



Report **03.470**
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Committee **Environment**
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Report on marketing of hazards and emergency management information

1. Purpose

To inform the Committee of the hazard/emergency management marketing and communication strategies undertaken by Greater Wellington in 2002 – 2003.

2. Background

A communications and marketing strategy for hazards and emergency management information was developed in 2001. This strategy is now being implemented by both the Emergency Management Department and the Hazard Analyst of the Resource Policy Department.

3. Discussion

Hazard Fact Sheets

Hazard fact sheets have been prepared to outline the hazards that we face in the Wellington Region in the event of an emergency. These fact sheets provide valuable information, enabling communities and organisations to be better prepared in the event of an emergency.

This year four additional fact sheets were added to the existing series. The series now covers:

- earthquakes
- landslides
- hazardous substances
- petroleum hazards
- tsunami
- wildfire
- meteorological hazards

- climate change
- flooding

Additional fact sheets for flooding in the Hutt Valley and Kapiti are currently being developed.

The sheets appear to be very popular with schools, students and members of the public requesting hazard information.

Yellow Pages

Greater Wellington continues to fund the emergency management information in the back of the Yellow Pages.

This year this information was rebranded with the new GWRC look and the content updated. Additional information outlining the importance of storing emergency water was added.

Hazard awareness week

During the week of International Disaster Reduction day (October 13 2002), an awareness campaign focusing on commuters and businesses was undertaken.

Promotional materials asked, ‘What will you do if you can’t get home tonight?’

These materials were posted on buses and trains in the Region and people arriving at the central bus and rail stations were provided with information on how to prepare for an emergency when they may not be able to return home immediately.

Selected businesses and business associations were sent a brochure asking, “Will your business survive a shake up?”

These materials offered advice on how businesses should prepare their staff and facilities for emergencies.

The Emergency Management Department staff delivered a large number of presentations on this theme to business groups.

The Council’s radio slots were used during this week to promote emergency preparedness.

Website

The hazards and emergency management WebPages of the Greater Wellington website have been added to this year when new reports have been received and education material developed.

The hazard fact sheets, posters, earthquake maps and emergency management brochures are all available on the site.

Public Enquiries

A steady number of public enquiries and requests for information were received through the year. These were responded to promptly and the information requested was provided. Where we were not the most appropriate agency to provide the information a referral was made.

Public enquiries were received from schools, residents, consultancy organisations, businesses and volunteer organisations.

Our most commonly requested resources are our earthquake hazard maps, and our hazard fact sheets.

Rural Fire Awareness Information

The Emergency Management Officer served as chair of the regional fire safety and promotion sub-committee for rural fire.

The summer 2002-2003 summer was long and dry and a total fire ban was put in place. Radio and print advertising was used to communicate that fires were not allowed in rural areas.

The Emergency Management Officer arranged fire safety displays at community events and at the National Farm Forestry Conference. Over 500 people were provided with information through these events.

A joint Rural Fire Management Committee comprising Kapiti Coast District Council, Porirua City Council, Wellington City Council, Hutt City Council, Upper Hutt City Council, Greater Wellington and Department of Conservation fund these rural fire awareness activities.

Newspaper coverage

Greater Wellington initiated significant newspaper coverage of hazards and emergency management issues this year. These included promotions around hazard awareness week in October 2002, and around the formation of the CDEM Group in May 2003. The issue of emergency water supply also received media attention.

Presentations

The Emergency Management Department is requested to do numerous talks to community groups about the hazards in the Wellington region and how they can be prepared. This year presentations were made to school groups, early childhood teachers, businesses and community organisations (e.g. Rotary, Lions, etc).

Presentations have also been completed at conferences for emergency management, business continuity, and hazard management.

Stakeholder needs analysis project

The outcomes and recommendations of this project were covered in Report 03.294. The study showed that the quality of our information was good and it was well received. Unfortunately, it also showed that few people were aware of the full range of information that is available.

The communication and marketing activities planned for 2004-2005 will take into account the lessons learned from the stakeholder needs study.

Internal marketing

A number of Greater Wellington's "Coast to Coast" articles have covered the activities of the Emergency Management Department (e.g. Australian fires, Mission to Palestine, etc)

4. Future issues

The Civil Defence Emergency Management Group for the Wellington Region has been formed.

One of the opportunities arising from the formation of this group is to pull together the communication activities of the regions TA's and emergency services to become more consistent and efficiently delivered.

It is likely that Greater Wellington will have a role to play in facilitating this process through the activities of the Group Emergency Management Office.

5. Communication

As "communication" is the subject of this report, no further communication is necessary.

6. Recommendation

That the committee:

- 1. receive the report;*
- 2. note the contents.*

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