

Ref: 5141/2009

Ms Kylie Keating
Coroners Registrar
Coroners Court of Victoria
Level 1 436 Lonsdale St
Melbourne VIC 3000

Dear Ms Keating

**RECOMMENDATION IN THE MATTER OF THE FINDING INTO DEATH WITHOUT
INQUEST OF GORDON WRIGHT (Court Ref: 5141/2009)**

Thank you for your correspondence dated 8 April 2010.

The Coroner's recommendation in relation to the death of Mr Gordon Edward Wright on 18 November 2009 was that:

Marine Safety Victoria are encouraged to:

- a) ascertain which sections of the boating community are resisting the wearing of life jackets; and*
- b) target some form of advertising campaign to get them to change their habits.*

Please find enclosed Marine Safety Victoria's (MSV) response to this recommendation.

Statement of Action

MSV has in the past conducted various studies and campaigns aimed at understanding this issue, and influencing people to change their habits in regard to the wearing of Personal Flotation Devices (PFDs).

These studies and campaigns have included:

- The Summer Safety Campaign;
- Victorian boat shows;
- The Boat Smart Program for secondary School students;
- A Seminar Series;
- The Summer Safety Education Officers Program;
- Marine Quest;
- Chisholm TAFE Safety Maintenance Course;
- MSV Educational publications that include PFD information; and
- Information on MSV website www.marinesafety.vic.gov.au
(see Appendix 1).

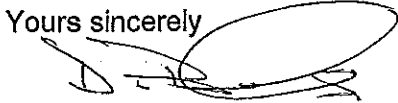
MSV has also initiated a response to both components of this Coronial recommendation which will incorporate work currently being undertaken by MSV.

The deliverables for this include:

- Development and distribution of a survey to collect data about PFD usage;
- ongoing development of education and communication campaigns;
- marketing / communication campaigns; and
- A pre and post observational study about PFDs (see Appendix 2).

I trust that this information satisfies your request for a response to this recommendation under the Victorian Coroners Act 2008 (section 72(3) and 72(4)). We are happy to discuss marine safety issues with you and your colleagues and to provide any further assistance that we can to further improve marine safety.

Yours sincerely



DI BATES
Director of Marine Safety

7 / 7/2010

Appendix 1

MSV Educational Program

Educational Program	Audience/Detail	Date Implemented	Attachment
1 Summer Safety Campaign	This marine safety educational campaign was conducted across Victoria waterways incorporating media and press. Initiatives delivered were: • Roaming mobile billboards from NSW border through to Portland over a period of 2 months encouraging PFD usage. • Radio advertisements on 3AW encouraging PFD usage. • Television – Channel 31 • Metropolitan and regional press incorporating Herald Sun and Regional newspapers encouraging PFD usage.	19 December 2009 – mid February 2010	1
2 Victorian Boat Shows	There are three shows per year: • The winter boat show • The 4x4 show • The summer boat show	July (each year) September/October (each year) January/February (each year)	2
3 Boat Smart Program for Secondary School Students	This program was designed to promote generational change by instilling a boating safety culture in potential and active young boaters in Victoria.	May 2008 to September 2009	

Educational Program	Audience/Detail	Date Implemented	Attachment
	The Program consisted of a two day theoretical and one day practical on-water component. A total of 938 students went through the program.		
4 Seminar Series Seminar topics: • Navigation • Vessel Maintenance • Weather Interpretation • Hazards on Inland Waterways • Fire on Houseboats	MSV personnel in conjunction with subject matter experts delivered 30 seminars at 16 locations across the state with an estimated 1260 boaters attending. (Information also covers PFD regulations). <i>Outcomes:</i> Based on results compiled from feedback forms completed by all attendees of the seminars and feedback from external stakeholders, it is understood that the Seminar Series has attained a good level of recognition in the boating sector. Specifically, it has raised the level of awareness amongst boaters in respect of MSV's role in the recreational boating community, in addition to significant boating issues. The feedback forms suggest that: 1. 95 % of respondents indicated that they gained useful information from the seminar they attended that would contribute to their safety on the water. 2. A similar number indicated that they would attend another boating safety seminar.	2009- 2010	

Educational Program	Audience/Detail	Date Implemented	Attachment
	3. The audience consists almost entirely of active recreational boat operators and so it is seen as a highly effective way of interacting with these stakeholders. 4. The main topics of interest for additional seminars are: • More on maintenance (including larger vessels, namely wet berthed cruisers powered by diesel engines) • Marine radio and emergency procedures • Use of electronic aids such as radar, GPS and chart plotters • General boat handling The Seminar Series also received exposure in local and community print media, most notably in the regional areas of Portland, Warrnambool, Lakes Entrance and Paynesville.		
5 The Summer Safety Education Officers Program	Summer Safety Education Officers (SSEO's) spoke with 2,769 members of the public. Their key messages were wearing of PFDs and heightened risk	December 2009 – April 2010	
6 Marine Quest	Online digital learning game for primary school students The device enables the student to embark on a journey of trip preparation and is provided the opportunity to skipper their vessel of choice to make their way to the selected destination.	To be available in July 2010	

Educational Program	Audience/Detail	Date Implemented	Attachment
	During this journey, the user's knowledge and skills will be tested in order to arrive alive at their chosen destination. The user selects a boating activity and a waterway and a mentor character will feature to work with the user guiding them through the experience by providing instructional information about how to proceed and prompting the user when incorrect decisions have been made. Additional teacher resources and learning materials will support the digital learning object and will be built into the primary school's curriculum.		
7 Chisholm TAFE Safety Maintenance course	Short course developed for small boat owners/operators and provides a better understanding of the mechanical and maintenance of vessels and its associated equipment. The course has been specifically designed to impart awareness for the need for regular professional servicing and maintenance of mechanical equipment.	Planning commenced in December 2009. Chisholm TAFE has developed content for the course and anticipates delivery in the 2010-11 financial year.	
8 MSV educational publications that include PFD information			3

Appendix 2

MSV Deliverables

	Deliverable	Audience/ Detail	Date implemented	Attachment
1	A survey has been developed to collect data about PFD usage to be distributed to the boating community at the BIA Boat Show and various stakeholder forums. Note: <i>This deliverable relates to part a) of the Coronial recommendation</i>	The Winter Boat Show allows MSV to engage with approximately 30,000 visitors to the MSV exhibit area over a period of five days. 881 visitors completed this survey.	1 July 2010 – 5 July 2010	4 (copy of survey)
2	Ongoing development of education and communication campaigns aimed at increasing awareness of the need to wear PFDs and the definition of 'heightened risk'. Note: <i>This deliverable relates to part b) of the Coronial recommendation</i>	'Life Jackets Save Lives' Campaign through advertising in such publications as Fishing Monthly, Fishing Lines and the BIA Winter Boat Show (Update of Summer Safety Campaign)	May and June 2010	

	Deliverable	Audience/ Detail	Date implemented	Attachment
3	Marketing/ Communications Campaign to deliver key boating safety educational messages including the importance of wearing PFDs Note: <i>This deliverable relates to part b) of the Coronial recommendation</i>	Utilising existing communication tools, such as recreational boating newsletters, registration and licensing renewal mail outs and radio to deliver key safety messages about the importance of wearing PFDs. In addition, road-side signage and banners will be displayed in key traffic corridors to boating destinations during peak summer boating months.	July 2010 - ongoing	
4	Study conducted by Monash University Accident Research Centre (MUARC) Note: <i>This deliverable relates to part a) of the Coronial recommendation</i>	Evaluation of the effectiveness of the 2005 Victorian Personal Floatation Device (PFD) wear regulations: A pre and post observational study. Study conducted in 2005 and during 2006-7 boating seasons. Published in July 2007. This study was commissioned by Marine Safety Victoria and conducted by MUARC.	July 2007	5
5	Proposed study Note: <i>This deliverable relates to part a) of the Coronial recommendation</i>	Marine Safety Victoria is currently considering commissioning a further observational study in relation to PFD usage.	2010 - 2011	