

PERFORMANCE REPORT 2024



Our Purpose

**WE ARE THE
CHARITY
SAVING
LIVES ON
THE WATER**

Whether it's sharing all we know through our education programmes, giving a tow back home or coming to someone's rescue, we're here to help boaties so they can fully enjoy the beautiful oceans, lakes, and rivers of Aotearoa – whatever their waka. And we have been since 1976.

Powered by our volunteers and dedicated support staff, we save lives by:

Having the right people, in the right place, to respond to a call for help.

Giving our people the support they need, to enable them to focus on the mission.

Having the right tools and equipment, to complete the mission safely and effectively.

We're built on strong foundations. This means:

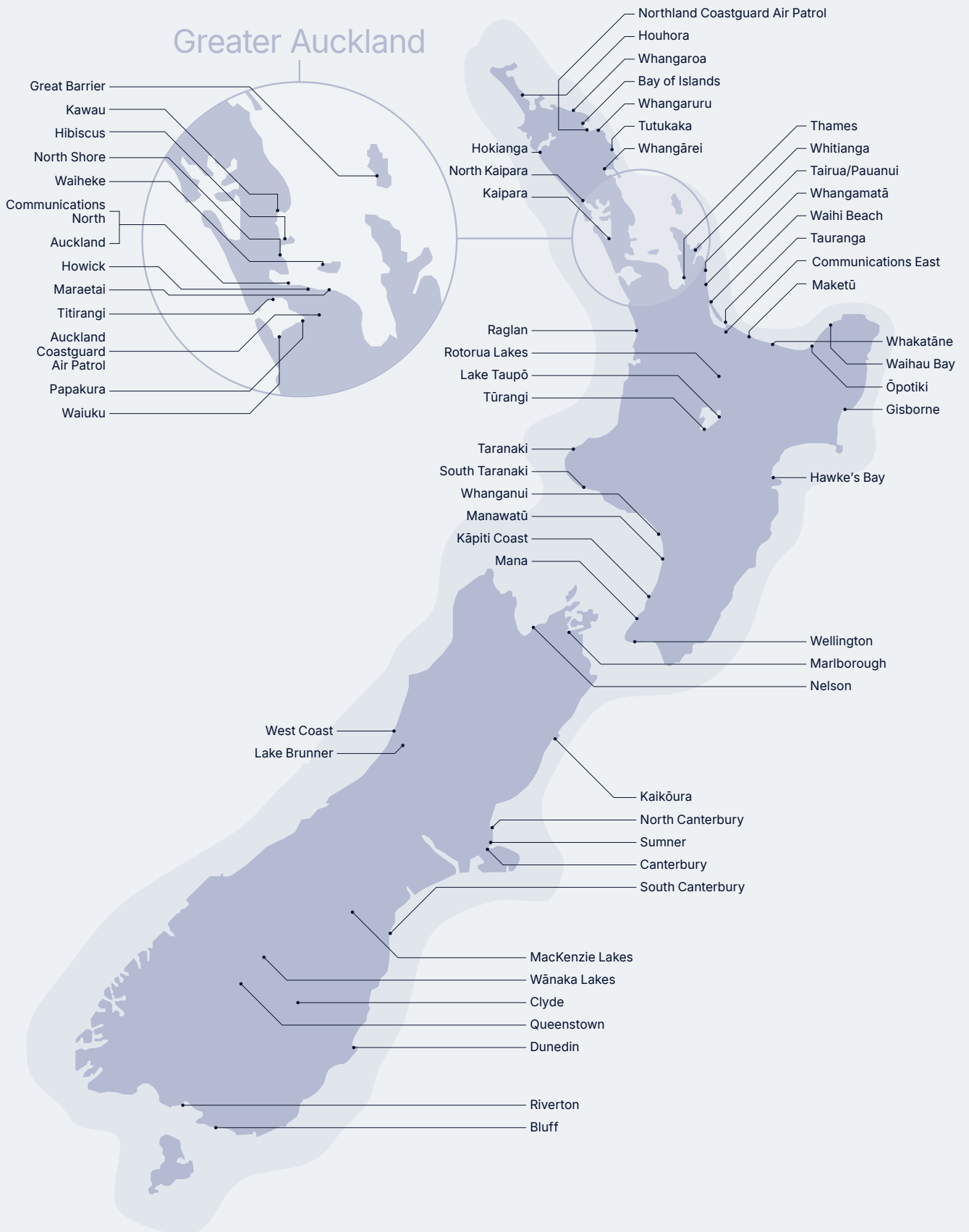
We're sustainably funded.

We have effective governance in place.

We have the skills we need to shape our business.

**WE'RE COMMITTED TO WAI ORA AOTEAROA
THE NEW ZEALAND WATER SAFETY SECTOR
NAVIGATING TO A SAFER FUTURE.**

WHERE WE ARE



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HAERE MAI



Bennett Medary
President



Callum Gillespie
Chief Executive

Tenā koe,

After the extreme weather events that rocked Aotearoa in 2023, we have thankfully enjoyed more settled weather this year. This has resulted in a return to more normal boating patterns, with a predictable increase in all related activities, from trip reports to preventative callouts, and life-saving missions.

Between 1 July 2023 and 30 June 2024, Coastguard people responded to 2,867 incidents, helping 7,196 Kiwis get home safely; an additional 896 people assisted than in the previous year. Of these incidents, Coastguard volunteers and staff rescued 39 people and saved 48 lives. The causes of these incidents are wide-ranging, including recreational activity in all its forms, accidents and medical events on vessels, diving incidents and vessel collisions and groundings. In this report we shine a light on just a few of the lifesaving events that have taken place, because behind every statistic is a human story of lives saved, or in some cases, of lives tragically lost.

Regrettably, many marine accident stories do not have a happy ending. This is why we're committed to increasing our efforts to educate and equip New Zealanders to keep themselves safe.

“ In 2023, 90 Kiwis drowned across Aotearoa, and at the time of writing, we've lost seven people to boating fatalities or watercraft drownings in a seven week period. ”

Over the last year, that effort has taken many forms, including increased investment in our bar awareness programme, an innovative Just Wear It lifejacket public awareness campaign, focus on our public education courses and our annual Old4New lifejacket replacement programme.

It is why Coastguard is an active participant in New Zealand's Safer Boating Forum and why, alongside other members of the Safer Boating Forum and the water safety community, that we are so strongly advocating for country-wide laws that require boats of 6m or less in length.

Maintaining 'all year round' operational readiness can only be achieved as the result of a huge team effort by Coastguard 2,048 volunteers and staff located across Aotearoa. In the last 12 months, Coastguard volunteers gave a staggering 303,048 hours of their time in training, operations, administration and keeping radio watch, to name just some of their many activities. This is a remarkable commitment by a small number of Kiwis to the safety and well-being of their fellow New Zealanders.

As an organisation we seek to repay the unparalleled dedication of our volunteers and staff by continually working to improve their Coastguard experience. As a Board and Leadership Team, we are whole-heartedly committed to ensuring that those that give their time so generously can focus their energy efficiently and effectively on the life saving purpose they joined the organisation for. In the last year, that work has taken the form of innovation in rescue vessel training, investment in training for radio operators and air

patrols, a national recruitment campaign and increased support for unit leaders and office holders.

There is always more to do, however, and so through the course of the winter we have been meeting with volunteers across the country to discuss our priorities and shape our future together.

Coastguard cannot deliver on our Mission without the support of a host of others. Those 'crew members' include the Government, principally through the excellent team at the New Zealand SAR Secretariat, Maritime New Zealand, Water Safety New Zealand and the many other organisations involved in Boating and Water Safety. This year Coastguard was pleased to receive an increase in Government funding over the next four years, to assist with operating costs and the provision of the right tools and equipment to our volunteers. Our life saving work would not be possible without the support of Central and Local Government who meet 40% of our operating costs, however it remains our ongoing challenge to source the balance of funds. We acknowledge the many and varied sources of those funds that include Coastguard supporters, lottery ticket buyers, donors, community and gaming trusts, without whose support our work would not be possible.

We ask that everybody thinking of venturing onto the water, whatever their waka, take the time to ensure that they can do so safely and with confidence. If in doubt we're always willing to provide guidance, and our website is a rich source of information. Better still, Coastguard volunteers can be found up and down the motu and are an excellent source of local knowledge and friendly advice. They're ordinary people, just like you, doing extraordinary things.

Coastguard New Zealand Board

Bennett Medary	President
Jerry Bardon	Elected Board Member
Andrew Murray	Elected Board Member
Carolyn Tapley	Elected Board Member
Susan Doughty	Appointed Board Member
Commodore Melissa Ross RNZN	Appointed Board Member
Danny Tuato'o	Appointed Board Member
Liz Urquhart	Appointed Board Member

THE DIFFERENCE WE'VE MADE

63

Units

2

Search Aircraft

100

Rescue Vessels
(Including rescue watercraft)

13

locations providing
24/7 radio watch



	2023/24	2022/23
Total incidents	2,867	2,596
People brought home to safety	7,196	6,300
People rescued	39	142
People alive because Coastguard was there	48	6
Radio calls received	218,169	199,724
App trip reports	55,914	44,854
Total volunteer hours	303,048	273,269

In the 2023/24 financial year, the difference in lives saved and rescued compared to 2022/23 is due to a revised methodology for categorising outcomes. We implemented stricter criteria for defining 'saved' lives, aligning with New Zealand Search and Rescue standards. This re-evaluation of incidents has led to more accurate and consistent reporting of our operational performance.

THE DIFFERENCE WE'VE MADE IN EDUCATION

	2023/24	2022/23
Learners enrolled	6,332	8,548
Programmes delivered	30	21
Public education hours	7,181	9,996
Māori learners (through the Maritime New Zealand funded Kia Maanui Kia Ora programme)	500	248
Pasifika learners (through the Maritime New Zealand funded Folau Malu programme)	167	201
Chinese learners (through the Water Safety New Zealand funded programme)	60	162
Online and distance learners	3,195	5,138
Learners enrolled on the Certificate in Domestic Maritime Operations programme	44	42
Children learners enrolled on our Safe Boating courses across pools and aquatic centres nationally	85,876	67,000

In the 2022/23 financial year, our learner numbers are higher due to the fact that our Education team were also delivering training to volunteers at this time. The ratio of learners and learner hours are also linked to this. Our last delivery of volunteer training was in November 2023, and since then, volunteers have completed training through Cornerstone, in their own learning management system.

**THE RIGHT
PEOPLE,
IN THE
RIGHT PLACE**

to respond to a call for help.

TELLING OUR STORY

In the 2024 financial year, we launched a nationwide recruitment campaign that ignited a wave of interest from Kiwis eager to join our crew and make a difference.

One thing is true of Coastguard, nothing happens without the passion and hard work of our volunteers, from the big cities to the smallest communities up and down the motu. We also know that in the past we've been blessed with many superb teams of people, ('legends', is the word that best sums them up), but the job of saving lives on the water is growing, and with it our need for even more like-minded Kiwis willing to give their time and energy.

To this end, the 2024 financial year saw the second year of a nationally coordinated volunteer recruitment campaign, a widespread PR and marketing communications effort designed to appeal to those boaties and non-boaties who want to help, as well as learn, develop and build their own leadership skills. The end result was, to put it mildly, excellent. We received 904 candidate applications over a 6-week period.

This was more than just a very pleasing number, it truly demonstrated that Kiwis are genuinely interested in volunteering for Coastguard, mostly as a result of us sharing our stories and informing them how to apply.

This was enabled through a unique comms and social media strategy, with media slots on Seven Sharp and

Coast FM so the Rigby whānau from Manawatū could tell their very real and captivating story – in short it grabbed a great deal of attention. This was supported by a new Candidate Management System (Job Adder) helping Unit Crew Coordinators (UCC) across the country turn enquiries into confirmed 'count me in' responses. To do this quickly and cost efficiently, a 'how-to' guide was developed, as well as onboarding packs to create a more welcoming experience for new volunteers, plus follow up surveys to help us do a better job of recruiting, now and in the future.

The strong response from the community meant a significant workload for UCCs in handling applications, so a big thanks goes out to those involved in this area. You know who you are, and you have been massive contributors to the success of this campaign.

As the year progressed, recruitment activity shifted to be more targeted to various specific units. Message 'burn out' was something we desperately wanted to avoid, so the goal was to find a sustainable and manageable level of recruitment activity that would keep our story fresh and attractive.

2,048
Volunteers active

904
Applications received

426
Volunteers recruited



ZM37

Hutchwilco

COASTGUARD
TAUTIAKI MOANA

PRO-SPEC
170N
MANUAL

HELPING PEOPLE GROW

A few small changes, we're happy to say, have made a huge difference in this sector.

In 2023 an improved syllabus was used in rescue vessel training for new Master qualifications. As a result, volunteers in 2024 faced fewer barriers to their training. Their pathway forward was clearly laid out in our Learning Management System (LMS), plus they also received easy access to highly popular (views are currently in the thousands) topical training videos – many of which are based on actual incidents that came through our Health and Safety reporting system.

Clearly, our continued use of an online platform for instructor-led training has helped, especially for our volunteers located in remote areas. We even invested in training/coaching for our instructors to further develop their 'virtual' training.

The intensive courses continue to be an important tool, providing our volunteers with all the knowledge and skills they need to be successful, with one significant

added bonus. When they return to their units they do so armed with the experience of a new environment, time with some of our most experienced instructors, as well as friendships that broaden their Coastguard world.

One of our units said: "Keep progressing the intensive courses and then help/share with us what a well-prepared candidate looks like. These are great for the units and the volunteers. This has been the biggest benefit to our overall training programme within the last few years."

A 2.5-day Deckhand course was added to our intensive programme schedule. This was so well received the syllabus was shared with several other units who have successfully run versions of it in their own local areas, significantly reducing time and travel costs.



GREAT IDEAS SAVE LIVES

Thanks to Coastguard Raglan, the idea of getting other Coastguard Rescue Watercraft (RWC) operators together for a training workshop was born.

Hosted in Raglan over a weekend, the workshop was attended by members from seven of the nine Coastguard units operating Rescue Watercraft, also known as jet skis.

The weekend's objectives included understanding how the different units operate and train with their RWCs, sharing knowledge, ideas and techniques, discussing and testing different jet skis and various items of equipment, starting discussions on what a purpose-built RWC training curriculum might need to include, and growing knowledge of RWC operations and training within Coastguard's unit support staff to better support RWC volunteers.

The consolidation of this work is essential as we prepare to move RWC into our Maritime Transport Operator Plan.

Over the course of the weekend volunteers participated in discussions and on-water practical sessions covering a range of topics such as equipment and mobilisation, RWC basics (handling), rescue techniques, and advanced skills and situations. A fantastic social event was held on Saturday night, and the event finale on Sunday involved a session operating on and over the Raglan bar in some pretty decent conditions (3m+ swell!).

Raglan's rescue vessel 'Gallagher Rescue' acted as the mothership throughout, allowing Coastguard staff to get up close to the action. Their observations have given us a greater understanding and appreciation of RWC operations, and plenty of learnings across multiple areas – health and safety, operations, fleet management, procurement, and particularly training, which we will now reflect on and drive forward.

The event wouldn't have been such a success without the gracious invitation and hard work from the Raglan crew. Thanks, team, you guys are awesome!



WATCH THIS SPACE!

Coastguard Marlborough hopeful for permanent presence in Havelock.

Coastguard Marlborough is hopeful for a presence in Havelock after a summer trial “exceeded expectations.” “The need is there,” Havelock co-ordinator and Coastguard Marlborough volunteer Mark Taylor said, adding that the crew received 13 callouts over the three-month trial period, more than double what some Coastguard units receive all year.

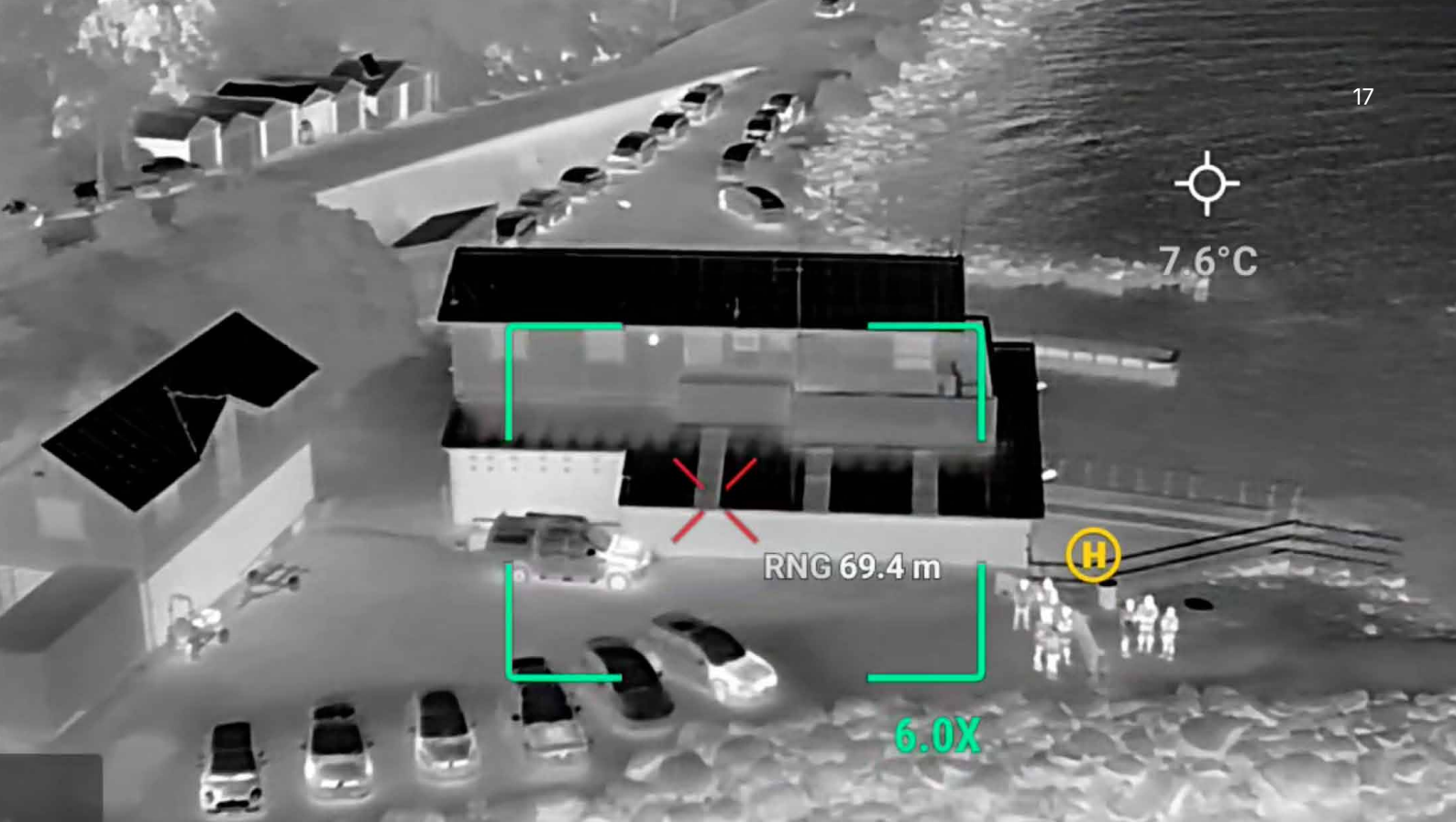
Coastguard Marlborough is currently based out of Picton in Queen Charlotte Sound. A rescue in the Pelorus or Kenepuru Sound requires a crew to travel the length of Queen Charlotte, out the Northern Entrance, around Cape Jackson, back in through Waitata Reach – a “100 nautical mile round trip.” A boat in Havelock “made good sense,” as that side of the Sounds is “even more remote and it’s bigger.”

The weather can get “pretty gnarly” too. Rob McCaw, Head of Operations at Coastguard, said the trial showed a potential need for a dedicated rescue service in Pelorus Sound, but that had to be weighed against “other high-need areas.”

As part of our capability footprint review, we’re still deciding whether to make this service permanent, and this will require further analysis alongside other Coastguard priorities. Establishing a permanent presence in Havelock will depend on obtaining necessary resources, such as fit-for-purpose rescue vessel and investments in personnel and assets.

We’re committed to looking at opportunities to expand in areas with increased boating activity, including Pelorus Sound. Watch this space.





TAKING SEARCH AND RESCUE TO NEW HEIGHTS

Coastguard Sumner trials the use of drones in search and rescue operations.

We're always exploring new and better ways to improve our search and rescue capabilities, and Coastguard Sumner took this up a notch to a whole new level – literally. Coastguard Sumner's terrain presents some unique challenges for rescues, as the 2022 Rescue of the Year award showed, so they arranged for drone expert Daniel Manchester from Proform Group and Canterbury Air Patrol to test eight different drones in real rescue situations.

"The idea came from a meeting with Coastguard Canterbury, where we talked about the potential of using technology to enhance search and rescue efforts," said Anthony Honeybone, Search and Rescue Manager at Coastguard Sumner. "The success rate in finding someone alive often depends on how quickly we can respond. Using drones for search and rescue operations offers major advantages over traditional search methods, providing speed and accuracy that are crucial in emergency situations."

In the tests, drones flew over Scarborough to create

detailed 3D terrain maps and locate mock victims. The results were impressive, showing drones can be real game changers.

Some of the key features of drones include:

- Thermal imaging technology which can quickly detect heat sources, helping crew locate people at any given location.
- 3D mapping can help the crew in navigating challenging landscapes and locating people accurately, even in the dark.
- Drones reduce search time, which is crucial in situations where every second counts.

Once the trial is completed, Coastguard Sumner will provide a report of the lessons learned, so we can evaluate the applicability across Coastguard. With these advancements, Coastguard Sumner is not only enhancing their operational capabilities but also setting a new standard for search and rescue operations. Awesome effort by everyone involved!

EVERY MINUTE, EVERY HOUR

24/7 Communications Support.

No matter where they are or what their waka, Coastguard Tautiaki Moana is there for water-loving Kiwis. Our nationwide, around-the-clock communication and coordination network is the heartbeat of our lifesaving mission. Through a dedicated team of staff and volunteers, spread across Radio Rooms and Operations Centres, we ensure that help is just a call away, 24 hours a day, seven days a week.

For years, local teams managed Coastguard's radio capability. But as demand on our services grows and the network expands, we've evolved a hybrid model that combines the best of local knowledge with the strength of a centralised, 24/7 response system.

We're fortunate to have two Operations Centres in Auckland and Mount Maunganui. Auckland is our powerhouse of support, staffed by paid Radio Operators and Duty Officers who are on watch day and night. On weekends and public holidays, they're joined by a group of around 60 volunteer Radio Operators from our Communications North unit, bringing both experience and enthusiasm to the airwaves. Over in Mount Maunganui, our Operations Centre is entirely volunteer-run and is crewed by a

dedicated team of Duty Officers and Radio Operators from our Communications East unit who manage the airwaves during daylight hours.

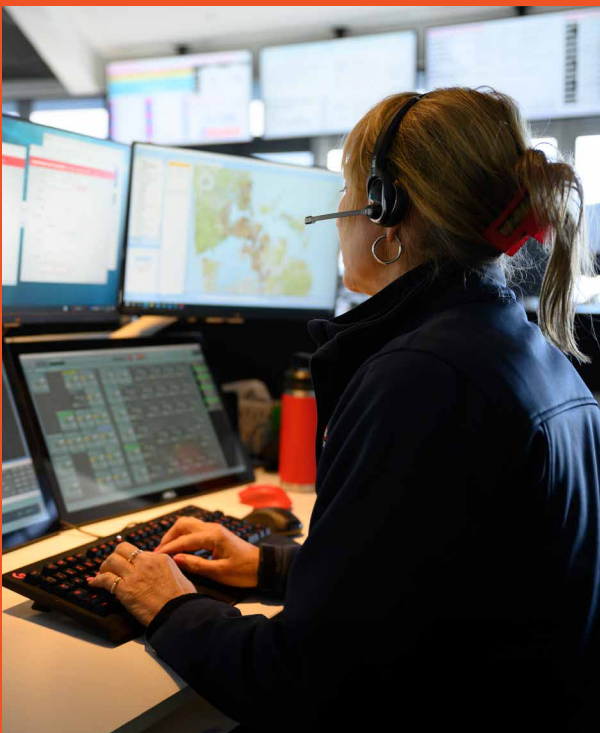
These Operations Centres, along with our regional volunteer radio services, form the backbone of Coastguard's communication network. Together our Operations Centres watch over the northern and eastern parts of the country, as well as regions where no local volunteer radio service operates. Every morning, as volunteer radio stations across New Zealand come online, they take over the local watch from our Operations Centres, handing it back each night as they stand down. This hybrid approach gives us the best of both worlds: the vital local insights of a unit radio operator, backed by the continuity and strength of a fully staffed 24/7 Operations Centre.

Our Operations Centres and Radio Rooms are the nerve centres of Coastguard's lifesaving operations. From processing routine trip reports via phone, radio, or the Coastguard app, to handling distress calls and coordinating emergency rescues, every call is managed with precision and care.

The Duty Officers in our Operations Centres play a pivotal role in triaging incident information and making critical decisions about deploying rescue assets, such as vessels and aircraft. They also coordinate with partner agencies like Surf Lifesaving New Zealand, Fire and Emergency New Zealand, Hato Hone St John, New Zealand Police, the Rescue Coordination Centre New Zealand (RCCNZ), and rescue helicopters, ensuring every cry for help is met with the swiftest, most effective response possible. With the aid of cutting-edge technology like TracPlus for asset tracking and D4H for incident management, we're ready for anything.

Training is at the heart of our success. Volunteers often begin as Incident Communicators, then progress to Radio Operators if their unit has a radio watch. Some may advance to become Incident Coordinators. Our Auckland-based staff have a clear path too, advancing from Leading Radio Operator to Senior Radio Operator, and eventually, to Duty Officer. In Mount Maunganui, even though it's a volunteer-based Operations Centre, we also appoint Duty Officers, ensuring the highest levels of operational oversight and decision-making.

Together, these Operations Centres and the incredible people behind them make Coastguard's lifesaving mission possible- every minute, every hour, every day.



UP AGAINST MOTHER NATURE

Difficult decisions and heartbreaking missions are a reality often faced by our incredible volunteers.

Few scenarios are more heartbreaking for Coastguard volunteers than having to return to shore while people remain missing on the water. This was the reality faced by Coastguard Gisborne and Coastguard Hawke's Bay volunteers in late June, as they searched for three missing boaties off the Māhia Peninsula in dangerous three-metre swells and winds exceeding 30 knots.

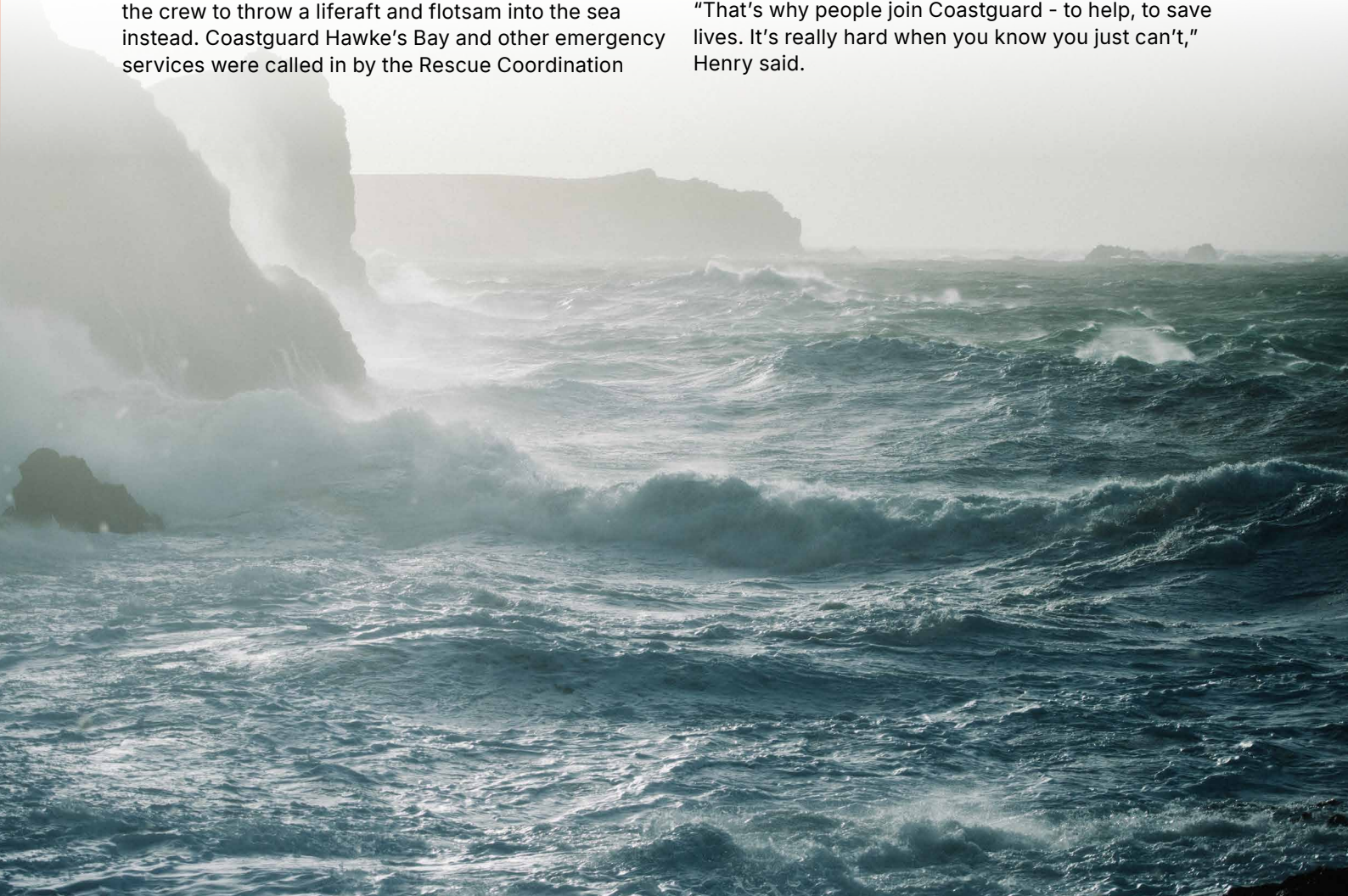
The first day's search, involving Coastguard Gisborne, a rescue helicopter, and local fishing club members, was cut short due to the rough conditions. However, hope resurfaced the following day when the crew of the container ship African Tiger spotted people in the water. Sea conditions made rescue impossible, forcing the crew to throw a liferaft and flotsam into the sea instead. Coastguard Hawke's Bay and other emergency services were called in by the Rescue Coordination

Centre (RCCNZ) to continue the search, but with daylight fading into night and conditions becoming even more treacherous, skipper Henry van Tuel made the difficult decision to turn back - a decision not made lightly.

"We knew the weather was only going to get worse," he told One News. "We were being slammed. We got knocked around in the cabin a couple of times. In our hearts, we knew it was the right decision - but it wasn't easy."

The bodies were recovered the next morning along the Māhia coastline.

"That's why people join Coastguard - to help, to save lives. It's really hard when you know you just can't," Henry said.



GIVING OUR PEOPLE THE SUPPORT THEY NEED

to enable them to focus on the mission.

EMPOWERING OUR PEOPLE

Our leadership development programme offers our staff and volunteers the chance to shine and grow.

We pride ourselves on having the right people, in the right place at the right time, and we make this goal a reality by empowering them to take the next step in their leadership journey.

As we continue to evolve and serve our communities around Aotearoa, we're investing in the development of our people through our leadership development programme, so that we can continue our life saving mission well into the future.

In the 2024 financial year, this saw 11 volunteers and staff attend our second leadership development

programme which was brilliantly run by Adeption (formerly Jumpshift).

The aim of this programme was to enable the development of our people who demonstrate leadership qualities, but who may not have had any formal training in this area. We never want to let that talent go to waste, so naturally the goal here was to foster quality leaders across the organisation, not just in the present, but with a longer-term view and the hope that volunteers would progress to management committees at their units.

“ The programme highlighted the importance of understanding personal efficiencies and individual strengths through tools like the Belbin model, and demonstrated how these helped in enhancing team dynamics. ”

Amy Natrass, Coastguard Rotorua Lakes
Volunteer & Project Lead (Operations)



FAAS LEARNERS! SPEEDING UP OUR FINANCIAL EFFICIENCY

One of the ways we've improved Coastguard's efficiency is simply by looking after the numbers.

Finance as a Service (FAAS) is an initiative that supports our units by improving their financial strength, giving our crew more time to focus on the core mission of saving lives on the water. Result? The overall financial strength of Coastguard has improved, and our stakeholders can see the money they invest is being used to deliver our services.

Directly or indirectly, we support 26 Coastguard units as of 30 June 2024, and this will grow in the 2025 financial year. We've also helped units who have lost their Treasurers, putting a clear succession plan in place, saving thousands of hours of volunteer admin time.

Over the past 12 months we've visited many units across the motu and spoken to unit Treasurers and Presidents about what FAAS offers. This can look like, running their accounts monthly and working closely

with the relevant Auditor/Reviewer at Year-End, all via the Performance Reporting process. We've simplified the Year-End process by working with key regional audit firms to improve our compliance with the ever-changing Accounting Standards, and we work with the units to build their next year's budget – as well as developing 5 to 10-year plans of how they want to look in the future.

There is no cost to the unit for being part of FAAS either, which has led to some pretty nice feedback all round:

"Our unit AGM had its reports on time, and as a result I'm enjoying Coastguard more"

"Made my life easy – More time for saving lives – Highly recommended"

FUNDRAISING: MISSION POSSIBLE!

In the 2024 financial year, we focused on developing our community fundraising efforts through initiatives like 'The Big Swim' challenge and tailored support for our units

A key highlight was launching a new peer-to-peer fundraising challenge called 'The Big Swim' between March and June 2024, unlike anything we've done before at Coastguard. Designed to get Kiwis across the country supporting our lifesaving work, this event not only raised essential funds but also broadened our supporter base and engaged new audiences passionate about getting on or in the water. Inspired by successful campaigns like the Firefighters Sky Tower Challenge and the Starlight Super Swim in Australia, The Big Swim encourages participants, young and old, to swim at their local pool throughout July, choosing how many kilometres they want to clock up. By the end of the fiscal year, this initiative had generated \$140,166

funds, and at the time of going to print, over \$350,012.

We also held our second annual skydive event, The Lifesaving Leap, in May 2024. This year, the funds raised by our incredible volunteers went directly to their respective units.

To make fundraising easier for our units, we provided fundraising toolkits and supported them by visiting individual units to create and implement local fundraising plans.

In addition, our community fundraising team played a key role in supporting units with the recruitment of their own fundraising volunteer role, offering training, advice, and ongoing support.



AN EVEN BIGGER SWIM

In July 2024 1,263 people across the country put on their goggles and swim caps for our first-ever Big Swim. Together, our swimmers swam more than 13,000km whilst raising over \$350,000 to help keep Kiwi's safe on the water. Each one had a story to tell, and here's a couple.

Alison's story

Growing up, Alison's family holidays were often spent on the Hauraki Gulf. "Mum and Dad's idea of relaxation was taking four kids to Great Barrier on a 24-foot Mason Clipper trailer boat," Alison recalls. "The only way to escape the crowded chaos was to jump overboard and swim ashore."

Her father's active involvement with Coastguard in the 1970s deeply influenced Alison's decision to support the organisation. "As a child, Coastguard was a huge part of my father's life. He would spend a lot of time on the water and made many friends through his volunteering work. This inspired me to support them through The Big Swim."

The Big Swim isn't the only challenge Alison has tested herself with. In August 2024, she also took part in the Bosphorus swim in Turkey, a 6.5km challenge crossing from Asia to Europe. "Swimming isn't just a sport for me. It's a way to connect with nature, clear my mind, and build lasting friendships," Alison says.

The next Big Swim will take place in 2025. Planning is underway and we hope to cover even more kms and raise even more vital funds – funds that will help train and equip Coastguard's 2,048 volunteers and maintain 100 rescue vessels and aircraft across 63 units.

All we can say to that is, 'Wow!'

“As a child, Coastguard was a huge part of my father's life. He would spend a lot of time on the water and made many friends through his volunteering work. This inspired me to support them through The Big Swim.”

Alison, Big Swim 2024 Participant

Katrina's story

Palmerston North local, Katrina, turned personal tragedy into a mission to raise awareness and funds for water safety and Coastguard Tautiaki Moana. In November 2004, her 7-year-old son Andre was out fishing with his 10-year old brother near Maxwells Line on the Manawatū River – something they loved doing together. Some teenagers were crossing the river and the boys decided to follow, with Andre's brother carrying him on his back. Unfortunately, he stepped into a hole, spilling Andre into the water where he was swept away by the swift current. Andre couldn't swim and his body was found 24 hours later.

After seeing The Big Swim on Facebook, Katrina felt it was the right time to share her story and highlight the critical importance of water safety, regardless of one's swimming ability or confidence. According to Water Safety New Zealand, 15 people, including Andre, have sadly drowned in the Manawatū River over the past 25 years.



OUR THREE MOST VITAL ASSETS: PEOPLE, PEOPLE AND PEOPLE

Honesty is a Coastguard cornerstone. So, one of the big questions we asked ourselves in 2024 was, why do volunteers leave us?

The vast majority stay, but each year we've lost some hard working, passionate crew members without really understanding why.

That was the catalyst for our President, Bennett Medary and Head of People & Capability, Matthew Rea-Rankin to start thinking on a way to find some answers. It turns out, one of the top reasons why volunteers leave Coastguard is because of people issues. Quite naturally, it's a big challenge for unit leaders to handle tricky people issues, but at the same time this is key to the wellbeing of all involved.

With this challenge in mind, the Culture of Care workshop was established. So far, as a test case, a small number of units have been implementing the workshop which is a proactive way of leading discussion at units on building a great team culture and how to handle things when people get offside. It doesn't happen often, but even once or twice is too much. Happily, the feedback so far has been super positive, and the next goal is to get this shared more widely across all units. Fingers crossed, and with no small amount of effort, this is the turning point that will see few, if any, dedicated people choose to leave us.



A high-angle photograph of a Coastguard patrol boat, orange and white, moving across the ocean. The boat is leaving a white wake behind it. The water is a deep greenish-blue, and the sky is a pale blue with some light clouds.

MAKING OUR MISSION SAFE

We exist to save lives on the water. And through the inherent nature of our operations, we often face situations where others might turn back, or even avoid them altogether.

This is where the safety and wellbeing of our people is a key priority. It's not just about compliance, it drives every single thing we do. Throughout the development of our Safety and Wellbeing Strategy, we've had some incredible insight and collaboration with key leaders and our volunteers. This has come through workshops and focus groups, leading to some important directives:

- Our leaders and people are engaged and collaborate together.
- Our people are supported to ensure they have the capability and confidence to carry out their duties safely and considerate of risk.
- Health & Safety is valued across the organisation and operation where it is seen as a core value and part of our day-to-day language.

We're working to ensure Coastguard is a place where everyone can feel emotionally and psychologically safe, thanks to having the right tools, education, and support mechanisms. A key initiative will be the implementation of national peer support.

This network will be made up of a group of staff and volunteers who will be trained to provide wellbeing support across the organisation. The intent of this is to offer our people with more readily accessible wellbeing support within the workplace.

There is also an equally large focus on wellbeing support for our dedicated full-time staff who work tirelessly to support our success.

Ultimately, for us to achieve our mission of saving lives on the water, we first have to prioritise us. If we don't look after one another, we compromise our ability to help others.

THE RIGHT TOOLS AND EQUIPMENT

to complete the mission safely and effectively.

MAINTAINING EXCELLENCE

We couldn't do what we do without our fleet of rescue vessels.

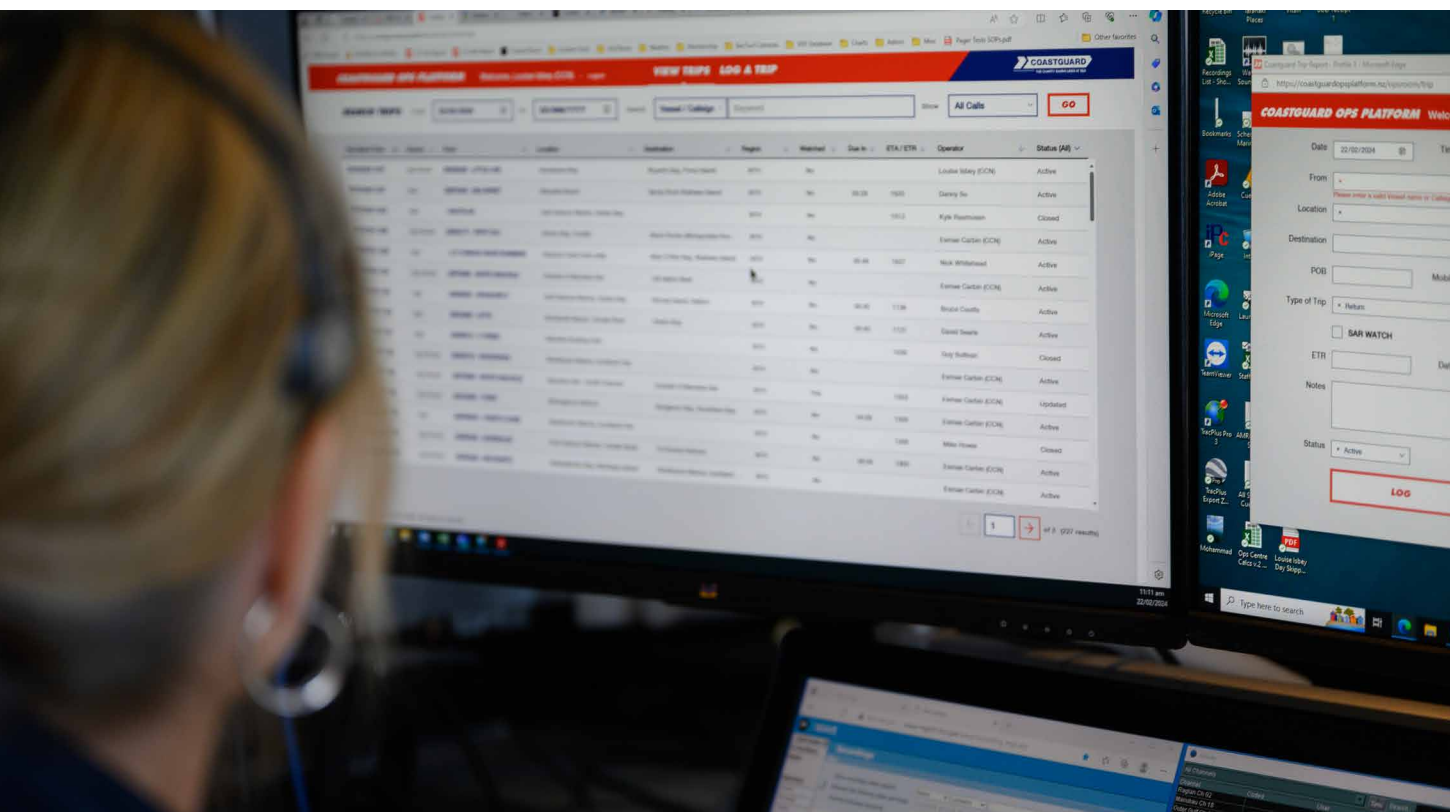
And as any boatie knows, vessels need regular upkeep. So, to ensure the highest standards of operational readiness and safety we are introducing a new Fleet Management System (FMS).

After much consultation in the needs development and pain-point analysis, we went to market for a system integrator to remove much of the burden around maintenance activities. SeaLogs was selected as the provider for our new FMS, thanks to its proven, robust and and future-proofed platform, favourable pricing and a clear partnership mentality. From maintenance scheduling to asset tracking, Sealogs will make it easy.

The implementation process was meticulously planned and is now being executed. Our initial focus has been on early adopter units, with the system set to roll out to the entire organisation from November 2024. This phased approach allows us to refine the system based on real-world feedback and ensure a smooth transition for all units, particularly those already using other management systems.

The benefits of this new system are clear. The development and deployment of the FMS has been a real team effort, fostering a sense of ownership and enthusiasm among our volunteers. The FMS provides a centralised platform for tracking and managing all aspects of our fleet, from maintained schedules to compliance documentation, reducing administrative overheads. It also enables proactive maintenance planning, which reduces the likelihood of unexpected breakdowns and improves safety.

Additionally, the Sealogs platform gives us the ability to gather and analyse data on fleet performance, maintenance trends, and operational efficiency, allowing for more data-driven decision-making. By improving our fleet management, we are better positioned to respond to emergencies and continue fulfilling our mission of saving lives on the water.



THE PATH TO PROCUREMENT PERFECTION

Our mission is to save lives on the water. Ironically, and somewhat surprisingly, one way to do that is through improved procurement.

The procurement improvement project works to effectively address critical challenges in our operational system, resulting in improved operational performance and mission success.

Job done. Here's how and why the benefits of having a new system really stack up:

3-Way Matching automates the matching of purchase orders, receiving reports, and invoices. This ensures accuracy, reduces manual verification efforts, and saves valuable time.

Cost Control is improved by making optimised purchasing decisions and reducing inefficiencies. This results in significant cost savings, better budget management, and more effective resource allocation.

Compliance is ensured through strict adherence to procurement policies, which mitigates risks and promotes ethical practices. This protects the organisation from potential legal and financial issues.

Streamlined Operations lead to enhanced efficiency

by simplifying workflows, eliminating unnecessary steps, and automating repetitive tasks, allowing staff to focus more on strategic activities.

Data-Driven Decisions are enabled through detailed reporting tools, providing accurate and comprehensive data. This supports informed decision-making, strategic purchasing, and performance tracking.

Supplier Relationships are improved by standardising processes. This fosters stronger, more reliable partnerships with suppliers through consistent communication and clear expectations.

Risk Management is enhanced, reducing risks such as errors and fraud. The new system ensures transparency and accountability in all transactions, preventing conflicts of interest.

Which just goes to show, procurement efficiency really can help save lives out there on the water. Something our procurement team are just a little bit proud of.



WELCOME TO THE FLEET

As the need for our lifesaving service only increases, it's imperative that our units are set up for success by having the right equipment. The biggest piece of kit is our high-performing rescue vessels.





This year, three of our units welcomed new vessels into their communities. This expands our capability and ensures that when the call comes in, we have reliable, high-spec vessels that will safely get the job done.

Each one is different, and for good reason. The brand-new Clyde Rescue II is a 7m Hamilton Jet-powered rescue vessel, ideally suited for the waters around Lake Dunstan, Roxburgh River, and the wider Central Otago region.

In North Canterbury, the new 4.7m 'Blackwell Rescue,' is a double-sided IRB that is the first of its kind in New

Zealand, perfect for swift, sometimes shallow water and flood rescue, and a significant upgrade for the unit.

Finally, Tauranga's new state-of-the-art 'TECT Rescue', is a 14.8m foil-supported catamaran vessel tailor-made for coastal waters in what is the busiest Coastguard unit in the Bay of Plenty region.

Having the right vessels in the right locations represents our strong commitment to enhancing our versatility in maritime rescue operations, wherever they're needed.



STRONG FOUNDATIONS

to set us up for long-term success.

OUR DIGITAL HOME

Having the right digital tools and equipment is vital in attracting attention and telling our story.

That's why refreshing our website, developing a bespoke membership portal, and focusing on systems integration are a necessary part of our website and data transformation. All of which enables us to deliver faster, smarter, automated work that unlocks the power of our data.

Our website and data transformation kicked off in the 2024 financial year, bringing together several internal workstreams which were previously run as separate projects. This will deliver unified, enhanced and future-proofed customer-facing digital platforms and an online self-service portal for customers, volunteers and staff. It will also create a single source of truth for our data across the organisation, improve data quality and governance, and enable improved business intelligence.

**Sound good?
That's probably because it is.**

The new website will be the first point of interaction with Coastguard for many members of the public, which makes it a key asset for telling our new brand story and communicating key water safety messages.

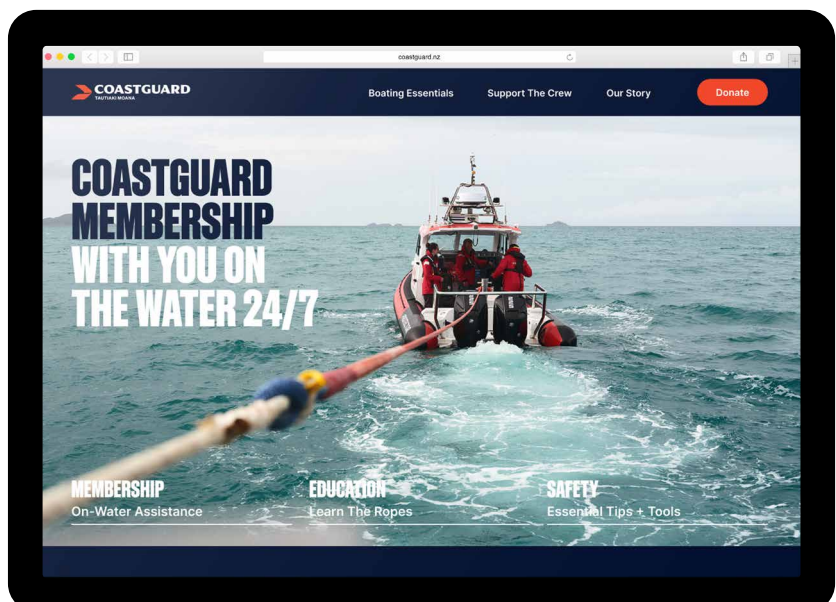
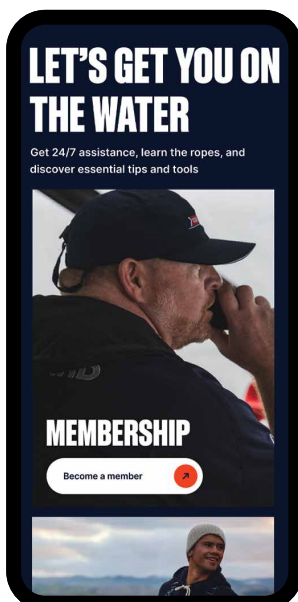
The new customer portal and ecommerce platform will enable us to generate new, sustainable income streams

through increased product growth and cross-sell opportunities, along with donor and supporter growth.

Centralised data and improved business intelligence will ensure our decision-making is data driven and strategic, and efficiency is increased through reduction of duplicate work and queries to customer-facing staff.

To deliver this project we're utilising the skills of specialist vendors in the technology space, alongside our internal resources. Digital agency Publica will deliver the website, and Integration Works will handle our integration needs. Internal stakeholders from all business units are being engaged to understand and be able to deliver upon their requirements.

The 2024 financial year saw a huge leap forward in progress on this workstream, including approval of the business case; finalisation of website design; the initial stages of development of the website and integration capability between customer portal and our data; and development and delivery of our ongoing Data Cleansing programme. The first release of the website, portal and systems integration is on track for delivery in mid-2025 (financial year), as planned. The foundational work completed in 2024 creates a solid platform for the ongoing delivery of this programme of work over the next three years.



DOING WHAT WE'VE ALWAYS DONE, JUST BETTER

Better for New Zealanders, better for boaties, whatever their waka.



Aotearoa has always been home to a water loving community, and Kiwis are taking to the water more than ever before. And just as the population of New Zealand is diversifying, so too is the range of watercraft we see on our rivers, lakes and oceans.

In 2022, through research undertaken with the public, boaties and our volunteers, it was clear that we needed to evolve our brand to help bust the many myths that exist around us, and to change perceptions of who we are and what we do.

Boaties saw us as an authority to be kept at arms-length unless they were in real trouble. But we want to be seen as people they can turn to anytime they need advice or help, people who are side by side with them on the water, whatever their waka.

So, we're:

- Investing in community engagement and connecting with our underserved communities to reduce the drowning toll.
- Amplifying our education capability because we know that knowledge saves lives.
- Broadening our appeal to attract future generations of volunteers and staff to our crew.

- Embracing our gifted ingoa (name) Tautiaki Moana and committing to furthering our Te Ao Māori journey.
- Evolving our look and feel to be more friendly and approachable so that Kiwis are clear on who we are and what we do.
- Creating a place where everyone belongs. One crew, for Aotearoa New Zealand.

Our new brand launched to the public in May with our stand at the Hutchwilco Boat Show. Further rollout will occur bit by bit across unit-owned assets, uniforms, national campaigns and collateral over the next 24 months.

This will be done with the utmost attention to cost-efficiency, making a little money go a long way. A lot of the heavy lifting has been done internally, but where outside creative help has been brought in, we chose specialist independent contractors rather than big companies.

Finally, this project is just one part of the broad spectrum of work that's being designed to ensure Coastguard becomes a brand that is modern, well respected and relatable to all Kiwis – all of which go hand in hand with our long-term success.



A BOATLOAD OF INSPIRATION

Our new approach to the Boat Show was a real hit with the whole whānau.

The 2024 Hutchwilco New Zealand Boat Show was an opportunity for us to connect with boaties and other water-goers about their experiences and how we can support them. We were super excited this year, to also be able to showcase our new brand to the public. And when it came to our exhibition stand, we wanted something friendly, approachable, and inclusive. This year's stand concept was based on opening the doors of the Coastguard boat shed and welcoming boaties to 'our place.' This concept reflects a lot of our own habits when it comes to getting to know new people. Our stand was a physical expression of who we are. And, our crew brought it all together with their enthusiasm to share their knowledge with boaties, whatever their waka.

This year we also wanted to offer something for the whole whānau. While parents were chatting to our crew or looking at Coastguard gear on display, the kids were busy having fun in our 'Kids' Corner'. It was a real hit with hundreds of youngsters who had the chance to colour in a Coastguard boat and enter it into our colouring competition where they could win a Coastguard experience for their family.

The different zones in our stand also gave boaties the chance to check their membership, book a course, grab a callsign, or attend one of our education seminars which were located at the back of the stand. Sessions ran every day and were the perfect opportunity for our crew to share their expertise around Bar awareness. The sessions were very informative and extremely well attended.



THE LONG-LASTING IMPACT OF ONE STANDOUT DONATION

Ian Graham knows the importance of giving.

His time is one thing he has been generous with, joining the Coastguard crew in 2012 and giving many hours to the cause of saving lives out on the waters of Aotearoa New Zealand. Then there is his expertise and knowledge of boating and computing, which proved useful in becoming a Radio Operator, and then a tutor of many, many Radio Operators over the years, some of whom have gone on to senior roles at Coastguard.

The final act of generosity, however, is arguably the most valuable. Ian and his wife, Agi Lehar-Graham, recently made a sizeable donation which enabled us to create a special Bar Awareness programme, including bar awareness seminars, which in a short time, have become enormously successful. Our hugely popular Bar Awareness Seminars are filled with boaties eager to participate, learning more about the bars they need to safely navigate. And not just those who are new to boating either, some are seasoned veterans with many

successful bar crossings to their names, but who also recognise it pays to never stop learning about these challenging coastal areas.

The Bar Awareness programme has brought all these like-minded, water-lovers together, creating a rich environment for teaching, sharing ideas and learning. Ian and Agi's donation has made it all possible. Their generosity has also undoubtedly saved many lives and will continue to save lives as more and more Kiwi boaties become 'bar aware'. What this shows is that every donation counts, whether big or small. It can be from a business or corporation, or in Ian's case – one of our own crew. We are a charity after all, reliant on these acts of kindness to be able to keep doing what we do, going out in all weather to bring boaties safely back home. So, if this sounds like you, we hope reading this story might persuade you to become a donor and give in any way you can.

Scan the QR Code
to make a life-
saving donation to
Coastguard now.



19.5 MILLION REASONS TO BE GRATEFUL

The Government has provided a funding boost of \$19.5 million for Coastguard over the next four years.

This funding will help us to reduce the drowning toll and support the many water-loving communities across our lakes, rivers, and coastline.

This support ensures we can continue delivering essential prevention measures, rescue services, and covering operational expenses to ensure we're ready and able to help. It provides improved funding for vessel maintenance, personal protective equipment (PPE), and staff who support our volunteers. Additionally, it enables us to establish a Coastguard presence in communities that are growing or changing, such as Mangawhai in Northland.

While this funding is crucial, it is only a portion of what we need to sustain our organisation. We still rely heavily on public donations as a charity, with a need to fund around 38% of our operating costs.

There are concerns that the public perception will now be that we're all set up and don't need funding – which is not the case.

Specifically, Coastguard needs Kiwis support to ensure that:

- We can give volunteers better support and reduce the time and effort they spend on non-Search and Rescue activities such as fundraising and unit management.
- Our volunteers have the right equipment to operate in areas of higher risk or for extended periods.
- That we can grow our education and community engagement activities to give Kiwis the skills to keep themselves safe on the water.
- That we can meet the cost of operating our essential communications infrastructure.

We have over 100 rescue vessels, two search aircraft and other essential equipment and facilities to maintain. We also need to ensure our 2,000+ volunteers are kept safe when they do what's asked of them, and that they are highly trained for any and all eventualities.



WAI ORA AOTEAROA

**New Zealand's Water Safety Sector navigating
together to a safer future.**

TE ANGA WHAKAMUA

The 2024 financial year is the second year our Māori & Pasifika Strategy, Te Anga Whakamua, has been actively embedded in Coastguard's fabric.

Eight Coastguard women participated in last year's Kaikaranga programme, including two volunteers, one of whom is also a board member. Graduates of the programme have assisted in various important events within the organisation, including farewells and mihi whakatau for new staff. There's a source of comfort knowing that our Kaihautū Māori is guiding Coastguard Tautiaki Moana on its journey of embracing and embedding Te Ao Māori principles.

Pacific Maritime Safety Programme (PMSP) – Niue

The Ministry of Foreign Affairs and Trade (MFAT) has been working on a project to provide Niue with 360-degree VHF Radio coverage, by constructing a series of Relay Station towers around the island. In support of this infrastructure project, the Pacific Maritime Safety Programme (PMSP), part of Maritime NZ, requested that Coastguard's education team design and deliver a VHF radio course for Telecom Niue staff. The Niue VHF Radio courses were designed by our education staff and delivered in November 2023 by our Kaihautū Māori and Education Tutor, Pererika Makiha, with close support from Tony Parr of PMSP. Feedback from participants and the Telecom Niue Operations Manager were positive and found this project to be a success.

Pacific Maritime Safety Programme (PMSP) – Tonga

The Kingdom of Tonga comprises many islands with

various-sized communities, and many of these communities can only be reached by boat. The risk of death by drowning is significant and ever-increasing as we face the challenges of global climate change and rougher sea conditions. There's no access to an existing drowning prevention initiative or water survival educational programme (Community Education and Awareness) in the Kingdom of Tonga, so PMSP approached us to deliver our Safe Boating Programme that empowers children and youth by teaching them how to stay safe and make the right decisions when boating.

The initial stage was carried out in November 2023 to perform the risk assessment and mapping, meet with key stakeholders, identify and meet with key members of the community and seek to garner support from government agencies. A memorandum of understanding has been signed to carry out the remaining work on this project, with a team from Coastguard going to Tonga in February 2025 to deliver training.

Tongan Boat Safety Challenge

This initiative, funded by Foundation North, helped us understand the boating attitudes and practices of Tongan men in Aotearoa, and to co-design new ideas and solutions to improve their boat safety practices. The design challenge was led through a Tongan worldview where engagement, facilitation and co-creation of ideas held true to the Tongan people. There were seven key insights which Coastguard has already acted on.



COASTGUARD SUPPORTS PASS WAKA AMA

We love supporting our local communities to be safe when they're out on the moana.

When Auckland-based Pacific Advance Secondary School (PASS) approached us to undertake a check on their recently donated waka ama support vessel, it was an easy call to help ensure it was fit-for-purpose and ready for launch. To help the process, we covered the vessel's repairs as well as providing the school with a new trailer.

Now, with the students finishing in fourth place at the 2023 World Distance Waka Ama Championships in Samoa, Yamaha generously came to the party, donating a 15HP outboard engine to ensure PASS can continue long into the future.

PASS co-Principal Ala'imalo Falefatu Enari said the students were thrilled that Coastguard and Yamaha were so generous.

"Waka ama is a vital part of our students connecting with their ancestral roots across the Pacific, but we also know how important safety out on the moana is, particularly now in the lead-up to summer," he said.

Coastguard and PASS have developed a strong relationship in recent times with the school hosting bar awareness seminars which were well attended by many across the South Auckland community.

PASS has an amazing waka ama programme, and we couldn't be prouder to continue supporting our local community with not only the boat check but working with Yamaha to fit them out with a new engine. PASS have shown incredible investment in the safety and well-being of their students which should be congratulated.



WELCOME TO OUR VIRTUAL CLASSROOM

Evolving our education services to enhance the experience.

Our education department has established four teams – Administration, Delivery, Development, and Quality – each with specific functions aligned with our overarching goals. These include modernising products for the benefit of learners, streamlining processes through the utilisation of systems and resources, and becoming a centre of educational excellence for Coastguard Tautiaki Moana.

It's taken some internal restructuring, but the education team now has two Instructional Designer positions to bring all the learning resources and assessments into the Learning Management System. This means that paper-based learning (and the printing and postage costs associated) will no longer be necessary. Additionally, when resources are updated, it only needs to be done once – digitally. No one needs to recall paper-based material anymore. The delivery resource (learning and assessments) will be housed in one, which ensures consistency of delivery and learning for all students enrolling in our courses.

Over the 2023 academic year, around 25% of all courses

had to be cancelled due to varying reasons, including tutors being unwell, including tutor illness and insufficient student numbers. To reduce this high percentage of cancelled courses, we had to get creative to solve the issue. The answer was a virtual classroom environment, offering an alternative learning solution to those people living in regions where participation in classrooms is a challenge, or when a classroom course has suddenly become unavailable. Unlike video-on-demand learning, in an internet-based virtual classroom teachers interact with students in real time, with students voicing their questions and interacting with peers just as they would in a regular classroom.

The first Virtual Classroom was installed at our Westhaven office in late 2024 (financial year). In conjunction with the installation of the classroom, a nation-wide delivery plan for the 2025 financial year is being created to match virtual classroom delivery with classes around the country, so that if a class can't go ahead for any reason, learners can still participate in a classroom course. All they have to do is dial in.





OUR MOST DANGEROUS PLACES

Between 1 January, 2014, and 31 December, 2023, there have been 31 preventable drowning deaths and hundreds of injuries resulting from bar crossings.

As recreational boating participation increases and activities move further offshore, more people are navigating these hazardous waterways. Without intervention, these tragic statistics are likely to worsen.

Building on last year's success – which included creating educational videos, installing warning signs, and holding 11 seminars to provide essential safety knowledge – the team also strengthened partnerships with central and local governments. These efforts have set the stage for this year's significant progress.

In collaboration with the New Zealand Sport Fishing Council and local fishing and boating clubs, Coastguard's first nationwide Bar Awareness Seminar Roadshow was announced. The roadshow is already underway, visiting over 20 locations before the end of the 2024 calendar year. To support boaties from diverse communities, we released the core bar awareness video with subtitles in eight languages: English, Te Reo Māori, Chinese, Cook Island Māori, Fijian, Samoan, Thai and Tongan.

The bar awareness programme has enhanced trust and collaboration between our support office and local units, fostering teamwork across departments such as Search and Rescue (SAR) and Education & Community Engagement. An expert Bar Advisory Working Group is developing a bar crossing

procedure and learning needs assessment for SAR teams, with plans for a new online programme. In 2025, additional bar awareness seminars are planned to empower local units, supported by new online resources to ensure consistent public messaging.





A SURVIVOR'S STORY

Even when experienced boaties do everything right, things can still go wrong.

It is one of our most lethal waterways, hence our renewed focus on bar awareness programmes this year. This story is part of that educational push, because even when experienced boaties do everything right, things can still go wrong.

At approximately 2:04pm on Sunday 28 April, a member of the public contacted Coastguard's Operations Centre after spotting a capsized vessel on the Manukau bar. Auckland Coastguard Air Patrol and Coastguard Waiuku volunteers were immediately dispatched to the scene.

Our search aircraft got there quickly, arriving at 2:17 pm, and sent back exact location details to our Operations Centre. They stayed on the scene monitoring the situation until the Police Eagle helicopter arrived and took the lead on the rescue efforts.

Thanks to a quick-thinking individual on a nearby jet ski, one person was rescued and brought safely ashore. The Westpac Rescue Helicopter joined the effort and managed to winch the other person to safety. Unfortunately, rough conditions made it impossible for volunteers onboard 'New Zealand Steel' to recover the upturned vessel.

The skipper did everything right that day. He logged a trip report at 1:44pm, both people on board were wearing lifejackets, and they had an EPRIB onboard, although they were unable to activate it. As per our procedures, if we hadn't heard from the skipper by 2:14pm we would have raised the alarm and initiated a search and rescue response. Luckily, a member of the public called us first but ultimately, as a result, two boaties are alive to tell the tale.

Later, the skipper revealed that he had attended one of our bar seminars which helped him prepare for such an incident. Since then he's given back by speaking at the Hutchwilco New Zealand Boat Show and other bar awareness seminars about his experience and the importance of these few simple rules: log a trip report when crossing a bar, carry two forms of waterproof communication including an EPIRB and/or a PLB, and always wear a lifejacket.

If boaties ignore these simple rules, then this story might have had a less happy ending.

A VERY CLOSE CALL

Pre-dawn rescue near Hen and Chicken Islands saves three men.

In the early hours of the morning, a distress call was received by Radio Operators at Coastguard's Operations Centre at 3:30am. A vessel near the Hen and Chickens Islands reported taking on water, and shortly after, the skipper announced all three onboard were abandoning their boat.

Coastguard Whangārei volunteers responded immediately, launching rescue vessel 'Circa Rescue'. Police also joined the rescue operation, deploying their Eagle helicopter.

At 4:38am, the Police Eagle spotted the vessel and three men in the water, directing the Circa Rescue crew to their location. The men were retrieved from the water and transported to shore at Mangawhai Heads.

Upon arrival, the Westpac Rescue Helicopter was on hand to transport two of the men to Whangārei Hospital, while the third was transported by road.

A Coastguard spokesperson said, "We're immensely relieved and grateful that the men were wearing lifejackets, which ensured they gave themselves the

best chance of survival in the dark of night and in such cold water. We want to thank the volunteers who didn't hesitate to leave the comfort of their homes to help these three men return to their loved ones."

It takes a crew to save a life. We also acknowledge everyone involved in the rescue efforts including those on shore from the Mangawhai Fishing Club who opened their club for our crew, helping warm the rescued men and providing hot food and drinks.

In this instance, perhaps the final word should go to one of the men who were rescued that night.

"When the Coastguard boat arrived, it was just a sigh of relief. I couldn't wait to get on board, you know. I was the last one to get on board. I tried to get on sooner, but I just had to wait my turn. They got Graham on first and then Lee. And like I said, mate, I was just so rapt to be on board. When I was on, the volunteers said something like, 'It's all right, we've got you,' and they tried to keep us warm. They put blankets over us. And yeah, just, they were brilliant. They were absolutely brilliant. Everyone was." - Mike, Survivor.

“ When the Coastguard boat arrived, it was just a sigh of relief. I couldn't wait to get on board. ”



JUST WEAR IT

With preventable boating-related drownings on the rise, in December 2023 we were joined by Water Safety New Zealand when we pleaded with Kiwis to wear lifejackets on the water over summer.



With preventable boating-related drownings on the rise, in December 2023 we were joined by Water Safety New Zealand when we pleaded with Kiwis to wear lifejackets on the water over summer.

Drowning is the leading cause of recreational death in Aotearoa, and according to data from Water Safety New Zealand, craft-related incidents account for 31% of those deaths. In 2022, there were 29 drowning fatalities from watercraft and 21 of the people who died weren't wearing a lifejacket. The number of drownings in 2022 was (a staggering 66% higher than compared with the 10-year average), which is what prompted our Just Wear It advocacy message.

A lifejacket has never ruined a day on the water, but not wearing one has destroyed many lives. Drownings are a devastating event for whānau, family and friends, and for our incredible volunteers who are first responders. These tragic deaths leave a long-lasting impact on our communities.

Through the Just Wear It campaign, we had a simple message for all watercraft users, whether you're on a boat, yacht, kayak, jet ski, SUP – whatever your waka – 'Just Wear It'.

The Just Wear It message successfully made its presence felt with over 50 pieces of media coverage across various media channels, including print, radio, TV, and online news articles. This was a total audience reach of 1,663,426 and a measure of the success and effectiveness of our approach in spreading the crucial Just Wear It message during the key summer period.

In an effort to extend the campaigns reach further, we executed a digital billboard initiative that commenced on Christmas Day through to Sunday, 18 February. This initiative reached an estimated 3.8 million individuals. The billboard sites were secured at a significantly discounted rate, with Water Safety New Zealand contributing \$2,500 towards the associated costs. Our campaign spanned diverse locations in Auckland, Tauranga, Wellington, and Christchurch, strategically positioned near access points to the Southern and Northern motorways.

When the 2023 Drowning Prevention Report was published by Water Safety New Zealand, the media release accompanying the report highlighted a noteworthy reduction in drownings involving powered craft. It explicitly acknowledged the impact of Coastguard and Water Safety New Zealand's Just Wear It lifejacket initiative and reinforced the effectiveness of our efforts in promoting water safety and drowning prevention through lifejacket wear.

Every lifejacket worn is a potential tragedy averted, and we hope to see a day when not wearing one is as unthinkable as not wearing a seatbelt in a car.

The campaign worked in tandem with our Old4New lifejacket campaign which travelled across the country last summer making it easier than ever for Kiwis to upgrade their old lifejackets for new ones, and stay safe on the water.

This summer? Keep going, and going and going, expanding and improving this campaign until such time we see the statistics decrease, or until legislation is changed making lifejackets mandatory.



50+
Media items

1.6M
Audience reach
(via media)

3.8M
Estimated audience reach
(billboard)

OLD4NEW

Our lifejacket upgrade initiative is coming to a location near you this summer!

Tragically, the number of preventable drownings in New Zealand has increased 15% from 77 to 94 fatalities over the past ten years (Drownbase, WSNZ). It's a statistic everyone wants to see come down, and one important step towards that goal is delivering the message about wearing lifejackets that are up to the job.

With that in mind, Coastguard's Old4New Lifejacket Upgrade is a nationwide campaign encouraging Kiwis

to bring in any old, damaged or worn lifejackets and upgrade them for brand new, fit-for-purpose Hutchwilco lifejackets at a heavily discounted price. Since the inception of Old4New, thousands of old or damaged lifejackets have been traded in and upgraded, meaning thousands of Kiwis are now safer out on the water.

Come and visit our Old4New van when we come to a location near you. We'll be visiting 80 locations across the motu this summer.



2

Vans & trailers

8

Weeks on the road

15,000

KMs travelled

70

Community locations

1,757

New lifejackets sold

1,736

Old or damaged lifejackets removed

OUR SUPPORTERS



Duncan Ferner

Director, New Zealand Search and Rescue Secretariat

It has been another busy year for our search and rescue sector, with 3,535 incidents across our search and rescue region. Around half of these incidents resulted in a search and rescue operation taking place, with 152 lives saved as a result. Many more lives have been impacted by the on-water assistance, training courses and support services provided by Coastguard Tautiaki Moana.

Last year, the Government invested \$10.867 million into Coastguard, which, amongst many things, has helped fund training programmes, safety and compliance systems, a fundraising team, and repairs to critical equipment.

The Coastguard brand has been a familiar sight at various search and rescue training exercises around New Zealand this year. I would particularly like to acknowledge those people who were able to take part in Exercise Whakarauora Tangata, our Nationally Significant SAR Exercise series. While Nationally Significant SAR events are rare, it's important that our sector is prepared for when one does occur. As the Māori proverb says, 'Ki te kotahi te kākaho ka whati, ki te kāpuia e kore e whati' – when we stand alone, we are vulnerable, but together we are unbreakable.

From our perspective, Coastguard has evolved significantly over the last few years. Your work to coordinate volunteer recruitment at a national level has yielded impressive results, with more people now joining Coastguard than leaving. Similarly, coordinating the bar crossing seminars nationally has reduced the administrative burden on local volunteers, freeing up volunteers to focus on delivering courses. Thanks to everyone who has leaned into this work – change is never easy, but the results are worth it.

Around 88% of the people involved in search and rescue in New Zealand are volunteers – one of the highest rates of volunteer involvement in the world. We could not provide the services that we do without your help. Whether you are maintaining equipment, running a seminar in the community, organising a committee or selling lottery tickets, your work is valued.

On behalf of the New Zealand Search and Rescue Council, thank you for your efforts to keep people safe out on the water.

OUR SECTOR PARTNERS



Hon. Matt Doocey

Associate Minister for Transport

New Zealanders love being in, on and near the water. For some it's the pull of the open ocean, for others it's spending time on our rivers and lakes. Some feel at home on a yacht, others closer to shore on a kayak. Whatever their choice of waka, Coastguard Tautiaki Moana are ready to help when the need arises.

This year has once again been the busiest on record for search and rescue incidents, with over 3,500 instances where someone needed help. And when the call goes out, Coastguard volunteers drop everything to respond. Often this means abandoning work emails, a freshly made coffee or the latest episode of a TV series to respond to people in need.

The Government also recognises Coastguard's vital role in providing frontline safety services. Without your proactive work, such as taking trip reports, refuelling stricken boats and providing towing services, there would be far more people at risk. Thousands of people are brought home to safety each year because of this work, and each intervention also provides a touchpoint with Coastguard. This might just be the impetus someone needs to upgrade their lifejacket, enrol in a boating course or even consider volunteering.

Whatever your role within Coastguard, whether it's out on the water or supporting your fellow volunteers, you should be proud of your contribution. Your collective efforts help ensure the safe return of New Zealanders who seek adventure on the water.



Kirstie Hewlett

Director, Maritime New Zealand

On behalf of Maritime NZ, I want to thank Coastguard Tautiaki Moana, for the important work you do making boating safer, preventing harm and saving lives.

You are a highly-valued partner for Maritime NZ across search and rescue and prevention. In particular, over the last year, we want to thank you for your support, expertise and leadership on the Safer Boating Forum Leadership Group, and its associated working groups, as we together strive to improve safety for recreational boaters. We are also proud to support your community-based initiatives such as Old4New Lifejackets and Ko Tangata Moana which make a real difference to communities.

Over this year we have also seen Coastguard demonstrate a commitment to continuous improvement in reviewing its education modules, including those it offers for commercial seafarers, the increased uptake in formal boating education, and your focus on improving bar crossing safety around the country. These are areas which go to addressing some of the key causes of accidents.

However, at times despite all our efforts, things do go wrong on the water. We thank all of the Coastguard staff and volunteers on behalf of Maritime NZ, but also all New Zealanders, for what was another busy year working with our Rescue Coordination Centre NZ to save lives, often in very difficult circumstances.

We continued in 2023/24 our long-standing collaboration as part of the Pacific Maritime Safety Programme, a New Zealand government international aid programme to Pacific Island countries. This included supporting communities in Tonga and Niue, and helping to train an all-woman crew who took a voyaging waka back to Tonga. This work continues to be important to not only improve the maritime safety of our neighbours, but to continue New Zealand's strong relationships in the Pacific and the success of the programme.

I look forward to continuing our close working relationship and our shared commitment to safety across a range of areas into 2024/25.

LIKE-MINDED PARTNERSHIPS

Achieving goals and creating opportunities.

We're grateful to have a supportive crew of partners working with us to achieve our goals, and in return, we support the goals of our partners. This 'two-way street' provides many opportunities for like-minded organisations to align and share their skills, products, services, and channels, ultimately enhancing how we supports its community.

Over the last year, we've added new vehicles to our fleet through Hyundai and attended National Fielddays with our mates from Line7, which enabled us to connect with approximately 100,000 visitors.

Our 23/24 summer membership promotion connected our brand even further with retailer Marine Deals, and provided one lucky member with a hoard of fishing and safety equipment.

Our long-standing relationship with Hutchwilco continued to reach the core members of our community from Northland to Southland through the iconic Old4New programme.

Our partnership goals remain the same:

- To use partner revenue to fund and invest in key projects
- To provide all partners with a 12-month leverage plan
- To deliver leverage opportunities that enable partners to collaborate
- To ensure our partners feel loved and supported

With a national audience, a new and stronger brand and developing channels, we're increasing the value we bring to our partners. With several key partners in the renegotiation stage, we're uniquely positioned for growth.

Our volunteers donate their time, knowledge and experience to save lives on the water, so they deserve the best tools to do their job. Our partnership portfolio enables us to provide that. From Century batteries to Kordia communications, our partners give us the equipment our operation needs.



THE IMPORTANCE OF GRANTS FOR CHARITIES LIKE US

As a charity, we can't emphasise enough how critical grants are to our ability to operate.

Around 50% of our annual income comes from this source, and of this, around 38% comes from New Zealand Government Service Level Agreements (through Water Safety New Zealand, New Zealand Search and Rescue and New Zealand Police). This government funding helps us maintain, repair and replace over 100 assets of various shapes and sizes, from jet skis and rescue vessels to aircrafts. It also funds our volunteer training, both on and off the water, giving invaluable 'real-world' experience in challenging places like Raglan bar.

This funding enables us to join sector partners in multi-agency search and rescue training exercises (SAREX). SAREX provides an opportunity for agencies to test their abilities, work together, and improve inter-agency communication in a controlled environment. These practical exercises are fundamental to our ability to deliver a coordinated and cohesive emergency response, whatever the incident might be. An example of this was in November 2023, when 18 Coastguard volunteers and over 200 volunteers from 10+ organisations took part in a SAREX that simulated a Cruise Ship disaster in Lake Te Anau, where over

250 people were missing. Coastguard units from Wānaka Lakes, Queenstown, Clyde, Bluff, and Riverton were involved.

Government funding has also helped fund frontline personnel who provide leadership and support to 2,000+ volunteers nationwide across 63 units – from a yarn about the weekend or a new bit of kit, to welfare support after a tragedy or distressing rescue operation. It also supports units with repair and maintenance costs and operational costs (e.g., fuel), not to mention financial and business support, and essential equipment – from new lifesaving technology (e.g., drones) to essential PPE to keep our volunteers safe, dry and warm when on the water.

All of this is a very welcome contribution towards our search and rescue efforts, but it is only a portion of what is required. We still need to raise 57% of our annual income – and that's where our other grantors and generous donors come in! Without contributions from local Councils up and down the country, and other regional funders like Foundation North, Bay Trust, TECT, Pub Charities and The Trusts Community Foundation, we couldn't do the vital, lifesaving work we do.

THANKS TO ALL THOSE THAT SUPPORT US

Funders, Trusts, Grants and Foundations



Search and Rescue Partners



Corporate Partners



We'd also like to give a shout-out to our mates, Live Ocean, Fishing and Adventure, and Ryan Fox.

FINANCIAL REPORT

Scan this QR code
to view the full
financial report.



FINANCIAL COMMENTARY

The numbers that truly reflect our success are the lives saved on the water, the boaties we've given a helping hand to, the committed volunteers working day and night up and down the motu, and the people we've educated through our educational programmes.

We're now in our fourth year as a consolidated entity. Coastguard New Zealand's revenue for the year ending 30 June 2024 was \$30.026m and expenses were \$30.709m, leading to a reported net deficit of \$0.683m.

A key driver of this deficit is the impact of non-cash Accounting Adjustments of \$0.689m.

A truer reflection of the overall success of Coastguard New Zealand for the year ending 30 June 2024, is our underlying operating surplus of \$6,000.

This is a good result in what has been a challenging year in a difficult financial climate.

Operating revenue:

1. Membership increased by 9.9% YOY.
2. Donations increased by 18.3% YOY.
3. Government Funding is \$11.332 or 37.7% of Income.

Operating expenses:

1. Search and Rescue is \$25.495m or 83% of Expenses
2. Communications costs of \$1.408m or 5% of Expense
3. Education costs of \$3.806m or 12% of Expense.

Coastguard continues to have a strong balance sheet, that supports our operations.

We'd like to acknowledge the incredibly important role of the following funders. Without the support of these groups, achieving our mission would be immeasurably more difficult:

- The NZSAR Council for its support through the Search and Rescue and Water Safety Services Level Agreement.
- Lotteries Grants Board.
- Auckland, Northland, Waikato and Bay of Plenty Councils.
- Foundation North.
- Bay Trust and Trust Waikato.
- Rata Foundation and Christchurch City Council.
- Our members and donors.



SUPPORTING OUR UNITS

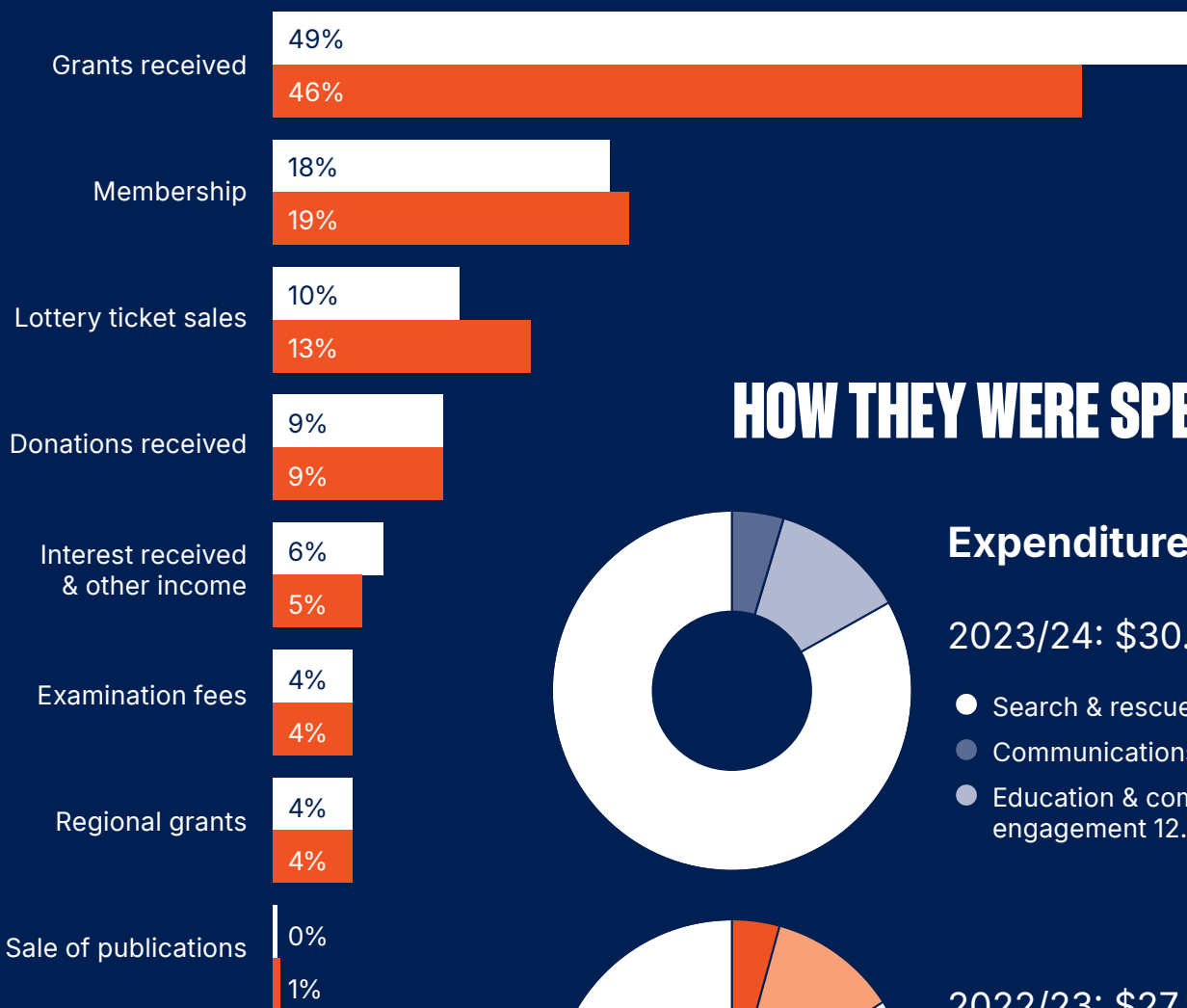
THE HIGHLIGHTS

	2023/24	2022/23
Additional PPE Getting you the right equipment	\$418,233	\$328,453
Operational support Covering some of your day-to-day costs	\$840,950	\$770,367
Training project Building a future-proof training programme	\$369,236	\$358,174
Lottery & membership commission The benefit of new members and lottery ticket sales	\$1,222,852	\$1,050,019
Repairs & maintenance Ensuring we're ready to deliver the mission	\$654,780	\$528,723
Training support Allowing more time on the water	\$688,267	\$579,392
Insurance centralisation In case of something going wrong you're covered	\$641,663	\$535,859
Asset support Capex provided by WSNZ, Foundation North and the Lottery Grants Board to the Units	\$2,444,187	\$981,656

OUR OPERATING FUNDS

WHERE THEY CAME FROM

Income ● 2023/24: \$30m ● 2022/23: \$26.5m



HOW THEY WERE SPENT

Expenditure

2023/24: \$30.7m

- Search & rescue 83.02%
- Communications 4.59%
- Education & community engagement 12.39%

2022/23: \$27.8m

- Search & rescue 82.2%
- Communications 5.0%
- Education & community engagement 12.7%

NGĀ MIHI



It takes a crew to save a life.

If you already support Coastguard, thank you. You make everything we do possible.

Your support enables people to enjoy life on the water across Aotearoa on lakes, rivers and oceans, safe in the knowledge that Coastguard has their back out there.

If you've been inspired by what you've read in this report, you too can be part of the crew saving lives on the water. You'll be making a huge difference. You'll keep our rescue vessels on the water, our aircraft in the sky and our people trained and ready.

To find out more about how you can help, head to www.coastguard.nz



