

**Report**                **03.643**  
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**Committee**        **CDEM Group**  
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## **Communication Plan**

### **1. Purpose**

To advise members of the CDEM Group about progress with the development of a Communications Plan.

### **2. Background**

Communications will form a major aspect of the implementation of the CDEM Plan and the ongoing management of Civil Defence Emergency Management in the Region. This will include various aspects of communication:

- Consultation on the CDEM Plan
- Public Education
- Public Information Management (during response and recovery)
- Media opportunities to promote the CDEM Group
- Branding

The above requires a robust plan to ensure control of key messages and compliance with legislative requirements, particularly in the areas of consultation and public information management.

The Co-ordinating Executive Group (CEG) requested the development of a Communications Plan to cover the above aspects.

### **3. Progress to date**

A broad structure has been developed (Appendix A) which will form the basis of the Communications Plan. Aspects of the Communications Plan will be developed during the CDEM Plan process, particularly in the area of consultation and public information management during response and recovery. Other projects currently underway will also have a public education component, e.g. Commuter Project, and will therefore form part of the overall Communications Plan.

#### **4. Media Spokespersons**

At its meeting on 13 October 2003, the CEG recommended that Mayor Wayne Guppy and Roger Blakeley be nominated as spokespersons on CDEM Group matters and that communications advisors at each Local Authority be advised.

#### **5. Branding**

The key priority is to develop a 'brand', which can be used immediately to identify the CDEM Group and related work. Examples where this is of immediate need are:

- Written communications from the CDEM Group, internally and externally. A letterhead is required for the Chair of the CDEM Group, the Chair of the CEG and the GEMO when communicating within and external to the Local Authorities. This is now particularly important for the GEMO during the CDEM Group Plan process.
- Various types of training material (school packs, emergency response training, etc.) has been developed by councils and now agreed as regional resources. Some of this material is due for reprint and a CDEM Group logo is required.

It is believed that a key benefit of the CDEM Group is the potential to produce generic public education resources. Presently all Local Authorities produce publications of one form or another, with many duplicating the same messages. A suite of CDEM Group publications for the region would ensure consistency of message and branding as well as rationalising expenditure.

At its meeting of 13 October, the CEG considered a number of options to develop a 'brand' (major branding campaign through a recognised marketing organisation, brand 'logo' development by a specialist marketing organisation, or development in house - WCC and GW have some internal capability). After consideration of various funding options, the CEG decided to approve a maximum expenditure of \$10,000 for the development of a brand 'logo' by a specialist marketing organisation. This will be funded by members of the CDEM Group on a pro rata basis according to population.

A project brief, which incorporates the objectives and guiding principles of the CDEM Group, has been prepared to progress the approved option. Brand 'logo' designs may be available for this meeting.

## **6. Recommendation**

- 1. That the report be received and the contents noted.*
- 2. That Mayor Guppy and Roger Blakeley be appointed as media spokespersons for CDEM Group matters.*
- 3. That the CDEM Group ratify the CEG's decision to develop a CDEM Group brand.*

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