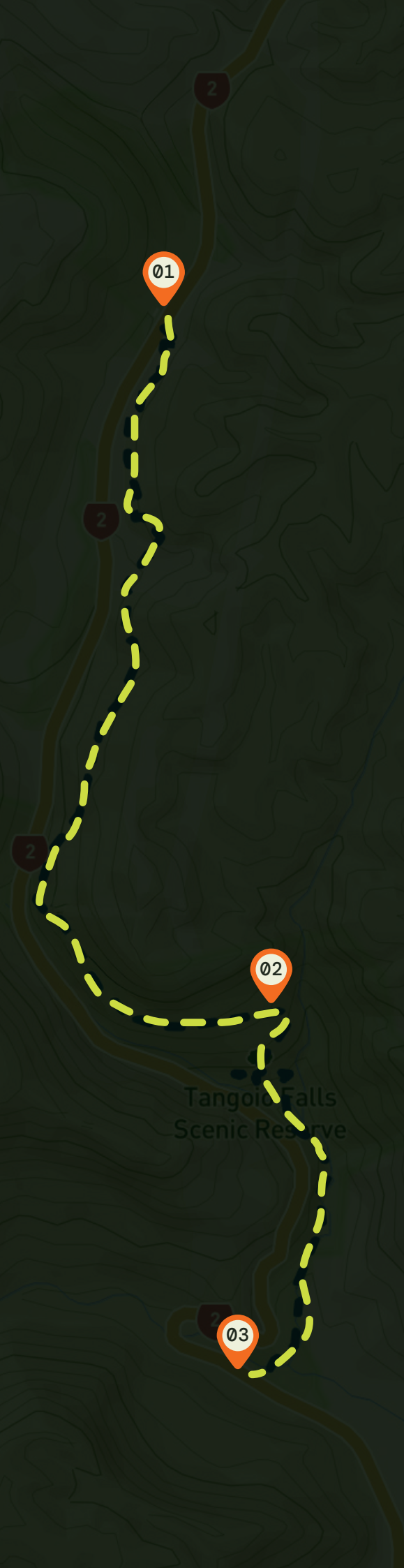


Safety Campaigns

01. #ROARFIT 2025

02. DUCK 2025

03. WINTER 2024



#ROARfit 2025

#ROARfit is a preventative hunter safety campaign with the primary aim of reducing severe injuries during the Roar, while supporting hunters to get into the hills and enjoy hunting with their mates. The campaign approach, which was first used in 2023, focuses on motivating hunters to improve their fitness before the Roar, to reduce their vulnerability to injuries and encourage safe hunting practices. This year, we boosted the campaign using insights from an Adventure Voice survey of hunters.

Insights

Through our analysis of ACC hunting injury claim data, we've learned that severe hunting injuries double during the Roar, compared to an average month. These injuries have a significant negative impact for hunters and their families, resulting in an average of 76 days of missed employment while they recover.

Further insights highlight that in the past 10 years, 40% of severe hunting injuries were to the knee or shoulder, commonly caused by slips, trips or falls, and carrying heavy loads. Through years of working closely with the hunting community and partner organisations, we know that both mental and physical fatigue significantly contribute to these injuries.

Until recently, however, we've lacked some key insights into the human factors influencing hunters' physical fitness and training, specifically their motivations, decision-making, attitudes and behaviours. To bridge this knowledge gap, we leveraged our Adventure Voice outdoor research community to survey hunters in November 2024, ahead of the Roar. We had 332 responses to the survey – 37% of eligible survey recipients.



Hunters say...

83%
Being fit has helped me have a more enjoyable time

73%
Being fit has helped me cover more ground or challenging terrain

1/7
Hunters have suffered an injury due to lack of fitness or fatigue

Responses to the Adventure Voice Hunting survey

Key Campaign Initiatives

The insights gained from the Adventure Voice survey informed every aspect of our campaign, from strategies to tactics and the creative. We harnessed the authentic voice of hunters and placed it front and centre of the campaign.

We used Adventure Voice insights to:

- Highlight the consequences of not getting #ROARfit.
- Showcase the benefits of getting #ROARfit.
- Offer practical advice and easy-to-follow suggestions to get fit.
- Inform the content of our free #ROARfit fitness guide.
- Launch our campaign 12 weeks ahead of the Roar – 4 weeks earlier than last year's campaign.

Other campaign initiatives included:

- Collaborating with sector partners and hunting influencers to share their #ROARfit tips, creating a sense of community and practical advice.
- Creating a structured email flow to hunters with timely prompts, ensuring they had easy access to information and the #ROARfit guide.
- Paid digital advertising on Facebook and Instagram, along with Google Display ads, Demand Gen and native ads, allowing us to directly target hunters.
- Partnering with ACC on a Roar-focused 'Have a hmmm' sub-campaign, driving additional traffic to our #ROARfit landing page.



Our #ROARfit creative concept used a 12-week countdown to generate urgency and layered messaging at three key milestones. We produced content for different mediums and channels, demographics and learning styles tailored to this niche, hard-to-reach audience. This included our hero content, the downloadable #ROARfit guide, plus a website landing page, short videos and a three-part email flow. To maintain engagement, we shared fresh content weekly on our social channels and produced three creative themes for paid digital channels, swapping assets out as they fatigued.

In a campaign first, we introduced a Meta Instant Experience as part of our paid digital advertising. This involved converting the #ROARfit guide into an interactive experience when hunters clicked a Meta ad. This achieved a strong average viewing time of 28 seconds.

ACC Collaboration

In collaboration with ACC, we incorporated “Have a hmmm” into our campaign messaging. This partnership delivered a vital safety message – encouraging hunters to pause and consider their safety – and amplified our campaign reach, ensuring more hunters received this critical information. A joint media release helped reinforce MSC as the go-to for hunting injury prevention. We ran ACC’s hunting campaign on our channels, reinforcing shared safety goals and driving traffic to our campaign landing page.

Impact and Outcomes

To measure the success of our campaign, we tracked content and landing page engagement, and fitness guide downloads, and in May 2025, conducted a campaign effectiveness survey through Adventure Voice.

The 2025 #ROARfit campaign exceeded key KPIs, despite a 38% smaller budget than the previous year.

- We maintained the same number of engaged sessions on the landing page, with a 50% longer average time onsite.
- We achieved a CPM 49.7% lower than our KPIs which resulted in the campaign achieving high awareness among hunters.

The results highlight the effectiveness of our multi-channel approach, successfully promoting safer hunting.

31,561
VISITED OUR
#ROARFIT WEBPAGE

9,171
OPENED OUR
SUBSCRIBER EMAILS

2,213
CLICKED ON OUR META
INSTANT EXPERIENCE

167,236
VIEWED OUR ORGANIC
SOCIAL CONTENT

Post-Campaign Survey

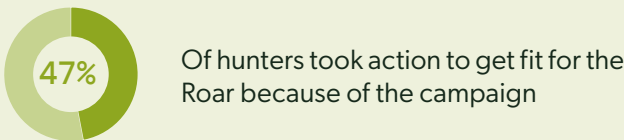
To ensure we understand the effectiveness of our campaign, and so we can continue to make it even better in future years, we conducted a post-campaign Adventure Voice effectiveness survey. This was sent to all hunters in the Adventure Voice research community at the beginning of May, just after the Roar season.

Designed with our Adventure Voice partner, Research New Zealand Rangahua Aotearoa, the survey helped us understand:

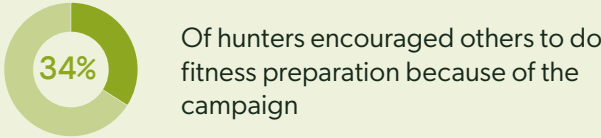
CAMPAIGN REACH



BEHAVIOURAL IMPACT



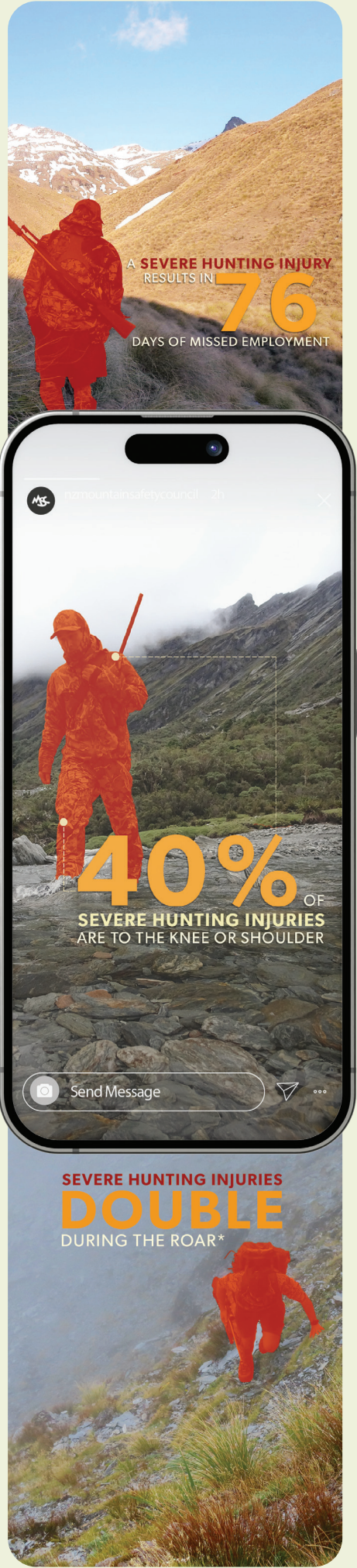
COMMUNITY ENGAGEMENT



MESSAGE EFFECTIVENESS

Hunters overwhelmingly identified that the primary message of the campaign was the importance of preparation and fitness for hunting, particularly the Roar, to prevent injuries and accidents and enhance enjoyment of the hunting experience.

The survey insights will shape our #ROARfit 2026 campaign and improve our overall understanding of how we can effectively engage and motivate hunters. It will help us refine our safety messages, expand our reach, and continue improving safety outcomes for the hunting community.



Duck 2025

The highly anticipated duck hunting season opened on 3 May 2025, with an estimated 60,000 duck hunters taking to their maimais.

We’re pleased to report an improving safety trend among duck hunters in Aotearoa New Zealand. Our analysis of ACC injury claims for 2024 showed 22 injuries – the lowest number recorded since reliable records began in 2004, and a significant drop from the 42 injuries reported in 2023. The highest number of injuries occurred in 2016, with 55 reported injury claims.

Most injuries in 2024 were due to slips, trips and falls (18), while only four involved the handling of firearms. On opening weekend, 12 injuries were reported, with the other 10 spread throughout the rest of the season.

Based on these insights, we focused our 2025 campaign on the two weeks straddling opening weekend – from 14 April to 12 May 2025 – when hunters were preparing for opening weekend and over opening weekend, when most injuries typically occur. Building on the success of last year’s campaign, we continued to promote key safety messaging with associated practical firearms advice: plan together, stay sharp and keep safety front of mind.

Paid Campaign

This year’s paid campaign, developed in partnership with our agency Supergood, targeted regions with the highest rates of duck hunting injuries, including Waikato, Hawkes Bay, Manawatū, Otago, Southland and Canterbury. We ran ads across Meta, Demand Gen and Display platforms, promoting messages such as ‘Keep safety front of mind’, ‘Stay sharp’ and ‘Confirm your firing zones’.

The campaign performed strongly, exceeding all key performance indicators (KPIs) and outperforming the 2024 campaign results. The number of engaged sessions on the website landing page was 2,425 – compared to 1,230 in 2024 – with an excellent engagement rate of 23%, well above our KPI of 14%.

Primary KPIs

METRIC	ORIGINAL KPI	FINAL RESULT	23/24 RESULT	YOY% DIFFERENCE
Impressions	1,338,095	1,713,501	1,257,938	+23%
Clicks	12,985	25,479	12,872	+66%
CPM	\$3.18	\$2.45	\$2.67	-9%
CPC	\$0.33	\$0.16	\$0.26	-48%
CTR	1.49%	1.49%	1.02%	-37%

Media

Once again, we coordinated a joint media release for opening weekend with Te Tari Pūreke – Firearms Safety Authority and Fish & Game New Zealand to amplify and strengthen our collective safety messaging. The release was picked up by two media outlets. In addition, Fish & Game featured an MSC news item with practical safety tips in its official game bird hunting newsletter, *Both Barrels*, enabling us to extend our reach with this niche and often hard-to-reach audience.

Social Media & EDMs

On our social channels, we partnered with hunting influencer James Kean of @nzcasualhunter to share three safety-focused reels in the lead up to opening weekend. We also worked again with Fish & Game to share safety tips for a well-organised maimai along with comedic-style reels using trending audio to promote safety messages. Our top-performing organic post was a humorous reel encouraging hunters to ‘Stay sharp on the day with plenty of good, hearty food available and hot brews, not booze!’ The video resonated strongly with our audience, gaining over 50,000 views.

Two weeks before opening weekend, we sent an email to 22,429 recipients in our hunting and firearms audience. Focused on practical safety tips, the email achieved an open rate of 46.4%.



Our Key Messaging:

- How to plan for opening weekend
- On-the-day safety reminders
- Suggestions from Fish & Game on a well-organised maimai
- Firearms advice from Te Tari Pūreke
- Links to further resources.

Winter 2024

Our winter campaign was designed to equip backcountry skiers, snowboarders, mountaineers and hunters with essential information to make informed decisions for trips into New Zealand’s challenging and unpredictable alpine environments.

The campaign focused on three key objectives:

- Raising awareness of the NZ Avalanche Advisory (NZAA), emphasising the importance of checking the avalanche forecast.
- Encouraging backcountry users to contribute their observations using the Public Observations tool on the NZAA website.
- Promoting the Get #AvalancheReady message: get the training, get the gear and get the forecast.



Maximising Reach Through Promotion

PAID CAMPAIGN

The 2024 paid campaign in conjunction with our agency Supergood ran from 1 July to 30 November, targeting skiers and snowboarders until 31 August and then moving to mountaineers as the conditions changed. In keeping with our campaign goals, content focused on getting people to check the NZAA before heading into the backcountry and sharing their snow and avalanche observations. The campaign achieved positive results, far exceeding our key performance indicators (KPIs) for impressions and clicks.

Primary KPIs

METRIC	ORIGINAL KPI	FINAL RESULT	23/24 RESULT	YOY% DIFFERENCE
Impressions	1,844,218	4,303,224	1,268,062	+108%
Clicks	14,161	46,663	41,545	+11.6%
CPM	\$5.82	\$2.51	n/a	n/a
CPC	\$0.85	\$0.23	\$0.21	-9%
CTR	0.77%	1.11%	3.28%	-99%

Secondary KPIs

METRIC	FINAL RESULT
Engaged Sessions	86,417
Website Engagement Rate	57%
Average Engagement Time	1min 28secs



Social Media

Social media channels have continued to prove a highly effective way to reach and engage our niche backcountry winter audience. For this campaign, we focused on Meta platforms Instagram and Facebook and tailored our content based on community feedback. We frequently shared reels and posts with updates on conditions from our NZAA forecasters, as this was our most requested content.

To foster a culture of sharing within the community, we introduced ‘Mountain Mondays’, sharing public observations that we received through the weekend. We also initiated ‘Forecast Fridays’, sharing a brief summary of conditions across the country and pointing people to the updated avalanche advisory ahead of the weekend.

To showcase the importance of using the avalanche advisory, we collaborated with six influencers across different activities. They included skiers Craig Murray and Janina Kuzma, climbers Adam Sanders and Ryan Colley, hunters The Weekend Mish, and tramper Nick Allen.

Our educational content included breakdowns of different avalanche problems, topical summaries of recent avalanche incidents and firsthand stories of alpine incidents, like an ice climber’s 30-metre fall, as well as content specifically for trampers.

Content that performed best were reports of serious avalanche incidents. The incident in the Treble Cone backcountry on 23 September 2024, in which a person was fully buried by an avalanche and rescued within seven minutes, received the highest engagement of any post, with 2,142 content interactions.

Campaign Highlights

01 July 2024 - 30 November 2024:

Facebook

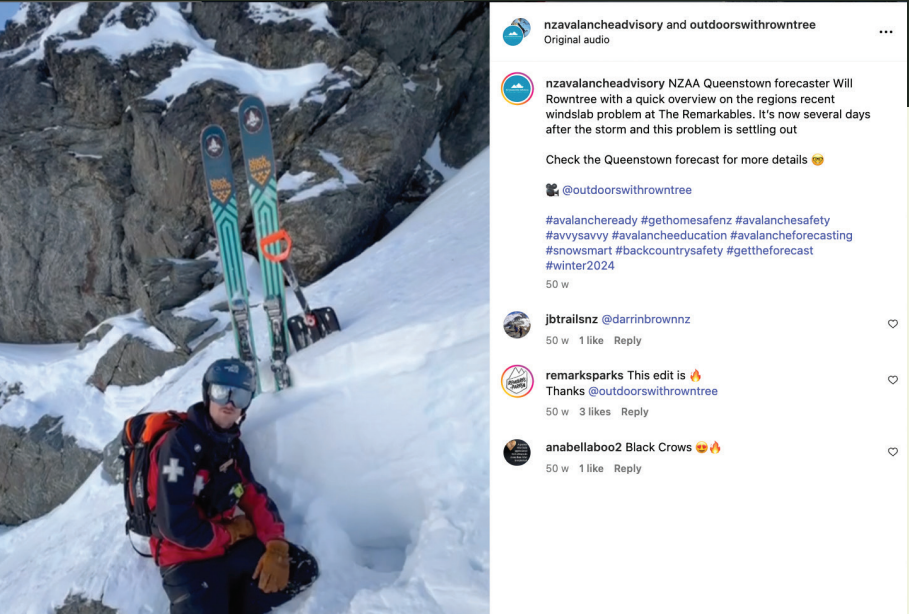
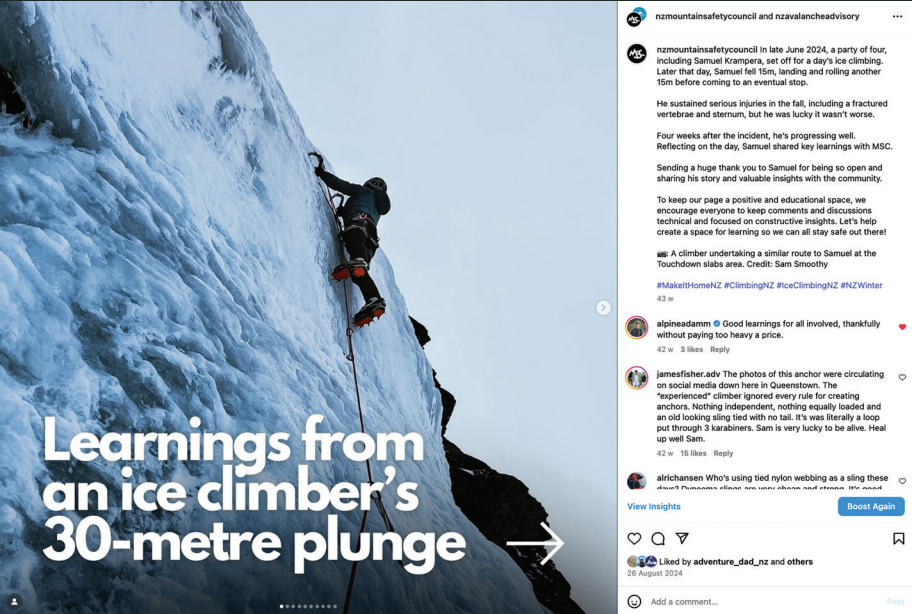
Reach	465,853
Content Interactions	6,809
Link Clicks	8,400
Follows	571
Page Visits	14,679

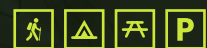
Instagram

Reach	186,612
Link Clicks	2,969
Follows	725
Page Visits	12,267

alpineadamm Good learnings for all involved, thankfully without paying too heavy a price. 42 w 3 likes Reply

rezamaroo1 Awesome – congrats all concerned in saving one of the tour party. To remain focussed and to use those backcountry skills you practise with guides is a job well done 38 w 5 likes Reply





Channels, Products & Services

01. WEBSITE

02. GOOGLE SEARCH

03. YOUTUBE & VIMEO

04. SOCIAL MEDIA

05. EMAIL MARKETING

06. MEDIA IMPACTS & HIGHLIGHTS

07. FIREARMS SAFETY TRAINING

08. NZ AVALANCHE ADVISORY



Website

Our website is our main channel for providing free public resources, information and advice. It supports many of our campaigns, safety initiatives and tools, including landing pages for #ROARfit, Adventure Voice and Plan My Walk. Additionally, the Read section includes all our media releases along with stories on topical issues and the personal experiences of the outdoor community, highlighting their key learnings. These are promoted through our social media channels and electronic direct mail.

This year we conducted a large-scale review and refresh of many pages, ensuring the information remains up to date, reflects best practice search engine optimization, and is easy to read and engaging.

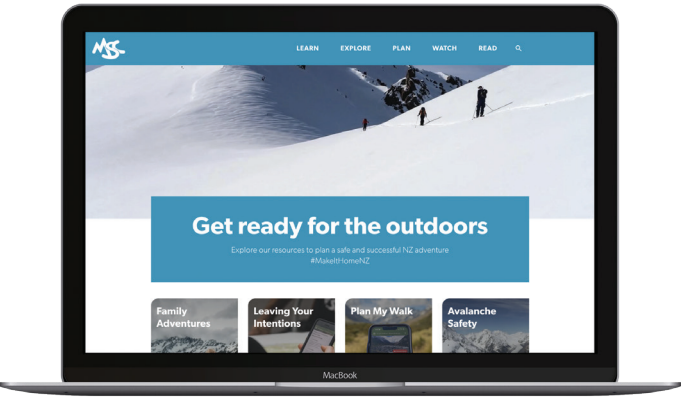
Through the period 1 July 2024 to 30 June 2025, we achieved:

50
NEW MEDIA RELEASES AND STORIES

198,597
TOTAL UNIQUE USERS
+2.6% ON THE PREVIOUS YEAR

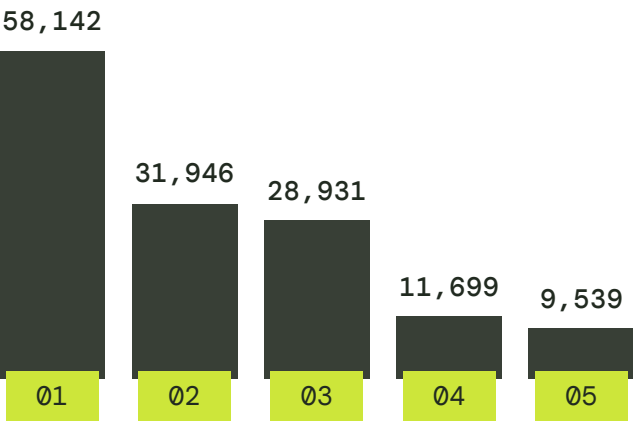
117,038
TOTAL ENGAGED SESSIONS
+12% ON THE PREVIOUS YEAR

345,634
TOTAL PAGE VIEWS
+2.3% ON THE PREVIOUS YEAR



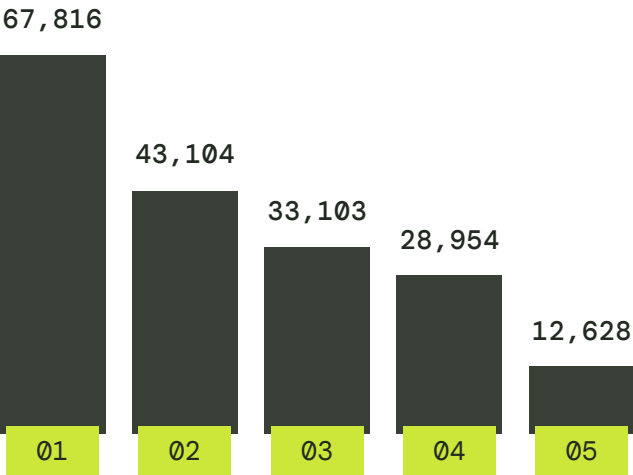
Top 5 Pages Viewed

(Excluding Homepage)



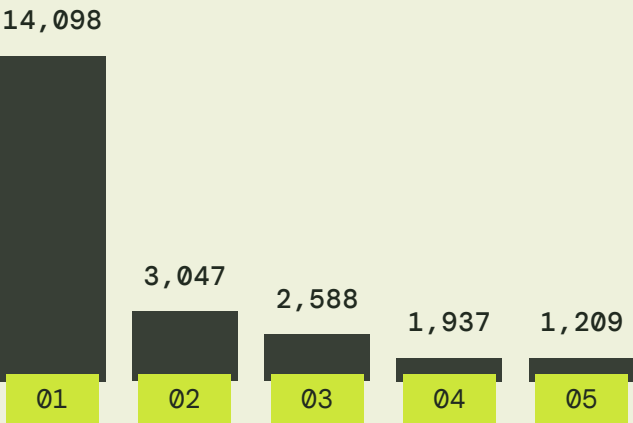
		Active Users	Rank Change
01	Adventure Voice	48,661	+1
02	#ROARfit Hunting Campaign Landing Page	27,432	-1
03	Remote Mountain Cameras	11,008	+1
04	Game Bird Hunting	9,774	+1
05	River Safety	7,327	New to the Top 5

Top 5 Sources of Traffic Acquisition



		YOY Difference	Rank Change
01	Organic Social	+93%	+1
02	Organic Search	-2%	-1
03	Direct	+8%	+1
04	Referral From Other Sites	-1%	+1
05	Paid Search	-63%	-2

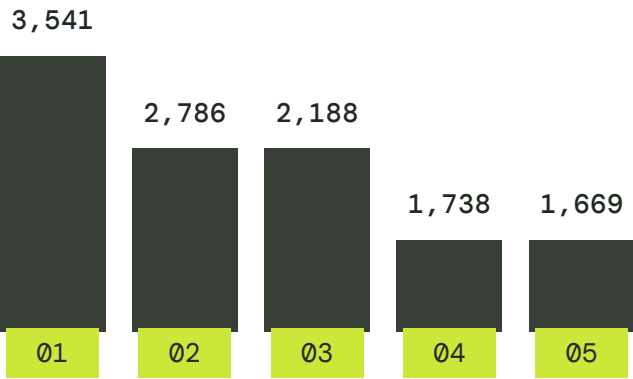
Top 5 External Websites Referring Traffic



		YOY Difference	Rank Change
01	Doc.govt.nz	-7%	NC
02	Mthutt.co.nz	+3%	NC
03	Teararoa.org.nz	+102%	+1
04	Planmywalk.nz	+32%	-1
05	Coronetpeak.co.nz	+13%	NC

It's interesting to see that AI tool ChatGPT was the 21st highest referral source. This is the first time we've seen a dedicated AI tool ranked in our Google Analytics referral sources!

Top 5 Stories Read



		Active Users
01	Beware the sting: A trampers' guide to avoiding and managing wasp attacks	3,210
02	Special avalanche warning issued	2,373
03	Learnings from an ice climber's 30-meter plunge	1,821
04	Multiple mistakes led to death on Tongariro Alpine Crossing says coroner	1,560
05	Climbing incident highlights critical turning points	1,351

Google Search & Google Ad Grant

We’ve continued our focus this year on search engine optimisation (SEO) and search engine marketing (SEM), making it easier for people to find our content when searching online for outdoor-related information.

In previous years, most of our work has been technical development. This year, we’ve built on these enhancements by focusing on on-page content, such as the written text and images. We’ve also continued to maximise the generous Google Ad Grants for not-for-profits. We’ve capitalised on this to elevate our position in Google search results across Plan My Walk (PMW), the NZ Avalanche Advisory (NZAA) and mountainsafety.org.nz.

Here are some of the year’s highlights.

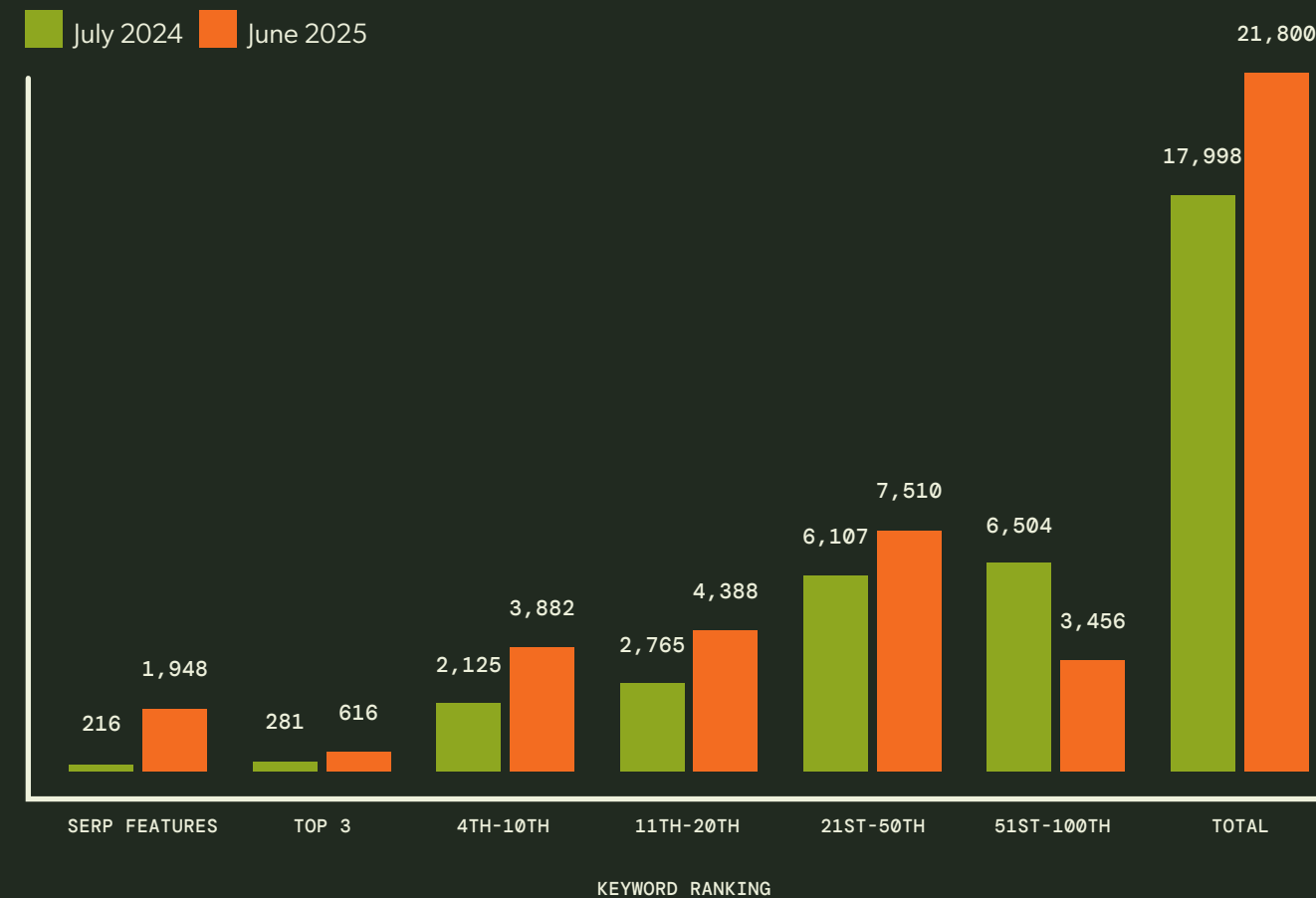
Plan My Walk

Organic search was the top traffic source for PMW, delivering a 66% increase in active users (compared to last year), with 279,378 people finding PMW via Google and other search engines. Engaged sessions were also up by 65% to 415,171. These increases are the result of our sustained SEO effort and reflect a positive return on our investment in this space.

This growth is also evident in the way Google ranks PMW keywords. The more keywords Google ranks, and the higher those rankings, the more likely someone will find PMW when searching for an associated word, like the name of a track. This is especially relevant for the search engine results page (SERP) features, which go beyond the traditional webpage links and provide the user with enhanced content, such as images and videos, improving the click-through rate.

PMW SERP features rose over 800% from 01 July 2024 to 30 June 2025.

Google Organic Keywords



Google Ad Grants

As a charity, access to Google’s Ad Grants is a game-changer for our SEM. The grant gives us up to USD\$10,000 per month in search ads shown on Google.com. We made good use of the grants throughout the year with our combined activity spending a total of USD\$123,060.

This generated:

More than **440,000**
Search result impressions

118% Increase on the year prior

A total of **53,799**
Clicks on our search results

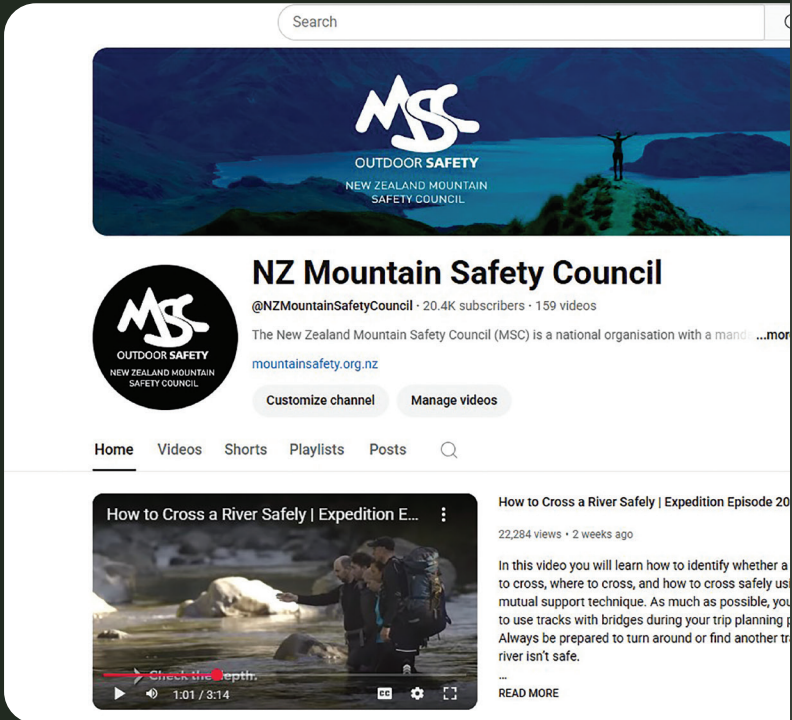
43% Increase on the year prior

A combined click-through rate of **12.20%**

YouTube & Vimeo

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

Our total YouTube subscriber base, as of 30 June 2025, was 20,046, a 15% growth on the year prior.



From 1 July 2024 to 30 June 2025, compared to the previous year, we achieved the following:

YouTube

480,433
TOTAL VIDEO VIEWS -14%

24,979
TOTAL HOURS WATCHED -6%

3 mins 7 sec
AVERAGE WATCH TIME

2,342,990
TOTAL IMPRESSIONS -13%

Tramping Video Series

344,549
TOTAL VIEWS THIS YEAR +10%

20,352
TOTAL HOURS WATCHED THIS YEAR +4.6%

1,747,805
LIFETIME VIEWS OF ALL VIDEOS IN THE SERIES

111,198
LIFETIME HOURS WATCHED

Vimeo (Videos in Plan My Walk)

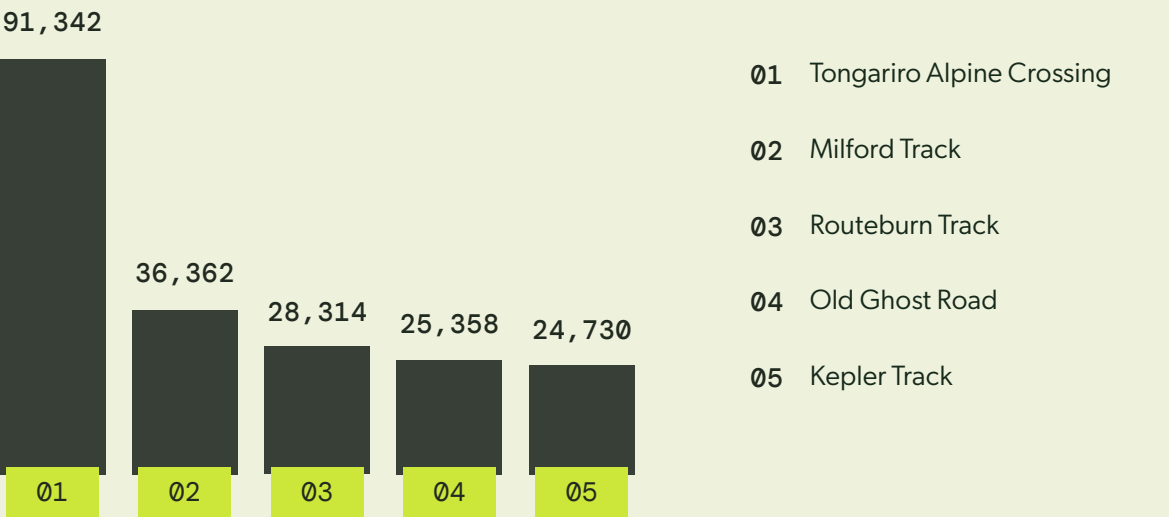
42,836
TOTAL VIDEO VIEWS +3%

1,533
TOTAL HOURS WATCHED

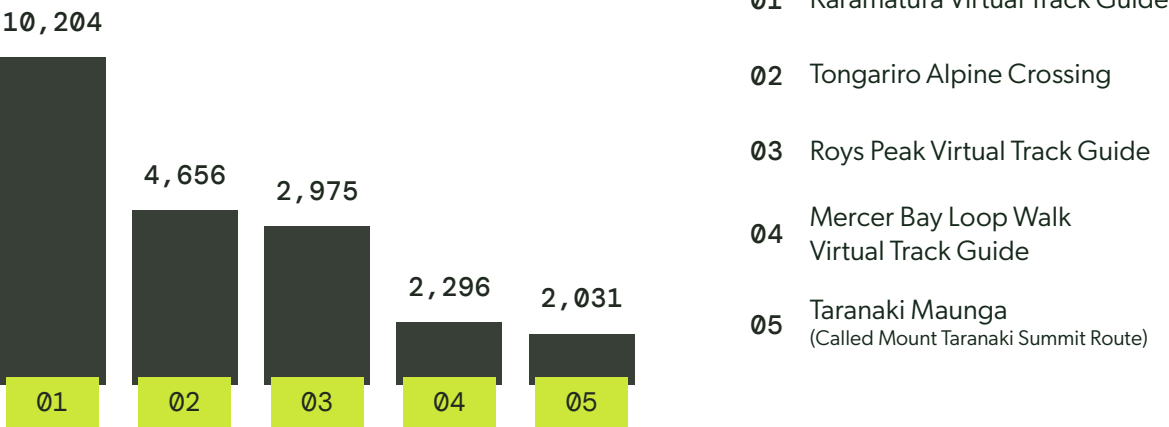
2 mins 8 secs
AVERAGE WATCH TIME

585,828
TOTAL IMPRESSIONS +11%

YOUTUBE Top 5 Most Watched Videos This Year



VIMEO Top 5 Most Watched Videos This Year



Top Views by Region (YouTube & Vimeo Combined)



Social Media

In the past year, our social media focused on Meta platforms Instagram and Facebook with good results, while TikTok took a backseat. We made this decision due to the limited video content available for TikTok and the resources required to create frequent trending videos needed to drive growth on the platform. Instead, we prioritised Facebook and Instagram, where we can share content in different formats and link directly to further resources, and exceeded most of our growth KPIs.

Following the success of last year’s strategy, we began by championing the voices of our outdoor community. We prioritised user-generated content through:

- Collaborating with trusted outdoor influencers
- Sharing Plan My Walk track reviews
- Highlighting results and direct quotes from Adventure Voice surveys
- Asking questions through polls and sharing responses
- Producing vlog-style videos of outdoor trips with content creators.

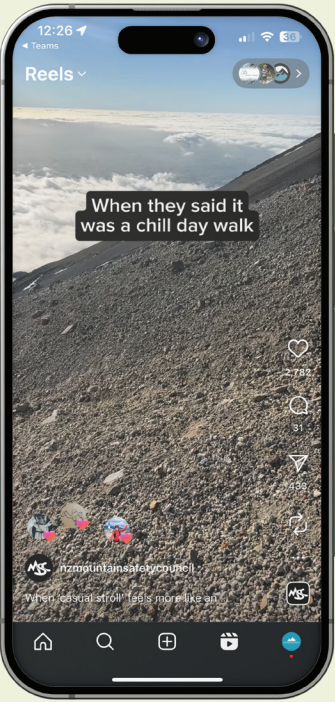
As the year progressed, we saw a strong shift in the type of content that was performing best and driving engagement. While in previous years, vlog-style track videos and avalanche content have been our top performers, in the last 12 months, humorous videos set to trending audio have significantly outperformed other content. Content sourced directly from MSC also performed better than content from external collaborations. These comedic-style videos have been especially effective in gaining new followers.

After seeing these results, we pivoted our strategy, producing simple, humorous videos with underlying safety messages. The success of these is reflected in our top pieces of performing content, breaking our records for most views, most new follows from a piece of content and most content interactions.

On our NZAA channels, we actioned community feedback from past seasons and shared posts every Friday, summarising conditions and advising viewers that regional forecasts had been updated. We shared weekly ‘Mountain Monday’ posts, using public observations from the NZAA. During the week, frequent posts updated the alpine community on conditions, with examples of avalanche problems, when possible.

Throughout the season, we received several comments asking us to explain technical jargon and avalanche terminology in layman’s terms. As of 30 June 2025, we have begun to share our new *Avalanche Tips and Terms* video series, which directly speaks to this feedback. We’re excited to see the results.

Top 5 Performing Content Across All Social Media Channels

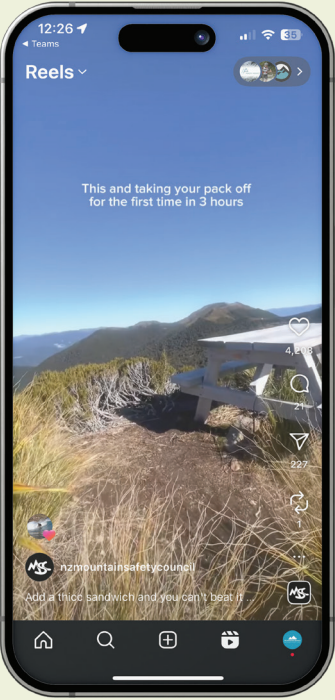


This comedic Instagram reel uses trending audio to encourage trampers to always research the track and prepare adequately before leaving home.

204,703 VIEWS

3,291 CONTENT INTERACTIONS

726 NEW FOLLOWS

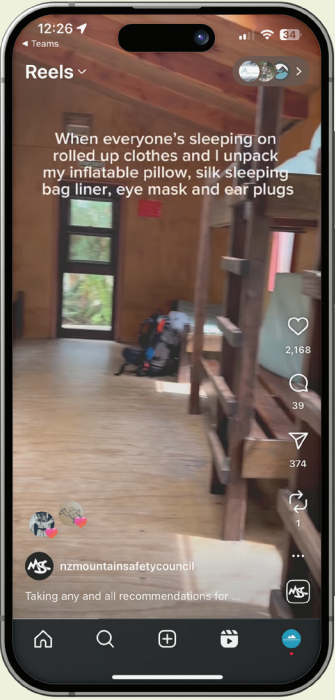


This Instagram reel uses a trending sound to drive engagement and follows with its relatable nature.

192,747 VIEWS

4,506 CONTENT INTERACTIONS

922 NEW FOLLOWS



This comedic Instagram reel prompted comments of people sharing what they pack to get the best sleep, and used trending audio to promote planning ahead for a comfortable experience.

189,784 VIEWS

2,636 CONTENT INTERACTIONS

641 NEW FOLLOWS



This Instagram reel celebrates the success of Plan My Walk with a heartwarming, grassroots feel, highlighting the value of track, hut and campsite reviews.

163,211 VIEWS

1,341 CONTENT INTERACTIONS

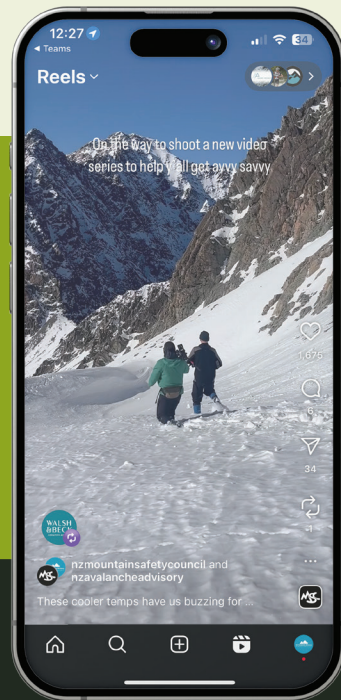
1,324 NEW FOLLOWS

This comedic Instagram reel uses trending audio to promote the *Avalanche Tips and Terms* video series ahead of the launch.

154,481 VIEWS

1,740 CONTENT INTERACTIONS

471 NEW FOLLOWS



For the period 1 July 2024 to 30 June 2025 (compared to the previous year), we have achieved:

104,948 total followers across all our social media channels (including NZAA) – an increase of 18,690 followers from the previous year.

MSC INSTAGRAM

12,401 NEW FOLLOWS

622,616 REACH

39,536 LINK CLICKS

39,042 VISITS

40,190 CONTENT INTERACTIONS

As at 30 June 2025, we had:

36,794 TOTAL FOLLOWERS

GOAL: 30% INCREASE

RESULT: 50.8 INCREASE

MSC FACEBOOK

2,776 NEW FOLLOWS

1,757,528 REACH

129,617 LINK CLICKS

58,753 VISITS

37,777 CONTENT INTERACTIONS

As at 30 June 2025, we had:

32,338 FOLLOWERS

GOAL: 2.5% INCREASE

RESULT: 9.4% INCREASE

MSC TIKTOK

492 NEW FOLLOWS

348,000 REACH

547,000 VIDEO VIEWS

1,800 PROFILE VISITS

46,938 CONTENT INTERACTIONS

As at 30 June 2025, we had:

9,412 TOTAL FOLLOWERS

GOAL: 45% INCREASE

RESULT: 5.5% INCREASE

Note: We strategically pivoted towards Instagram and Facebook through the year.

NZAA INSTAGRAM

2,105 NEW FOLLOWS

269,195 REACH

6,005 LINK CLICKS

16,256 VISITS

3,684 CONTENT INTERACTIONS

As at 30 June 2025, we had:

13,242 FOLLOWERS

GOAL: 40% INCREASE

RESULT: 19% INCREASE

NZAA FACEBOOK

791 NEW FOLLOWS

589,942 REACH

11,110 LINK CLICKS

17,697 VISITS

8,482 CONTENT INTERACTIONS

As at 30 June 2025, we had:

11,574 TOTAL FOLLOWERS

GOAL: 5% INCREASE

RESULT: 7.3% INCREASE

NZAA TIKTOK

125 NEW FOLLOWS

98,280 REACH

125,836 VIDEO VIEWS

282 PROFILE VISITS

5,908 CONTENT INTERACTIONS

As at 30 June 2025, we had:

1,588 FOLLOWERS

GOAL: 80% INCREASE

RESULT: 8.5% INCREASE

Note: We strategically pivoted towards Instagram and Facebook through the year.

Email Marketing

We've seen strong growth in our email audience over the past year, with total subscribers increasing by 19.6%. This included the creation of a new 'Avalanche Awareness' audience for those who have engaged with our avalanche-focused educational content. This has established a new channel for us to share essential, timely information with this niche winter audience. Email has also proven to be an extremely effective channel for recruiting Adventure Voice members; sharing hunting safety content; and prompting track, hut and campsite reviews on Plan My Walk (PMW).

Tramping Audience

Our PMW welcome flow continues to show strong engagement, with an average open rate of 63% across our 'beginner', 'intermediate' and 'expert/advanced' journeys. In December 2024, we added a third seasonal email to our welcome flow, promoting the Plan My Walk Review Competition. It had a healthy average open rate of 60% and click-through rate of 4%, driving engagement and user retention.

We maintained a strong average open rate of 42% across all emails to our PMW and tramping audiences. Our highest performing email, sent in September 2024, shared avalanche safety information for trampers, and had an open rate of 50.4%. We were surprised by the volume of interest in avalanche-focused education content within this audience. As a result, we've continued sharing avalanche safety content with them through cross-sharing NZAA content on our MSC social channels, and through the promotion of our *Avalanche Tips & Terms* video series.

Hunting Audience

Email has continued to be a highly effective channel for connecting with our hunting audience and sharing safety messages. In total, we sent seven hunting-specific emails to this audience with a strong average open rate of 41% across all emails.

In 2024, we extended this channel to share key partner messages from the Department of Conservation for their annual Wild Goat Hunting Competition, garnering an impressive open rate of 50.7%.

Continuing from last year's success with our #ROARfit email flow, we developed another three-part email flow, counting down the 12 weeks to the start of the Roar season with timely safety tips and resources. This year, we used direct quotes and insights from our Adventure Voice hunting community to create a community feel. The average open rate was 36.4% across all three emails.

We also sent out emails on game bird hunting safety tips and shared Adventure Voice communications to recruit members for our #ROARfit pre-campaign survey.

Avalanche Awareness Audience

In the lead up to our 2025 winter season, we created a new audience segment in our email marketing platform for those with an interest in avalanche education and alpine updates. Email marketing is an entirely new channel for our NZ Avalanche Advisory (NZAA) audience and required us to start from scratch.

To generate leads, we developed a 20-question Avalanche IQ quiz, which required people to share their emails to unlock their quiz results. Email subscribers then began a six-part nurture flow, educating them on the NZAA and essential avalanche knowledge using the *Avalanche Tips & Terms* video series. Over winter, we will continue to send regular updates.

By 30 June 2025, the quiz had been live for 7 weeks and had generated 2,423 email subscribers. The email nurture flow had a strong average open rate of 63.9% across all emails.

The quiz will continue through winter, generating more people for this audience.

Connect

We continued to keep our partners and relevant organisations updated on our work through our successful monthly Connect email newsletter, consistently receiving positive feedback from this audience. We see strong open rates year-round, with a peak in the warmer months, achieving an average open rate of 50%.

In the past year, we've added two new sections to Connect - Insights and Content. The Insights section allows us to share key research, data and learnings from Adventure Voice surveys and other data-driven projects. The Content section provides links to creative assets and copy for suggestions for partners to share our campaigns and seasonal content on their own channels.

Adventure Voice

Emails have been a highly effective channel for recruiting Adventure Voice members, accounting for 29% of our members. Over the past year, we have sent five emails to recruit new members, with an average open rate of 40.2%. These included emails to new subscribers gained through in-person events like the BANFF Mountain Film Festival and the Sika Show, with messaging specific to their outdoor activity interests and links to our upcoming surveys.

To prevent message fatigue, we have avoided continually pushing the same call-to-action with the same audience. However, we’ve found that sharing specific survey topics with relevant audience segments is an effective way to gain new Adventure Voice members while preventing unsubscribes.

As at 30 June 2025, we had a total of 127,816 email subscribers across all audiences. This is an increase of 20,943 net subscribes over the year.

AVERAGE OPEN RATES:

Tramping Focused Emails 42.8%

Avalanche Awareness Focused Emails 59%

Hunting Focused Emails 41.2%

Connect Partner Updates 49.8%

Adventure Voice Focused Emails 40.2%



Image from Plan My Walk review of the Mt Holdsworth - Jumbo Circuit by Paul R.

More tips for spring adventures

Here are a few more reminders to help you stay safe in the outdoors this season:

- **Pay close attention to warnings, alerts and closures for tracks and the roads to access them.** Be prepared with a plan B if there are unexpected closures or damage to tracks.
- **Rivers rise quickly in spring due to the combination of snow melt and rainfall.** Exercise caution when crossing rivers and when in doubt, wait it out.
- **Be prepared for all weather at all times.** Remember to always pack a quality rain jacket, warm layers, extra food and water, and sun protection.
- **Always tell someone your basic trip plan before you leave home.** Let them know where you're going, what route you'll take, and when you expect to be back.
- **Read the NZ Land Safety Code before your next trip.** The [Land Safety Code](#) offers five key pieces of advice that will ensure you have a great trip in New Zealand's great outdoors.

JOIN THE
ADVENTURE VOICE
RESEARCH COMMUNITY





MSS

Connect

Trouble viewing this email?

[View the web version here.](#)

Looking back on
summer

Kia ora Nathan,

How is it already nearly autumn?! Before we dive into the new season, let's take a moment to reflect on an action-packed summer and the awesome updates we've been working on. Right now, we have three campaigns running, a winter video series in post-production, and some exciting new and ongoing partnerships to share.

Media Impacts & Highlights

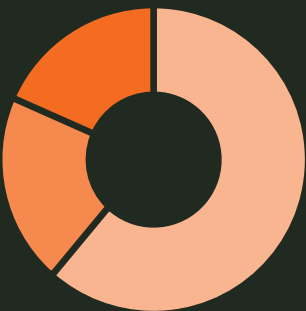
Media engagement remains a cornerstone of our communications and marketing strategy. We use it to support our targeted campaign messaging and calls to action, and build awareness of our safety resources, ultimately helping prevent outdoor safety incidents.

The media coverage we receive serves to strengthen our reputation as the expert in land-based outdoor safety, positioning NZ Mountain Safety Council (MSC) as the go-to for expert comment on safety-related incidents and topics.

Key Metrics



- 28 MEDIA RELEASES (+9)
- 26 MEDIA REQUESTS (-3)
- 248 MEDIA PICK UPS (+48)



- MEDIA PICK UPS
- 153 PROACTIVE
 - 49 REACTIVE
 - 46 OTHER (E.G. MENTIONS)

Top Outlets



- STUFF: 65 PICK-UPS (+2)
- RADIO NEW ZEALAND: 23 PICK-UPS (+7)
- NZ HERALD: 19 PICK-UPS (-7)

Links to MSC Resources



- 145 LINKS TO PLAN MY WALK (+18)
- 86 LINKS TO MSC OR NZAA WEBSITE (+38)
- 25 EMBEDDED MSC VIDEOS (+1)

Media Highlights

SHINING A LIGHT ON CLIMATE CHANGE

Climate change is already affecting how we experience the outdoors, and its impact will only increase. To explore its effects on outdoor recreation, MSC partnered with award-winning science journalist Kate Evans on a three-part feature series. Published by leading outdoor publications *Wilderness* and *Ski & Snow* magazines, and on our website, the series continues MSC’s commitment to leadership and innovation in outdoor safety.

Each article examined a significant aspect of land-based outdoor recreation:

- Tracks (published by *Wilderness*, March 2025)
- Glaciers and mountains (published by *Wilderness*, June 2025)
- Snow (published by *Adventure*, June 2025)

The articles explore climate change through conversations with scientists, recreational users and providers. MSC contributes expert insights into the evolving safety implications. The narrative style weaves together science, history and culture in a way that is both engaging and accessible to a broad audience.

STUFF COLLABORATION DELIVERS STRONG RESULTS

Our ongoing relationship with journalists at Stuff, the flagship website of Stuff Ltd, continues to generate valuable media coverage.

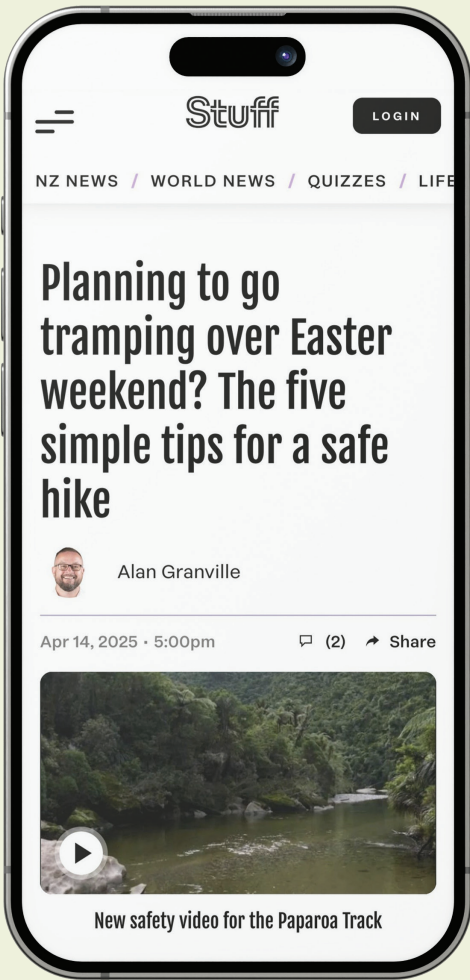
- 8 listicles promoting Plan My Walk.
- 2 exclusive feature articles:
 - » Spring Avalanche Safety for Trampers: Avalanche safety tips for spring avalanches that can reach the valley floor.
 - » Safety at Mautohe Cathedral Cove: Essential safety guidelines from the Department of Conservation with the reopening of the popular track on 1 December 2024.
- Ongoing articles in the Travel Insider column, *Sunday Star-Times* (a subsidiary of Stuff): As a result of our Stuff connections, we were asked to contribute outdoor topics for the regular column. In April, our article focused on the best clothing choices for the cooler months. More columns are confirmed for 2025-26.

MEDIA RELEASES DRIVE SAFETY AWARENESS

We continue to issue media releases when we have key information to share, such as to highlight seasonal safety messages before long weekends, during high avalanche danger and at the start of major hunting events like the Roar. These often generate strong pick-up across national news outlets including radio and television, with quotes then used in hourly news bulletins. This coverage not only means more people see timely safety messages, but it also reflects MSC’s reputation as the authoritative voice on outdoor safety.

Notable coverage:

- Special Avalanche Warning: 20 pick-ups (27 Sept 2024)
- Increased Avalanche Danger: 14 pick-ups (13 Sept 2024)
- Avalanche Close Calls Safety Reminder: 10 pick-ups (13 Aug 2024)
- Easter Tramping Safety Tips: 10 pick-ups (14 Apr 2025)



Firearms Safety Training

This year we continued to provide New Zealand's firearms safety courses in partnership with Te Tari Pūreke - Firearms Safety Authority (FSA). Over the last year, 38 instructors across the country delivered our courses to every firearms license applicant in 2024-25, including hands-on safety instruction.

NZ Mountain Safety Council (MSC) has played a critical and instrumental role in firearms safety training in Aotearoa New Zealand for over 50 years. This began in the 1970s through a volunteer-based model and then shifted to a smaller pool of professional instructors in 2018.

We are immensely proud of our history with firearms safety training. Over the decades, we have delivered tens of thousands of courses across Aotearoa New Zealand, continually refining the curriculum and course content to provide the best educational experience to meet the needs of the diverse firearms licence applicants and the wider firearms community. The quality of our delivery methods, instructors and courses is reflected in our average course evaluation score of 4.9 out of 5 for the 2024/25 year.

TOTAL COURSES **525**

TOTAL ATTENDEES **6,723**

ATTENDEES WHO PASSED **6,439**

AVERAGE COURSE OCCUPANCY RATE **92%**

AVERAGE COURSE EVALUATION SCORE **4.9/5**

Professional Development for Instructors

We hosted our annual training for instructors in August 2024. With our instructors gathered in one room, it was an excellent opportunity for networking and exchanging ideas. FSA joined us to share insights and collect feedback from instructors. The Institute of Management New Zealand's Gabi Berto led an insightful session on innovative delivery techniques. The day was well received, with positive feedback from everyone involved.

Firearms Safety Training by MSC Ends

In January 2025, FSA announced that firearms safety courses would be moved in-house, as it expands its community education role. As a result, from 1 July 2025, firearms safety training will no longer be delivered through MSC.

MSC remains 100% committed to our core mission to enhance hunter safety in New Zealand's outdoors. We will continue to provide free resources, educational tools, videos and other safety initiatives to empower hunters to safely enjoy their hunting trips.

We extend our heartfelt gratitude to our dedicated team of instructors, past and present, who have been integral to our success in delivering firearms safety courses. Their professionalism, energy, enthusiasm and tireless commitment have contributed significantly to improved firearms safety standards nationwide, which has undoubtedly contributed to a safer firearms and hunting community in Aotearoa New Zealand.

We thank the firearms community for their support over the years and remain proud of our shared accomplishments in advancing firearms safety.

NZ Avalanche Advisory

The NZ Avalanche Advisory (NZAA) continues to provide vital information to backcountry alpine adventurers. NZAA forecasts cover 13 backcountry alpine regions around Aotearoa New Zealand and are updated by a team of 27 forecasters on a daily basis through winter or as conditions change and new information becomes available. This allows backcountry users to build an accurate picture of conditions to assist them with safe decision-making when venturing into alpine terrain.

The 2024 winter season began with cold temperatures but low levels of precipitation and snowfall in both June and July. In contrast, spring saw large and consistent snowfalls resulting in challenging conditions that persisted through until late October.

Avalanche Forecasts

Forecasting began with a one-off advisory in late May for the Tongariro region following early snowfall and indications that many people were planning to travel in the backcountry over King’s Birthday Weekend. By the last week of June 2024, all regions had begun forecasting, along with Aoraki/Mt Cook which forecasts all year round.

Unseasonably cold weather in September and October saw a comparatively high number of forecasts being issued. Challenges with the reliability of weather forecasting and forecasted freezing levels were frequent across most regions, contributing to more frequent forecast updates within a 24-hour period.

This year’s unseasonal conditions highlighted the forecasting team’s adaptability and responsiveness to dynamic weather conditions to meet user demands and enhance their safety.

In total, 1,809 forecasts were issued through the season – up 7% from 2023 and 8% from 2022.



NZAA Website Metrics

From 01 July 2024 to 30 June 2025,
avalanche.net.nz received:

85,153
Total Users +22%

192,702
Engaged Sessions +73%

94.12%
Engagement rate +55.9%

1 min 21 secs
Average Engagement Time Per Session +4.89%

549,854
Total Page Views +22.6%

Top 3 Regional Forecasts

		Views	YOY Difference	Active Users	YOY Difference
01	AORAKI/MT COOK	33,056	+3.7%	12,913	+10.6%
02	QUEENSTOWN	29,570	+6%	9,058	+11.8%
03	TONGARIRO	21,970	-22%	7,989	-16%

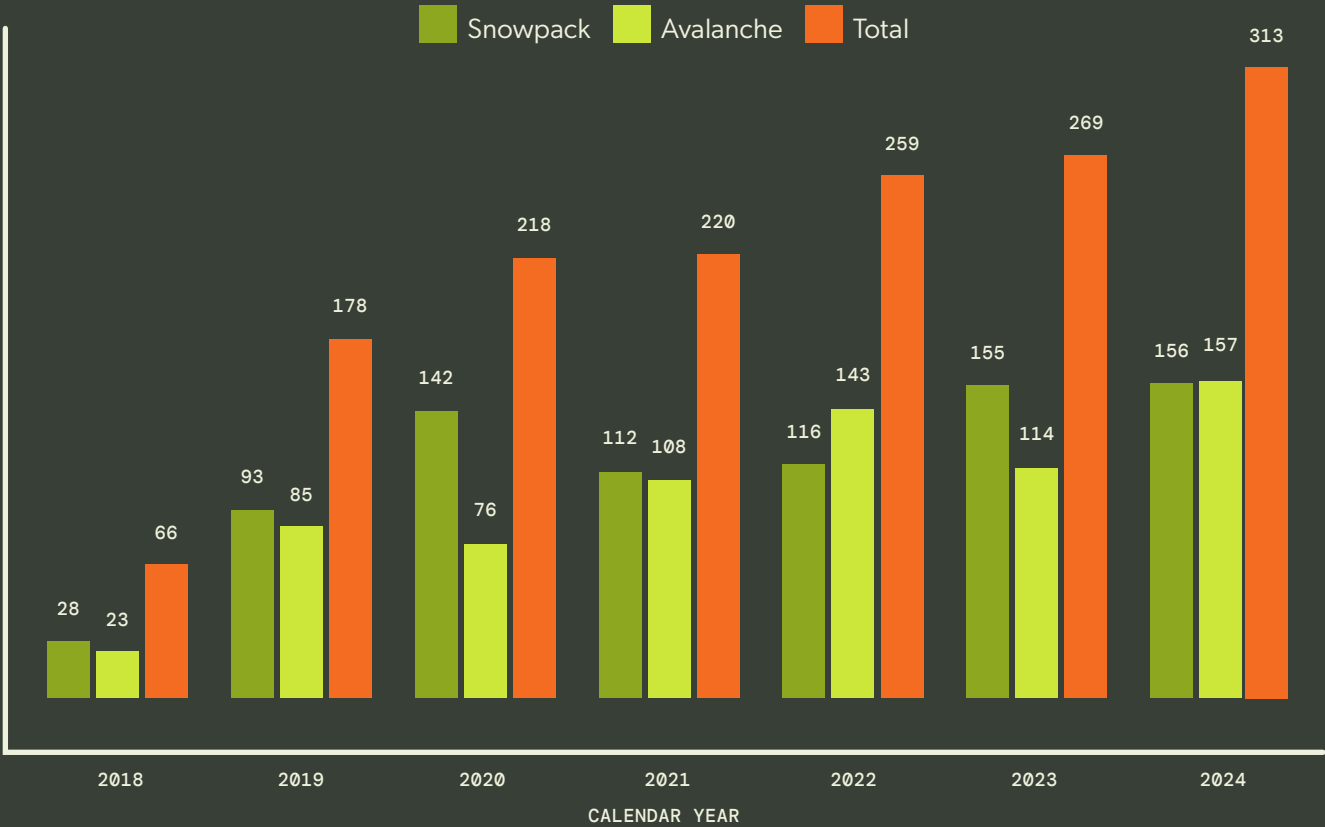
Public Observations

Public observations made via the NZAA website play a vital role in the safety of the alpine community. These observations are used by our forecasters to develop accurate avalanche forecasts. They are also an additional tool for those planning an alpine trip.

To promote observations, we again ran a public observations competition. Anyone submitting a photo and information about snow conditions or any avalanche activity using the tool on the NZAA website was automatically entered into the giveaway.

This year we reached a new record with a total of 313 observations from 1 January through 30 November.

NZAA Public Obs Per Calendar Year



Note: We use the calendar year 1 January to 30 November to showcase these metrics as the financial year splits the winter season.

Fostering Forecaster Skills & Collaboration

TRAINING

We held our annual pre-season forecasting training in Wānaka on 17-18 June 2025, with a great turnout from the regional forecasters.

Day one featured a full-day workshop delivered by the Write Group on writing techniques for forecasts. This focused on developing clearer and more concise writing, achieving greater consistency in tone, improving grammar and editing skills, and better engaging and informing our audience.

Day two covered a range of operational topics and discussions. These included a review of 2024 incidents, key metrics and engagement insights, along with an update on planning for 2025 and beyond. Forecasters explored challenges related to spatial variability when forecasting avalanche problems, discussed public perceptions of hazard ratings, reviewed strategies to improve InfoEx engagement, and refined the process and media strategy for issuing Special Avalanche Warnings.

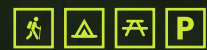
The training is a valuable time for the forecasting team to connect, create a shared sense of focus and alignment, setting the team up strongly for the season ahead.

COMMUNICATION

We continue to promote a team approach to forecasting, to encourage collaborative decision-making and critical thinking. Two ongoing initiatives to foster this approach are fortnightly meetings and a WhatsApp group.

Fortnightly meetings throughout the season proved to be a worthwhile opportunity for the forecasters to share their insights, compare snowpack or avalanche observations, update the supervisors on conditions in the region and share any key messaging.

The WhatsApp groups continued to be a great way to foster informal conversations about conditions or pass on information quickly about notable events and observations. This also provided a platform for MSC and the supervisory team to share any updates or information quickly and efficiently.



Adventure Voice

01. COMMUNITY MEMBERSHIP & RECRUITMENT

02. COLLABORATIONS

03. QUICK-FIRE SURVEYS

04. UNDERSTANDING TRAMPERS' SKILLS



Community Membership & Recruitment

Throughout the year, we’ve used many different methods and channels to share Adventure Voice with the outdoor recreation community across Aotearoa New Zealand, encouraging people to join and share their opinions and experiences with us.

The increase in members over the year was due to our concerted promotional efforts. The results were phenomenal and will enable us to get increasingly accurate snapshots of the outdoor community from our surveys. Our most successful recruitment tactic by a significant margin has been social media, followed by our own email database, and then collaborations with other partners.

Total membership as of 1 July 2024

1,943

Total membership as of 30 June 2025

6,119

Total increase in members over the year

4,482

How Did Members Hear About Adventure Voice?

Word of Mouth/Another Person Told Them	4%
On Social Media	51%
In an Email	29%
On the MSC Website	3%
Promoted by Another Organisation	5%
Other	7%
Don't Know	1%



Always-on social media campaign

Over the year we ran up to four different social media paid video ads via Facebook and Instagram. Each of these showcased someone in the outdoors doing a different activity, such as a trumper, hunter, mountain biker and backcountry skier. These provided a constant source of new members each month and successfully built the profile of Adventure Voice.

In total this campaign delivered over 2.4 million impressions, generating nearly 55,000 clicks and a click-through rate of 2.29% - superb results!

Of the four different videos, the hunter video creative was the most successful.

In addition to the ‘always-on’ promotion, we ran a specific first anniversary campaign on Facebook and Instagram. We coincided this with the June monthly quick-fire survey and used spot prizes to encourage signing up. This campaign resulted in a significant boost in members.



MSC Emails

Our database of email contacts is significant and constantly growing. We successfully utilised this to promote Adventure Voice and sign-up members.

Over the past year, we sent five Adventure Voice recruitment emails to our database. We ensured our email content was highly relevant to our audience by tailoring it to seasons, survey topics and activity types.

These included:

- A spring-themed Adventure Voice giveaway in early September 2024.
- An email to new members of our community that we gained through our BANFF Mountain Film Festival partnership.
- An email to new members of our community that we gained at the Sika Show.
- An email to our hunting and firearms audience in the lead up to our Roar hunting survey.
- A birthday giveaway to celebrate 1-year of Adventure Voice.

We also added Adventure Voice content blocks into each of our Plan My Walk welcome flow emails, and our monthly Connect email.

An impressive 29% of existing Adventure Voice members heard about the research community through an email, proving the effectiveness of this channel to raise awareness and drive sign-ups.

Collaborations

Wilderness Magazine

To celebrate one year of Adventure Voice, we partnered with *Wilderness* magazine to conduct an email takeover. This enabled us to email their large database of subscribers and promote Adventure Voice membership. We coincided this with Wilderness website banner ads and follow-up email ads. This resulted in approximately 500 people visiting the Adventure Voice registration page and nearly 200 signing up to become members.

Throughout the year we've also partnered with *Wilderness* to contribute to their daily email quiz questions. We often feature Adventure Voice findings within these quizzes as another way to promote membership.

Banff Mountain Film Festival (NZ Alpine Club) and NZ Mountain Film Festival

Our partnership with the Banff World Tour hosted by NZ Alpine Club represents one of our most prominent tactics for sharing Adventure Voice. Approximately 150 members have noted that they first heard about Adventure Voice via the Banff tour, and many thousands more have been exposed to Adventure Voice at Banff screenings.

The NZ Mountain Film Festival in Queenstown and Wānaka provides a unique opportunity to connect with the local mountain and outdoor community. Once again, we supported the event by sponsoring one of the sessions and attending the trade shows in Wānaka and Queenstown to promote Adventure Voice to attendees.

Outdoor Retailers

Many outdoor retailers and suppliers have supported Adventure Voice over the year. This has included promoting Adventure Voice to their customers and gifting prizes for monthly giveaways or the quick-fire survey incentives. While it's impossible to quantify the overall membership conversion of this support, it's no stretch to say that it's significantly contributed to building the overall Adventure Voice awareness.

For example, Bivouac Outdoor included multiple Adventure Voice promotions in their customer emails. Other retailers and suppliers to support Adventure Voice include: Outfitters, Macpac, Southern Approach, Scarpa NZ, KEA Outdoors, Katadyn, Gear Shop and Mountain Adventure.

Quick-Fire Pulse Surveys

Regular quick-fire surveys continue to be a key feature of Adventure Voice. As well as fostering community engagement, these short online surveys give us valuable insights on current outdoor safety topics for different user groups.

The insights gained from these surveys help us better understand the human factors influencing people's motivations, decision-making, attitudes and behaviours so we can make timely updates to safety resources and improve our campaigns. A new community findings webpage has been introduced (mountainsafety.org.nz/explore/adventure-voice), allowing easy access to these core findings.

Highlights

PARTICIPATION

The average response rate for the quick-fire surveys indicates that this approach is being well received by the community. As a result, we are achieving a meaningful snapshot of the outdoor community.

Number of surveys

8

Survey responses

8,137

Average response rate

38%

Responses Per Survey

	Responses	Participation
Seasonal Tramping Habits July 2024 Tramping Audience	710	42%
Changing Plans on Outdoor Adventures August 2024 Full Audience	882	42%
Plan My Walk and How We Can Make It Even Better September 2024 Tramping Audience	884	30%
How Hunters Get Prepared For The Roar November 2024 Hunting Audience	332	44%
The Future of Emergency Communications February 2025 Full Audience	1,468	37%
Treating Water In The Outdoors March 2025 Full Audience	1,630	42%
#ROARfit Campaign Effectiveness May 2025 Hunting Audience	283	31%
Outdoor Safety Concerns June 2025 Full Audience	1,948	32%

Hunting Surveys

This year, we boosted our #ROARfit campaign using insights from an Adventure Voice survey of hunters, with successful results. Ahead of the Roar, we surveyed the hunting audience to find out how they prepare for hunting trips, like the Roar. We used these insights to plan our 2025 campaign, informing the strategies, tactics and creative approach. At the end of the Roar, we followed up with an in-depth 17-question campaign effectiveness survey. The insights from this survey will help us further improve our #ROARfit campaign for 2026.

Understanding Trampers' Skills

Tramping is one of Aotearoa New Zealand's most popular recreational activities, enjoyed by over a million adults and countless tamariki and rangatahi. Despite its huge popularity, little has been known about trampers' core skills and how they acquire these. Many of these skills, such as navigating and river crossing, are vital for safe and positive tramping experiences.

To understand more, we surveyed Adventure Voice members in October 2024 about their tramping confidence, competencies and skill aspirations. We also examined their preferred learning methods and the barriers they face in developing these skills.

Key Insights

We had an overwhelmingly positive response to the survey, with 1,962 Adventure Voice members participating – 60% of eligible members.

We found out that:

- There is a desire to improve both confidence and competence in tramping skills by the vast majority of trampers.
- Respondents often attempt higher track grades than their experience level, but confidence declines in adverse weather conditions.



Skill Development Priorities

We asked trampers to identify the specific skills they would like to improve. There were many, and these are covered in the full report.

Some specific skills that most wanted to improve included:

- Navigating in low visibility or whiteout conditions.
- Selecting safe entry and exit points for river crossings, and self-rescue techniques.
- Setting decision-making and turn-around points, including calculating turn-around times.
- Managing a hypothermic patient.

Learning Preferences and Barriers

Respondents favored face-to-face training courses, followed closely by learning from peers and watching instructional videos.

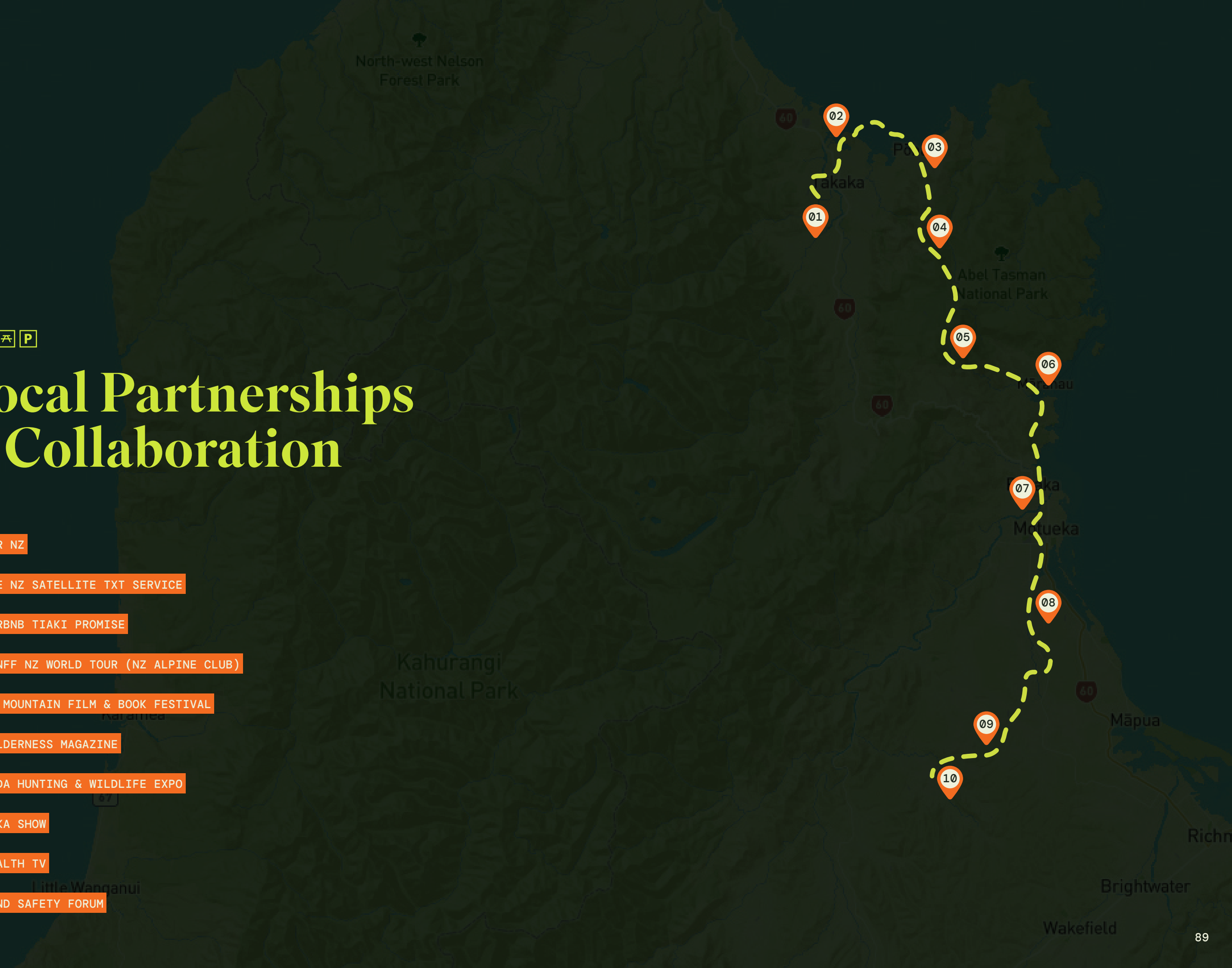
The biggest barrier to skill development was lack of time, followed by limited training opportunities. Cost was a concern for 19%, with younger generations and less experienced trampers disproportionately affected.

These insights will ensure MSC and our partners deliver relevant educational resources via the most effective platforms, supporting trampers to gain the knowledge and confidence necessary to explore the outdoors safely.



Local Partnerships & Collaboration

- 01. AIR NZ
- 02. ONE NZ SATELLITE TXT SERVICE
- 03. AIRBNB TIAKI PROMISE
- 04. BANFF NZ WORLD TOUR (NZ ALPINE CLUB)
- 05. NZ MOUNTAIN FILM & BOOK FESTIVAL
- 06. WILDERNESS MAGAZINE
- 07. NZDA HUNTING & WILDLIFE EXPO
- 08. SIKA SHOW
- 09. HEALTH TV
- 10. LAND SAFETY FORUM



Air NZ

This year we were excited to collaborate with Air New Zealand to permanently feature 21 videos from our tramping safety series in international in-flight entertainment.

Displayed on the Tiaki channel, these videos offer essential safety information to help prepare hikers for NZ's unique outdoor conditions.

This new collaboration reflects both the quality of our video productions and the importance of our safety messaging. It followed a comprehensive pitch to Air New Zealand, building on the momentum of our win at the NZ Marketing Awards.



We supported the rollout of the service by shaping safety messages covering the benefits and limitations of the new service for outdoor adventurers, and utilising our established channels to reach this audience. By adding our trusted voice to the launch, One NZ enhanced credibility with this user group.

We contributed to a One NZ-sponsored article for The Spinoff before the launch, highlighting the impact of the new technology for outdoor adventurers. For the launch, we used our social channels and a media release to reinforce these key messages.

Our Instagram post reached 28,355 people, with 50,813 views and 1,023 interactions. On Facebook, the post had 17,957 views, reached 9,358 users and generated 432 clicks to our media release. These numbers are more than our typical engagement for December, reflecting the success of the collaboration.

As part of our ongoing collaboration, One NZ invited us to attend Fieldays to be part of a panel presentation about the service. Chief Executive Mike Daisley participated on the panel and spoke about the significant value of the service for outdoor adventurers.

One NZ Satellite TXT Service

Over the last year we've met regularly with One NZ about its Satellite TXT Service, both to keep up to date with its development and provide our advice and recommendations. This has been a mutually beneficial collaboration that has continued beyond the launch of the TXT service.

The new service, which was launched in December 2024, allows customers with an eligible mobile phone to send and receive text messages outside traditional cell coverage areas, provided they have a clear line of sight to the sky.

While not a replacement for emergency communication devices, this service enhances outdoor safety by providing more options to stay connected in remote areas for trampers, skiers, hunters, bikers and other outdoor adventurers.

Airbnb Tiaki Promise

A new collaboration with Airbnb in 2024-2025 has created a valuable new channel for us, extending our reach local and international outdoor adventurers staying in Airbnb accommodation. The collaboration is part of Airbnb's growing focus on the Tiaki Promise and helping people stay safe on their travels throughout Aotearoa New Zealand.

As part of an expansion of Airbnb's Tiaki Promise webpage, we provided guidance and content on outdoor safety for a new 'Local Safety Information' section designed for both hosts and guests. The page includes links to Plan My Walk, and our hiking and tramping safety video series, along with other vital safety resources.

To reinforce this content, we presented at an online workshop for Airbnb hosts in March 2025. Hosts play a key role in sharing information with their guests, which helps to reinforce important outdoor safety messages and contributes to a strong community that looks out for each other.



Take the Tiaki Promise — the Airbnb way

When you travel, you build special connections with people, places, and ultimately the land. We need your help to preserve these connections for future generations visiting Aotearoa. That's why we have partnered with Tiaki - Tōtū Aotearoa, to both help you travel safely around New Zealand and to safeguard its future.

*Aotearoa: Māori name for New Zealand, meaning 'land of the long white cloud'

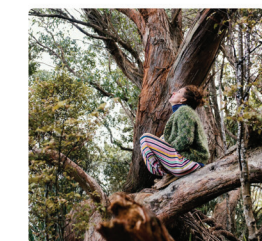


Local safety information

Outdoor safety

Aotearoa's stunning forests, mountains, and landscapes await. Whether you're planning a short stroll or a challenging hike, preparation is key. Plan My Walk, available as a free app or website, provides details on over 1,850 tracks, including maps, weather updates, gear lists, alerts, and reviews. The NZ Hiking + Tramping Video Series highlights 21 popular hikes with insights on weather, gear, walking times, and hazards, helping you get ready for your next outdoor adventure.

[Discover the Plan My Walk tool](#)



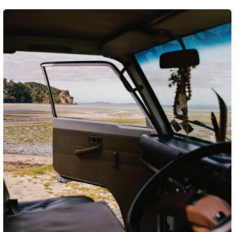
Learn more:

- [NZ hiking safety guides in 3 languages](#)
- [Blaze safety](#): Essential river crossing skills
- [Backcountry](#): Basic navigation for NZ's outdoors
- [Weather in the outdoors](#): How to prepare for NZ's unique conditions
- [NZ land safety code](#): 6 tips for safe outdoor adventures

Water safety

Aotearoa is surrounded by stunning coastlines, harbours, and beautiful rivers and lakes to explore. These waterways offer endless opportunities to get adventures on or just relax and enjoy, but they can also be dangerous. Please take the time to learn how to be safe while you enjoy being in, on or around the water during your stay.

[Read the Water Safety Code](#)



Banff NZ World Tour (NZ Alpine Club)

As a proud Presenting Partner of the NZ Alpine Club's 2025 Banff Mountain Film Festival World Tour, we continued our commitment to inspiring safe adventures through strategic community engagement. This year's tour featured 30 screenings across Aotearoa New Zealand, including one online event, drawing thousands of outdoor enthusiasts nationwide. We used these screenings to continue our promotion and recruitment for Adventure Voice.

Mountain Safety Council (MSC) had a physical presence at nine key events, where we connected directly with audiences with spot prizes, a designated slot to speak directly to the audience, and the opportunity to chat face to face with attendees at intermission about the value of Adventure Voice. In addition, our 60-second promotional video was showcased at every screening, reinforcing our call to register for Adventure Voice in a high-impact, cinematic format.

MSC and Adventure Voice branding featured prominently across the marketing for the event, including posters, the Banff.nz website and email campaigns, ensuring strong visibility throughout the tour.

This partnership continues to be a valuable platform for promoting our work, visibly and tangibly supporting NZ Alpine Club, and building meaningful connections with the outdoor recreation community. We look forward to continuing this collaboration for future tours.

NZ Mountain Film & Book Festival

The NZ Mountain Film and Book Festival, now in its 23rd year, is a key event on the winter calendar. Held in Wānaka and Queenstown, the week-long festival draws nearly 4,000 attendees and features some of the world's most inspiring adventure and mountain films and books, and people from the sector. Attendees range from seasoned mountaineers to everyday outdoor enthusiasts, all united by a passion for the outdoors.

As a proud supporter and presenting partner for select sessions, we used the opportunity to increase our brand visibility and directly connect with the outdoor community. Our stand at the festival's tradeshow allowed us to promote key safety initiatives to members of the outdoor community, including Plan My Walk and Adventure Voice. We also shared practical tools and tips for planning safer backcountry adventures.

The event proved to be an ideal setting to share our resources and spark meaningful conversations about outdoor safety in Aotearoa New Zealand.

Wilderness Magazine

This year, we worked closely with *Wilderness* to connect directly with the walking, hiking and tramping community. Widely regarded as NZ's leading hiking magazine, *Wilderness* is published 10 times a year and supported by a comprehensive website and popular *Wilderness Daily* e-newsletter. The magazine enjoys a loyal subscriber base of 5,500 and an estimated 70,000 actively engaged readers per month. *Wilderness Daily* has over 11,100 subscribers and a strong average open rate of 48%.

In September 2024, we began featuring one question per month in *Wilderness Daily*'s weekly quiz. Each question is tied to an engaging outdoor topic with the answer linking to either Plan My Walk (PMW), the Adventure Voice landing page or the NZ Avalanche Advisory. This paid channel was used to successfully promote PMW from 2021-2023.

To mark Adventure Voice's first anniversary, *Wilderness* agreed to an eDM 'takeover', giving us exclusive rights to an edition of *Wilderness Daily* in May. The takeover, supported by a giveaway and paid website ads, encouraged readers to join Adventure Voice, resulting in hundreds of new sign-ups.

Wilderness also exclusively published two of our three feature articles in our climate change series, with both articles also showcased in *Wilderness Daily*. This collaboration allowed us to reach one of the key audiences for these articles.



NZDA Hunting & Wildlife Expo

The New Zealand Deerstalkers Association (NZDA) is a NZ Mountain Safety Council (MSC) council member, and we have collaborated on hunting safety messaging for many years, including featuring in the *NZDA Hunting & Wildlife* magazine and sharing messaging on social channels.

In 2024, the NZDA hosted the Hunting & Wildlife Expo for the first time, and we took this opportunity to be the gold sponsor. We saw the family-friendly event, in Lower Hutt, Wellington, as a fantastic way to engage with hunters and outdoor enthusiasts, and their families from the lower North Island.

The expo opened on Friday night 12 July, with MSC Chief Executive Mike Daisley giving an opening speech, and ran all day Saturday.

People turned up in big numbers, with over 2,000 filing through the exhibition hall, with all ages and levels of outdoor and hunting expertise represented. It was a remarkable success for MSC, allowing us to have hundreds of conversations throughout the day. As well as raising our profile with this audience and sharing our hunting safety messages, we promoted the new Plan My Walk features, including custom tracks and gear lists designed with hunters in mind, and encouraging hunters to sign up to Adventure Voice.



Sika Show

In November 2024, we attended the two-day Sika Show in Hamilton, along with some of our firearms safety instructors. With over 10,000 attendees, this was a valuable opportunity to connect with hunters and promote our key safety messages.

The focus this year was on essential items to take in a hunting pack and promoting Adventure Voice. Our popular kids' colouring-in booth attracted over 100 entries, with prizes from our partners at Bivouac Outdoor and Cactus Outdoor. We are looking forward to attending the show again in 2025.

Health TV

We established an exciting new collaboration with Health TV in October 2024. Health TV has a network of around 130 TV screens, displayed in GP and hospital waiting rooms nationwide. The network reaches an audience of approximately 600,000 each month and is designed to promote better health outcomes for patients.

Our NZ Hiking + Tramping Video Series and promotional videos for Plan My Walk (PMW) were supplied to Health TV for regular screenings. One to two videos from the series are shown approximately three to six times daily, totalling around 90-180 showings per month across the Health TV network.

While we are unable to track engagement with this new channel, we know that the videos are shared in an environment where people are thinking of ways to improve their health and are a captive audience, often with long waiting times. This is a new way for us to reach an audience who might not otherwise have heard of MSC or PMW, bringing safety front of mind when they are considering outdoor activities.

Land Safety Forum

We remain a core member of the Land Safety Forum Te Ope Tautiaki Whenua (LSF), sharing information and collaborating with other agencies and organisations from the outdoor sector to help prevent safety incidents. We actively participated in all in-person LSF meetings and all sub-groups on topics including data and insights, behaviour change, and signage.

As part of the data and insights group, we were involved in a visitor research project exploring risk perception and messaging on priority tracks. In the signage group, we helped develop an essential good practice guide for outdoor safety signage for anyone designing signs for either public or private land.

We are grateful for LSF's financial contribution to Adventure Voice, which has enabled us to conduct additional surveys. This research supports LSF's wider data and insights work to improve the quality and accessibility of land safety information.





Strategic International Partnerships

01. COLORADO, UTAH & CALIFORNIA

02. TASMANIA

03. INTERNATIONAL OUTDOOR SAFETY FORUM (IOSF)



Colorado, Utah & California

In October, NZ Mountain Safety Council Chief Executive Mike Daisley travelled to the United States to connect with long-term partners in the alpine safety sector and to build new relationships that will support our research, insights and prevention work. The trip combined speaking engagements, one-on-one meetings on technical subjects and partnership development across several states.

Mike was invited to speak at the Colorado Outdoor Industry Leadership Summit (COILS), an annual gathering of industry leaders, senators and state government officials. As Colorado's largest economic driver, the outdoor recreation industry is deeply engaged in shaping policy and practices. A theme of this year's conference explored how the sector can play a stronger role in outdoor safety and prevention. Mike also spent time with Colorado Search and Rescue Association, contributing to their growing work on proactive safety initiatives.



Several days were dedicated to the Colorado Avalanche Information Centre and Utah Avalanche Centre, both long-standing MSC partners in alpine safety and avalanche forecasting. These sessions focused on exploring new tools and features each organisation is developing to respond to changing environmental conditions and shifting participation trends. There are clear parallels with our work, and the opportunity to exchange our learnings was invaluable.

The trip also allowed the opportunity for strengthening our research and insights partnerships through meetings with the Social Science Division at the US National Parks Service, and the Land & People Lab at the Trust for Public Land. While not always focused on recreational safety, the innovative thinking and methodologies used by these organisations have strong potential to enhance MSC's insights work.

Another highlight was time spent with leaders at Yosemite National Park, including the current and former chief rangers and a former director of the US National Parks Service. Their reflections on balancing mass public access, environmental impact and visitor safety offered unique perspectives directly relevant to our own challenges in Aotearoa New Zealand.

Alongside these formal engagements, Mike also connected with colleagues from the Colorado Office of Outdoor Recreation, Colorado Parks and Wildlife, the American Avalanche Association, and the American Institute for Avalanche Research.

These many meetings and conversations reinforced the common ground we share across borders, and it was humbling to hear the strong regard in which MSC's prevention work is held internationally. This international collaboration is a vital part of our long-term strategy to scale prevention efforts and ensure safer participation in the outdoors.

Tasmania

In May, NZ Mountain Safety Council Chief Executive Mike Daisley was invited as keynote speaker at the annual Tasmania Parks and Wildlife Service (PWS) conference in Australia. The event brought together more than 300 staff from across the state, with this year's focus on improving 'bushwalker' safety. Mike's two-hour presentation and discussion centred on the research and development of Plan My Walk. He shared the collaborative approach that underpinned its creation, the range of partnerships involved and the metrics we use to measure its success.

The challenges faced by PWS mirror those we know well in Aotearoa New Zealand: how to effectively communicate crucial safety messages in an environment saturated with social media content and tourism marketing. This shared challenge has sparked meaningful conversations.

The PWS executive is now actively exploring potential collaborations with us, recognising the value in our prevention-focused approach. From our side, we are eager to learn more about PWS's established systems for communicating wildfire hazards and their visual trail-rating tools—both areas we are looking to strengthen here.

While in Tasmania, Mike also met with the statewide search and rescue agencies that support PWS in their work. This group, led by Tasmania Police, includes fire, ambulance, surf lifesaving, coastguard and PWS. Although their meetings typically centre

on coordinating response planning, this session highlighted prevention. It was an opportunity to share the positive impact our work has had in reducing outdoor incidents, and to discuss how similar approaches could benefit Tasmania.

Mike also joined several park rangers in the field, visiting high-incident sites to gain a deeper understanding of the environmental contexts shaping PWS visitor safety priorities. These visits provided valuable insight into how terrain, weather and participation trends drive safety risks, and also offered a chance to observe the lasting impacts of wildfire on recreational spaces.

This engagement was an important step in building closer trans-Tasman connections. By sharing knowledge and aligning prevention strategies, we are strengthening our ability to deliver safety at scale and ensure more people return home safely.

International Outdoor Safety Forum (IOSF)

The purpose of the International Outdoor Safety Forum (IOSF) is to 'foster global collaboration to enable the delivery of effective outdoor recreation safety and prevention work'. Launched in 2022, the IOSF is an MSC-led international initiative, with members spanning the United Kingdom, Canada, USA, Australia and Aotearoa New Zealand, and continuing to grow.

This year, the forum met five times online, discussing a range of mutually beneficial topics such as funding, social media, data and insights, prevention challenges, and successful initiatives. The forum provides us with a valuable mechanism to learn about strategies and initiatives from other countries and share our work to receive helpful feedback.

Summary Of Financial Statements

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 6 October 2025. The PR has been audited and an unqualified opinion was issued. These summary financial statements have not been audited.

The summary financial statements cannot be expected to provide as complete an understanding as provided by the PR. A copy of the PR can be obtained by contacting MSC.

Statement of Financial Position - at 30 June 2025

Assets	2025	2024
Property, plant and equipment	303,855	384,874
Non-current Assets	303,855	384,874
Inventory, debtors and prepayments	116,022	120,440
Term deposits	1,200,00	850,000
Bank deposits	185,706	278,015
Current Assets	1,501,728	1,248,455
Total Assets	\$1,805,583	\$1,633,329
Liabilities and Equity		
Current liabilities	287,758	281,285
Retained earnings	1,199,407	1,352,044
Future capital investment reserve	318,418	-
Equity	1,517,825	1,352,044
Total Liabilities and Equity	\$1,805,583	\$1,633,329

Statement of Financial Performance - year ended 30 June 2025

Revenue	2025	2024
Non-government service delivery grants/contracts	1,259,582	1,166,459
Government service delivery grants/contracts	859,835	864,865
General grants	311,418	292,541
Interest	70,397	56,627
Donations	65,000	20,000
Revenue from commercial activities	55,087	23,446
Capital grants	44,000	118,000
Other revenue	17,254	48,916
Total Revenue	2,682,573	2,590,854

Expenditure		
Non-employee expenses related to service delivery	1,181,356	1,125,440
Employee remuneration and other related expenses	1,037,148	971,140
Other expenses	270,223	258,434
Expenses related to commercial activities	28,065	12,573
Total Expenditure	2,516,792	2,367,587
Surplus	\$165,781	\$223,267

Cash Flow Statement - year ended 30 June 2025

	2025	2024
Net cash flows from operating activities	303,489	382,649
Net cash flows from other activities	(395,798)	(255,164)
Opening cash balance	278,015	150,530
Closing Cash Balance	\$185,706	\$278,015
This is represented by:		
Bank accounts	185,706	278,015
Closing Cash Balance	\$185,706	\$278,015

Thank You

Finally, we would like to express our sincere thanks to all our Council Members and partners. Your ongoing support and collaboration helps enable these meaningful outcomes.

We simply couldn't do it without you.

Thank you to our core funders:



Thank you to our project-specific funders:



Thank you to our non-financial contributors:





OUTDOOR SAFETY

NEW ZEALAND MOUNTAIN
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Plan My Walk

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OUTDOOR RESEARCH COMMUNITY
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