

SupportAdventure Website

Site and content management and development principles

Introduction

The SupportAdventure website hosts safety guidance information for the adventure tourism and outdoor commercial sector. It was developed in 2011 and is a result of recommendations from the 2009 government review of risk management and safety in the adventure and outdoor commercial sectors.

WorkSafe (previously the Department of Labour and then part of MBIE) contracted out development of the site, its safety information, and management to Tourism Industry Aotearoa (TIA). The contract included an expectation of support from Outdoors New Zealand (OutdoorsNZ). These associations represented members in the two key parts of the adventure tourism and outdoor commercial sector – adventure tourism and outdoor education/instruction. The site content was developed in consultation with the sector and other experts.

This document was developed to provide guidance for the site manager to ensure that the site continues to meet its purpose (see below). The principles in this document were trialled for six months during 2013 and 2014 and agreed in consultation with the sector.

This document was updated in 2018 to reflect that representation of the outdoor education and instruction part of the adventure activity sector has shifted from OutdoorsNZ to the Recreation Aotearoa (RA). The site is now co-managed and resourced under an MOU between TIA, RA, and the Register for Outdoor Safety Auditors (ROSA).

ROSA refreshed the website in 2024.

Purpose

The purpose of the SupportAdventure site is to support adventure tourism and commercial outdoor recreation operators to manage safety by:

- Being from and for the adventure and outdoor sector and driven by primary stakeholders.
- Promoting a 'safety community' with a culture of sharing safety information.
- Providing the central place from which new and existing operators can share their safety information and source current sector safety information, or be directed to other locations where safety information is current and accessible.
- Generating a regular electronic newsletter (the SupportAdventure newsletter) to inform operators of sector safety information and safety initiatives.

It has a specific focus on guidance for:

- Developing and maintaining safety management systems and plans.
- Activity specific good practice.
- Regulatory safety requirements – particularly the Adventure Activity Regulations 2023.

Principles

- The primary audience is adventure tourism and commercial outdoor recreation operators.
- Site information will focus on supporting sector safety needs.
- Site safety guidance information will be developed in consultation with the sector.
- Information on the site and the newsletter will be freely available.
- The site content and newsletter database is the property of the adventure tourism and commercial outdoor recreation sector and therefore may not be owned by any individual, association, or organisation.
- The site will hold current good practice safety information, particularly information associated with safety management systems, activity-specific safety guidance, and relevant legislation.
- The site and newsletter will promote relevant existing safety information held elsewhere.
- The site and newsletter will not promote or host commercial initiatives.

Guidelines for applying the principles

Site management

Responsibilities for site management and resourcing are shared by TIA, RA, and ROSA under an MOU. The term 'site manager' in this document applies to whichever of those organisations has the associated responsibility under the MOU.

Branding

The site must be branded as the sector's site, aimed at operators and focused on safety. To ensure this is the case:

- The site will be branded with the SupportAdventure logo.
- Secondary logos may include the organisation managing the site, the primary sector associations for adventure tourism and outdoor recreation* and relevant government bodies.

* Currently, the primary sector associations are Tourism Industry Aotearoa and Recreation Aotearoa.

Maintaining site currency

- The site manager will actively seek information and feedback to ensure the site is current.
- The site manager will actively encourage stakeholder groups to seek information and feedback to ensure the site is current.
- The site manager will update the site and maintain records of site development.

More than minor changes

- The change proposer will present information to the site manager and primary stakeholder associations: the proposed change, any risk or benefits of making the change, and the source of the proposed change, eg a provider suggestion or information from workshops.
- The recipients of the proposed changes will respond with agreement or other suggestions. If the

parties cannot agree, the proposal will go to WorkSafe for final resolution.

- Once a proposal is agreed, broader sector consultation should be considered.

SupportAdventure newsletter and database

- The SupportAdventure newsletter will inform operators of sector safety information, initiatives, and associated opportunities for involvement.
- The newsletter will be written and published by the site manager.
- The site manager and the primary sector associations for adventure tourism and outdoor recreation will jointly coordinate and agree to the newsletter content.
- The sector will be invited to contribute to the newsletter, as will relevant regulators including WorkSafe, Maritime, and Civil Aviation Authority.
- The newsletter will be published regularly and ideally every six weeks.
- The newsletter will be published as a Newsflash if an urgent need to release safety information arises between scheduled publication dates.
- The newsletter database is 'owned' by the website and therefore is administered by the site manager.
- The newsletter database will only be used for the purpose of distributing the newsletter and is subject to privacy legislation.
- People may sign up to the newsletter via the SupportAdventure website or the site manager.

Activity specific guidance

Activity specific guidance will be published on the website only if it's developed according to the Activity Safety Guidelines (ASG) principles and development process.