



caring about you & your environment

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Report to the Environment Committee
from Debbie Cunningham, Emergency Management Officer

Marketing of Emergency Management and Hazards Information

1. Purpose

To report the emergency management and hazards marketing activities for the year ended December 2000.

2. Background

A number of strategies were used in 2000 to communicate and market the information WRC holds about hazards and emergency preparedness.

3. Activities

3.1 *Yellow Pages*

The content of the emergency information at the back of the Yellow Pages was revised this year. Input was gained from all local authorities in the Region as well as the Emergency Services, EQC and this insurance industry. The information now covers the Four Rs of Emergency Management: reduction of risk; readiness; response; and recovery. The information is generic and is applicable to all types of emergency events. The first aid page was retained and updated after consultation with the New Zealand Resuscitation Council.

A number of other Regional Councils in the country are interested in including this information in their Yellow Pages. Telecom Yellow Pages are in agreement with this and would continue to provide the pages at a heavily reduced rate. Discussions are continuing between Telecom Yellow pages and other Regional Councils.

3.2 *Poster*

To support the introduction of the new Yellow Pages information a poster was designed and printed. The main message of the poster is to read your Yellow Pages and to be prepared. Telecom Yellow Pages are interested in contributing to the cost of this poster should nation wide coverage be achieved.

On 7 December 2000 the poster was distributed to a number of locations around the region through a number of organisations. The local authorities are also using the poster in their awareness programmes.

3.3 *Internal Marketing*

A pin board opposite the RCC cafeteria, with all earthquakes greater than magnitude 4.0 was maintained last year. Feedback from staff was excellent and the record of felt earthquakes was often eagerly awaited.

A number of Coast to Coast articles detailed the activities of the Emergency Management Department.

3.4 *Joint ventures*

The Hutt City Council used our hazard maps as part of a series of newspaper features on hazards in the Hutt Valley. Many requests for hazard maps were received following this publication.

Kapiti Coast District Council ran a newspaper feature including our combined earthquake hazard map and the poster. The campaign was very successful.

Regular meetings focussing on joint publicity efforts have been held throughout the year with Emergency Managers from local authorities. The Manager, Emergency Management, also served on the EQC publicity working group.

3.5 *Website*

The content of the website did not change substantially this year. It continues to be an excellent way of distributing our hazard maps. A number of customers have been happy to view the maps free of charge on our website rather than have a hard copy.

3.6 *Newspaper coverage*

An article in Elements highlighted the earthquake risk in Wellington and advertised the Council's Earthquake Hazard Maps. A number of requests for information were received following publication.

When the Mobile headquarters was relocated to Trentham in July 2000, an article was written by the Upper Hutt Leader which outlined the hazards in Upper Hutt and why our Mobile HQ was there.

3.7 *Public Enquiries*

A steady number of public enquiries and requests for information were received through the year. These were responded to promptly and good quality information was given. 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.

3.8 *Rural Fire Awareness Information*

Debbie Cunningham, Emergency Management Officer, was involved in disseminating information about the rural fire risk in the western Wellington Region. From September 2000 she served as chair of a regional publicity committee for rural fire information.

One of the outputs of the rural fire publicity campaign was that brochures were sent to over 2500 recreational users of rural land, farmers in rural areas, and residents of urban/rural fringe areas. Joint ventures with the New Zealand Fire Service were also utilised to disseminate information about rural fire risk.

3.9 *Communications and Marketing Strategy development (November 2000 – Present)*

A strategy for communicating and marketing the hazard and emergency management information held by the Council is in the process of being developed. The strategy defines communication issues and opportunities to be resolved and outlines policies and guidelines for marketing and communicating our information. The strategy will be for a period of five years from its implementation in 2001.

The strategy will guide the actions of staff in the Emergency Management Department, the Resource Policy Department and the Wairarapa Emergency Management section leader. The strategy is being developed with input from each of these Departments.

3.10 *Hazard Research Communication*

On completion of the 2000 Petroleum Storage study, we presented the research findings to the Emergency Managers of the Region.

College of Education

The Wellington College of Education requested the assistance of the Emergency Management Department to educate a class of primary school teachers so that they, in turn, could educate around eight classes of primary school children. These children designed and made containers to hold their survival supplies in the classroom.

Early Childhood Teachers

We outlined the hazards of the Region to a group of around 40 early childhood teachers as part of a workshop designed to help them with their emergency planning.

4. Recommendation

That the report be received and the contents noted.

Report prepared by:

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