

NZ MOUNTAIN SAFETY COUNCIL

2020 STRATEGIC PLAN



OUR VISION

*Safer places,
Safer activities,
Safer people.*

OUR MISSION

Enabling people to enjoy their outdoors recreation safely.

OUR VALUES

Professionalism: We will collaborate with the rest of the outdoor sector and share what we know.

Integrity: We will be open and honest in everything we do.

Trust: We will be the organisation people look to for how to get prepared and stay safe outdoors.

HOW WE'LL ACHIEVE OUR VISION

We'll focus on three broad platforms. Each platform will support the others, and all three will be underpinned by organisational excellence.

We'll build strong partnerships

By working more closely with our partners, we will:

- make outdoor safety a part of what we do together
- act as a hub to connect us all together
- make the most of combined knowledge, data and insights
- use partnerships to identify and reach specific groups, together.

We'll use data to gain insights

By collecting and analysing new and existing data, we will:

- understand where people go and what activities they do
- know who's most likely to get into problems
- identify the most hazardous places and activities
- target our safety messages to the right groups
- share useful information with our partners and others.

We'll spread messages widely

By targeting both broad and specific audiences, we will:

- greatly increase how many people hear our messages
- make sure we're reaching the most at-risk groups
- make sure people are prepared for the most hazardous places and activities
- help many more people stay safe in the outdoors.

We'll achieve organisational excellence

By refining our business systems, we'll make sure we're working in the most efficient way. Our internal operations will run smoothly, and we'll connect better with our partners. Excellence in our work processes will support our three main platforms and help us achieve our overall goals.

WE'LL KNOW WE'RE SUCCEEDING WHEN

By 2020, we want to see significant improvements in each of these three areas. We'll use a range of ways to measure the effect we're having. We will know we're succeeding when:

- our partners see us as a centre of knowledge and best practice, and they report better safety behaviour among their own networks.
- we've clearly identified which places, activities, and people we need to target most.
- surveys show people are more aware of how to stay safe, and the number of search and rescue call-outs decreases.
- our staff feel a sense of ownership over their work, and we can clearly show increased productivity and less waste.

Why use data to gain insights?

Ryan lives in Queenstown. It's a great area for getting outdoors, and Ryan's a keen trumper and hunter, always eager to try new things. Mountain running is becoming pretty popular, and he's keen to give it a go.

Ryan's heard stories about runners who've got lost, sprained ankles, or been stranded in the dark. He wants to know more about how to stay safe before he hits the hills.

By collecting and analysing data, we'll be able to give Ryan the information he needs. The data will show us where the most dangerous areas are, and which times of year present the most risks. If the data shows us mountain runners need specific information to keep them safe, we'll be able to tailor our messages to them.

Ryan will be able to find out what he needs to know in a way that works for him – whether that's online at home, or on his smartphone out in the trails. We'll use the information available to us to help him discover more, safely.

Why build strong partnerships?

Helen, Tim and their three children – Rebecca (12), Catherine (9), and Caleb (7) – are planning a three-day tramp in the central North Island. They've done some day walks before and Tim's been tramping with mates, but this is their first big tramp as a family.

They know to check details of where they're going, and they know where to get the gear they need. But there's a lot they don't know, and their limited experience means they don't realise all the risks of what seems like a pretty safe trip.

By working with our partners, we'll ensure Helen and Tim are aware of those risks before they go, and show them how to be prepared. When they stock up on supplies at their local outdoor shop, or visit the DOC website or a visitor centre, they'll be given best-practice safety information. We'll support our partners to highlight any relevant hazards, remind Helen and Tim of anything they've forgotten, and help them have a safe, enjoyable trip.

Why spread messages widely?

Aroha recently moved to Dunedin to study. She grew up in Auckland and doesn't consider herself the outdoorsy type, but since moving south she's heard all about the wilderness on her doorstep. She wants to see it for herself by doing a few day walks in the Otago region.

Aroha's planning to wait for a sunny Saturday, chuck on some gym gear, and go. It doesn't occur to her to take a rain jacket, or to tell her flatmates where she's off to.

By spreading our safety messages widely, we'll be able to reach Aroha before she walks into trouble. She may not actively seek out safety information, but she does watch TV, listen to local radio, and browse Facebook. By spreading our messages across these mainstream channels, we'll make sure Aroha knows enough to think about what she needs to do and take before leaving the house.