



This information pack provides you with a brief overview of three initiatives that aim to help Kiwis and international visitors to take responsibility for their own safety – by planning and preparing better for their land, snow, water, boating and air activities.

The AdventureSmart website, the Outdoor, Water and Boating Safety Codes and the Outdoors Intentions process are the result of a collaborative effort by New Zealand’s leading outdoor organisations and government agencies. They are endorsed by the New Zealand Search & Rescue Council, the New Zealand Mountain Safety Council, Coastguard New Zealand, Water Safety New Zealand, Surf Life Saving New Zealand, New Zealand Police, LandSAR, Department of Conservation and the Rescue Coordination Centre.

Media releases and associated images are available to download from: www.adventuresmart.org.nz/media

If you have any queries, or would like to obtain further comment or arrange an interview, please contact: info@adventuresmart.org.nz. Thank you for your support.

AdventureSmart Website

Be AdventureSmart • Advice to keep you safe

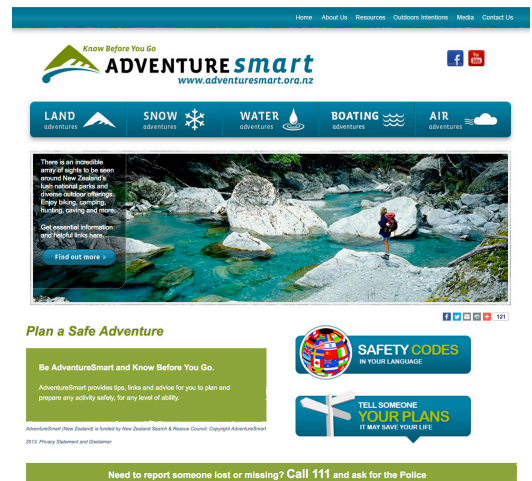
The AdventureSmart website is an online portal designed to provide Kiwis and international visitors with links to the relevant safety information and planning support, prior to engaging in land, snow, water, boating and air activities. The links are supported by the appropriate regulatory or association body, public land manager, or safety agency.

AdventureSmart has good advice for everyone, regardless of ability or experience, and houses the Outdoor, Water and Boating Safety Codes, and the Outdoors Intentions process.

The site is not designed to replace or compete with tourist information or listings.

AdventureSmart is funded by NZSAR Council.

www.adventuresmart.org.nz



Safety Codes

Know Before You Go • Outdoor, Water and Boating

Each code contains 4 or 5 simple and easy to remember rules. Each rule has been produced in consultation with relevant organisations within the sector they represent.

The rules are especially helpful to international visitors who may have little knowledge of New Zealand, but the advice is equally applicable to Kiwis, especially those trying a new activity or visiting an unfamiliar part of the country.

The three Safety Codes are designed to enable sector stakeholders to promote clear and consistent safety messages to visitors and residents alike and to prompt people to take responsibility for their own safety by planning and preparing ahead of the activity they choose to undertake.

www.adventuresmart.org.nz/resources/Safety-Codes





NZ Outdoors Intentions Process

Tell someone your plans • It may save your life

The New Zealand Outdoors Intentions process enables people going into the outdoors to leave details of their trip, plus a date and time that their trusted friend or family member should raise the alarm if they haven't returned.

There are 4 simple options that enable people to take responsibility for their own safety, which also assist search and rescue agencies if the alarm is raised.

Outdoors Intentions should be completed before heading out and sent to a trusted friend or family member by whichever option the person chooses.

www.adventuresmart.org.nz/outdoorsintentions

adventuresmart.org.nz

TELL SOMEONE YOUR PLANS

IT MAY SAVE YOUR LIFE

Safety is your responsibility to make sure you complete your 'Outdoor Intentions Form' before commencing your land-based recreational activity.

There are 4 simple ways you can complete the form, if you have not returned by the date and time specified, your trusted contact should raise the alarm.

Visit www.adventuresmart.org.nz and use the options listed below to raise.

- HARD COPY FORM**
Available to download from www.adventuresmart.org.nz
- EMAIL FORM**
Available to download from www.adventuresmart.org.nz
- ONLINE FORM**
Available to download from www.adventuresmart.org.nz
- ONLINE PROVIDER**
Available to download from www.adventuresmart.org.nz

ADVENTUREsmart

2016 MEDIA | PROMO DOWNLOADS

POSTERS

A series of posters have been created to promote AdventureSmart, the three Safety Codes and the Outdoors Intentions process.

All posters are high quality CMYK, 300 DPI, PDF documents which you can choose to print in A4 or A3.

They are available as free downloads, but please only print in colour.

Download from:

www.adventuresmart.org.nz/posters



PRINT ADVERTS

A series of print adverts are available to promote the AdventureSmart website and the Outdoors Intentions process. The downloadable posters of the three Safety Codes can also be used in print media.

Please assist us in promoting these valuable safety initiatives via the hard copy publications that your organisation produces such as magazines and newsletters.

All print adverts are high quality CMYK, 300 DPI, PDF documents and are available as free downloads by using the url below.

Download from:

www.adventuresmart.org.nz/resources/print-adverts



WEB BANNERS

You can assist us in promoting these valuable safety initiatives via your organisation(s) websites by choosing from a range of web banners that highlight the AdventureSmart website, the Outdoors Intentions process and the three Safety Codes.

These come in a variety of standard sizes, but all banners are RGB, 72DPI, JPEG files.

If you are able to email a link to info@adventuresmart.org.nz this would also be appreciated.

Download from:

www.adventuresmart.org.nz/banners



ARTICLES

A series of informative articles promoting the AdventureSmart website, the Outdoors Intentions process and the three Safety Codes are available to download and use.

The articles, which are suitable for a general audience, are in Word format to enable easy copy and pasting, and spokesperson details are included in each one.

Download from:

www.adventuresmart.org.nz/articles

