

Outdoor Safety Code Campaign

Winter 2020

As New Zealanders take advantage of the amazing tourism and outdoor experiences in their backyard, it's important to make sure that those heading into the wilderness are well prepared.

To help keep kiwis safe in the outdoors this winter, organisations across the tourism and safety industries are promoting the Outdoor Safety Code.

The Outdoor Safety Code, compiled by organisations across the safety and rescue industry, is the best messaging tool for outdoors safety preparation.

The Outdoor Safety Code key messages:

- Plan your trip
- Tell someone
- Be aware of the weather
- Know your limits
- Take sufficient supplies

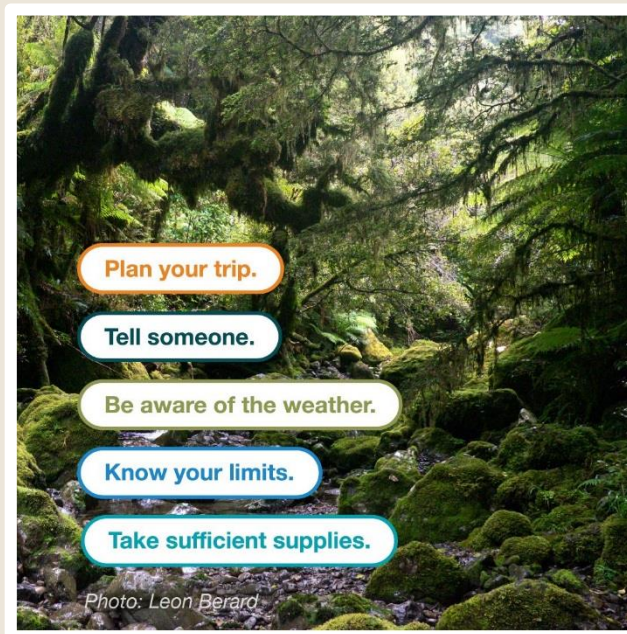
How can you support?

Help keep your staff and customers safe in the outdoors this winter.

There is a suite of sharable assets **available here** for you to share through your networks to promote the Outdoor Safety Code. These include static images and GIFs.

Either share an image for each message in the code, or a single image with all five messages – it's up to you!

Don't forget to send people to adventuresmart.nz for more information.



At a glance

The Outdoor Safety Code contains five key messages to help people prepare themselves for the outdoors.

These longstanding messages have been compiled in partnership with organisations across the safety and rescue industry.

As New Zealand increases its promotion of domestic tourism via 'Do something new, New Zealand', it is important to ensure we are keeping kiwis safe.

Share the Outdoor Safety Code assets and messages through your networks to help ensure your staff, customers, and followers are prepared to for the great outdoors.

Assets available here:
bit.ly/3gdbpYHO