

Rock fisher safety in Auckland, New Zealand: Five years on



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So what's the problem?



- 2005, 5 rock fishing fatalities in 4 months in Auckland region
- 2005-2009, 25 land-based fisher drowning fatalities NZ-wide



Auckland West Coast Fisher Safety Project

- **Collaboration between Auckland Council, SLSNZ, and Watersafe Auckland Inc - 2006**
- **On-site promotion of rock fishing safety through summer months**
- **Survey rock fishers at key locations to ascertain:**
 - 1. Fisher demographics**
 - 2. Fisher safety K-A-B**



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- Temporary rangers employed to conduct the surveys and offer rock fishing safety advice
- Provided on-site advice with a range of visual (DVD's) and written resources (pamphlets)
- Surveyed at high risks sites eg Muriwai, Piha
- Surveys available in English, Mandarin, Korean





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Key message:
Promoted
inflatable
lifejacket use



\$60.00 OFF, INFLATABLE LIFEJACKETS

**DON'T PUT YOUR LIFE ON THE LINE
STAY SAFE ROCK FISHING THIS SUMMER**

RFD ROCK FISHING DIVERS & RESCUE ASSOCIATION
RFD - KM Manual CO2 Gas operated 150 Newton Life Jacket - RRP \$199

Safety at Sea
SAFETY AT SEA - Bal'uc Winner Series 150N Lifejacket - RRP \$199

HUTCHWILCO
150N Manual Inflatable or 11 litre It Pouch - RRP \$199

Offer valid until 31 March 2008
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Five years on



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- Retained funding for employment of field advisers
- Retained a collaborative 'action research' model of evolving the project annually
- Collected 5 years of annual data via surveys
- Engaged community groups, new migrants, with emphasis on appropriate educational approaches for cultural and linguistically diverse (CALD) groups



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RESULTS

DEMOGRAPHICS

For the 5 years from 2006-2010:

- **Predominantly males - (83%-92%)**
- **Aged 16-44 years - (68%-86%)**
- **New migrants <9 years residency - (51%-78%)**
- **Predominantly Asian ethnicity - (45%-70%)**
- **Infrequent visitors to site – 31% first time**
- **Not taken part in previous surveys – 68% in 2010**
- **Not aware of previous campaigns – 65%**

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RESULTS- Lifejacket use

When rock fishing, do you -	Year	Never	Sometimes	Often
Wear a lifejacket or other flotation device	2010	34.4%	34.4%	31.2%
	2006	72.0%	23.2%	4.4%

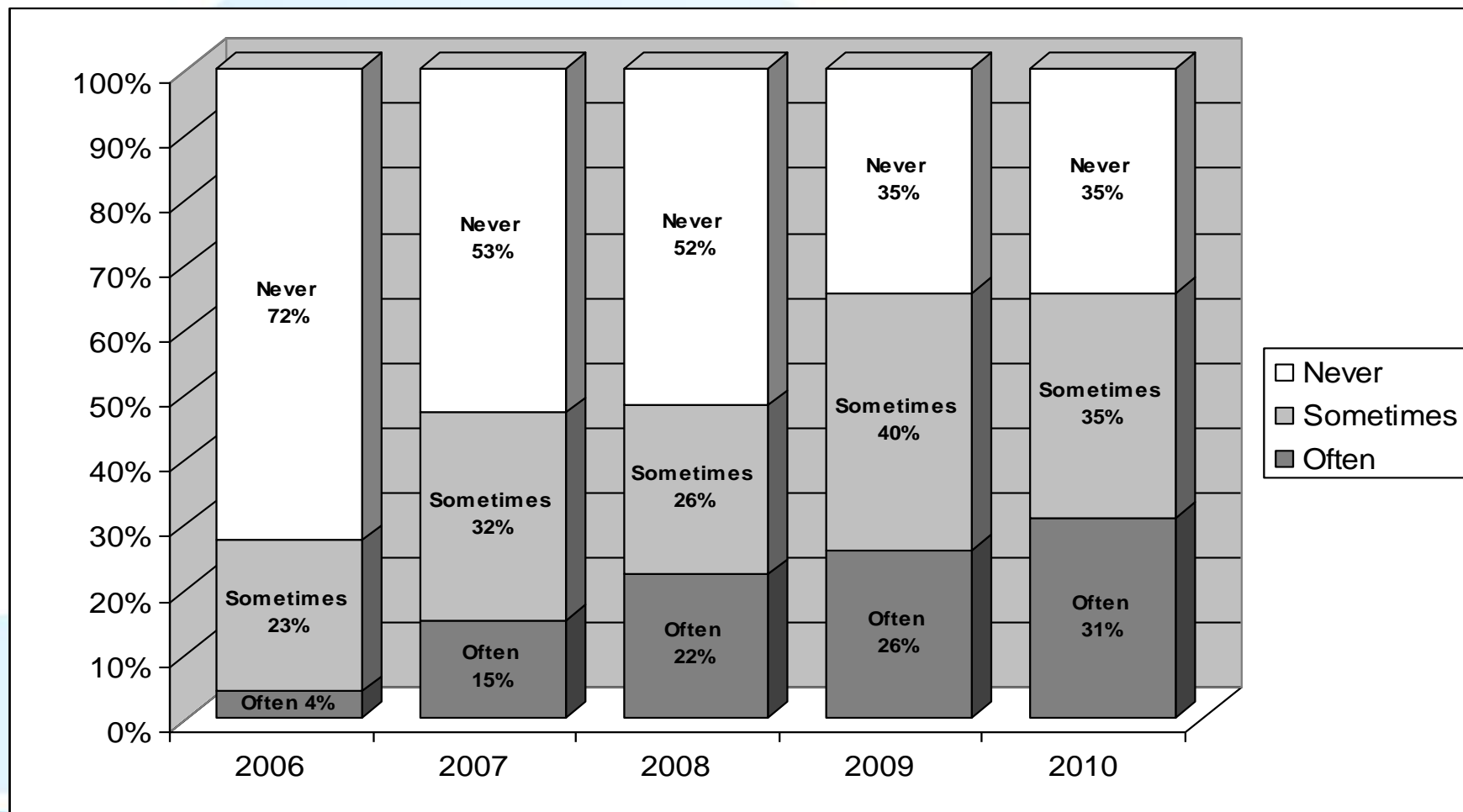


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RESULTS- Lifejacket use

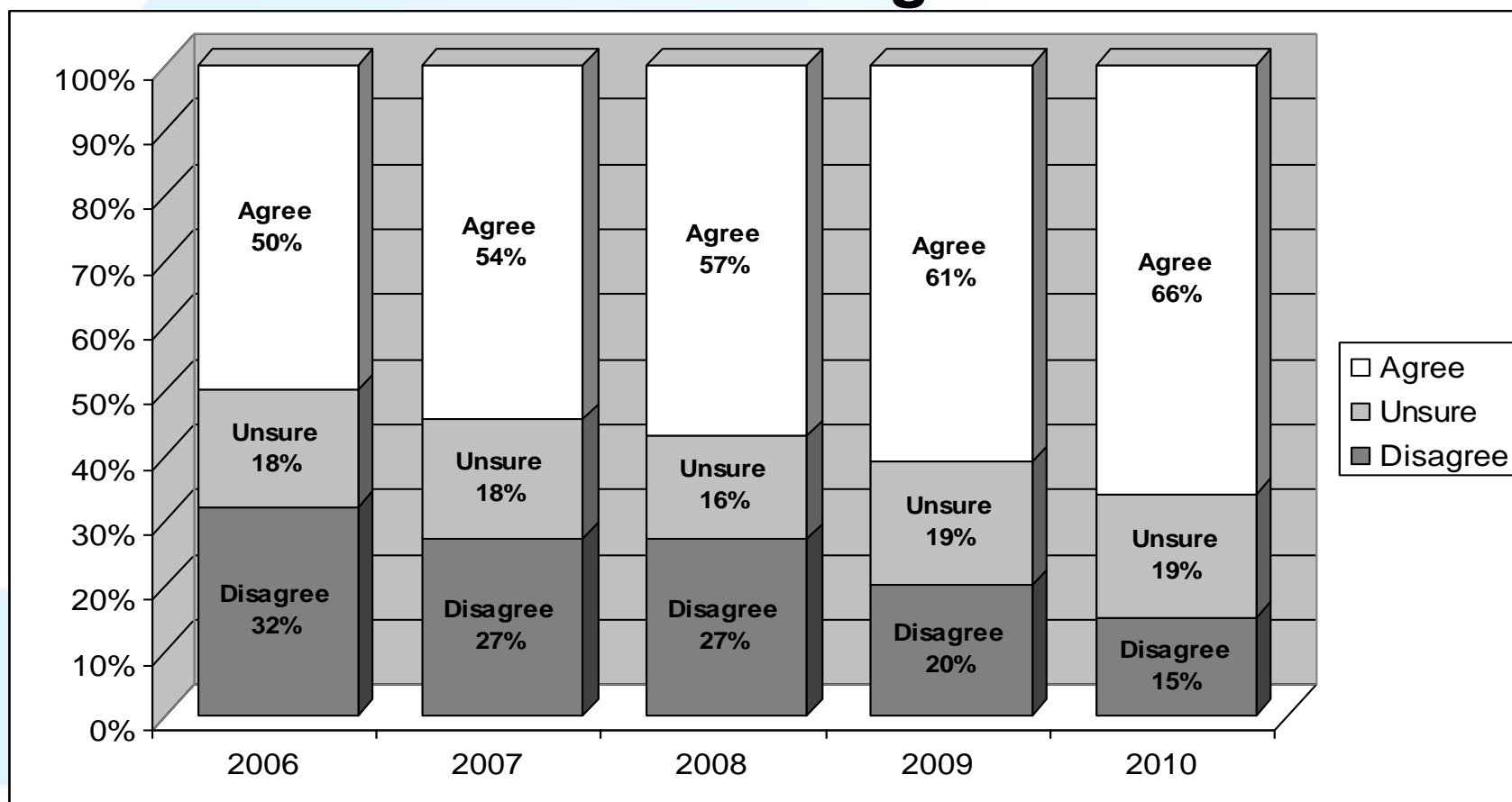
When rock fishing, do you -	Year	Never	95% Confidence levels	
			Lower bound	Upper bound
Wear a lifejacket or other flotation device	2010	34%	0.25	0.43
	2006	72%	0.66	0.78

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RESULTS – “risk of drowning a constant threat”



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CONCLUSIONS: THE GAINS

- Significant change with regards to lifejacket use
- Heightened awareness of the severity of risk of drowning
- Increased awareness of safety signage



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CONCLUSIONS: THE CHALLENGES

- Entrenched risky behaviours eg wearing gumboots/waders
- Lack of familiarity with fishing sites
- Constantly changing population
- Difficult to reach group
- Changing ethnicities?



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RECOMMENDATIONS

- **Continue educational promotion of life jacket use for HIGH RISK sites**
- **Continue on-site water safety education for fishers**
- **Continue data gathering to monitor ever-changing fisher population**
- **Explore new ways to change entrenched attitudes**



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CONCLUSIONS

“Paradoxically, the limited , but positive changes observed across the years suggests a strong need to continue funding for the fishing safety interventions that are part of this project rather than curtailing them”

Moran (2011)



TAKE AWAY POINTS

- **More rock fishers are now wearing life jackets *often or always* (2010, 31%; 2006, 4%)**
- **Fewer rock fishers *never* wear a life jacket (2010, 34%; 2006, 72%)**
- **The rock fishing population is ever changing (2010, only 31% had taken part in any previous surveys)**





References

Moran, K. (2011). Rock-based fishing safety promotion: Five years on. *International Journal of Aquatic Research and Education*, 5(2), 164-173.

Moran, K. (2010). *Water safety and Auckland's west coast rock fishers: Five years on*. Report to the Auckland Regional Council, Surf life Saving Northern and Watersafe Auckland. Auckland: Watersafe Auckland. (Available in pdf format at: <http://www.watersafe.org.nz/page.asp?page=342>)



World Drowning Prevention Conference, Da Nang, 2011

