

Report 12.102
Date 12 March 2012
File Z/01/04/19

Committee CDEM Group
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New Zealand ShakeOut

1. Purpose

To inform the Wellington region CDEM Group (Joint Committee) about the New Zealand ShakeOut exercise.

2. Background

New Zealand ShakeOut is a national, multi-agency exercise led by Ministry of Civil Defence and Emergency Management (MCDEM).

The exercise is not a traditional 'operational' exercise. New Zealand ShakeOut is a public education exercise that promotes earthquake discussion, awareness and planning. It is the first of its kind in New Zealand.

The exercise is based on the Southern California 'ShakeOut' model and consists of a range of events and activities over 'Get Ready Week' (23-29 September 2012). The exercise highlight is a nationwide public participating 'Drop, Cover and Hold' drill at 9:26am on 26 September 2012.

The aim of New Zealand ShakeOut is: *'Everyone who participates in New Zealand ShakeOut is better prepared to 'Get Thru' an earthquake'.*

The objectives are:

- *People throughout New Zealand understand the right actions to take in an earthquake.*
- *To promote earthquake planning and discussion by individuals, families and organisations in the lead up to 26 September 2012.*
- *To have one million people participate in the 'drop, cover and hold' drill at 9:26am on 26 September 2012.*
- *To provide targeted resources and activities enabling varying levels of participation.*

A multi-agency National Planning Team is responsible for the planning and delivery of the exercise. This team consists of four CDEM Group representatives, of which one is from the Wellington CDEM Group.

3. Regional Planning Team

A regional planning team has been established to deliver and maximise the impact of New Zealand ShakeOut in the Wellington region.

Given the nature of the exercise, the regional Public Education Working Group has become the regional planning team. Members of the team are shown below:

Brett Sangster	<i>Communications / Marketing Strategy</i>
Craig Hamilton	<i>Exercise Coordinator National Planning Team CDEM representative</i>
Dan Neely	<i>Communications / Marketing Strategy (Social Media) Engagement Strategy</i>
Jessica Hare	<i>Communications / Marketing Strategy (Lead)</i>
Jo Milne	<i>Engagement Strategy Post Exercise Engagement Strategy (Lead)</i>
Kathryn Nankivell	<i>Engagement Strategy (Lead)</i>
Kerry McSaveney	<i>Communications / Marketing Strategy Post Exercise Engagement Strategy</i>
Peter Walker	<i>Engagement Strategy</i>

4. Regional aim and objectives

The regional exercise aim is:

Everyone who participates in New Zealand Shakeout, in the Wellington region, is better prepared to 'Get Thru' an earthquake.

The regional exercise objectives are:

- *People throughout the Wellington region understand the right actions to take in and after an earthquake.*
- *To promote earthquake planning and discussion in the lead up to 26 September 2012.*
- *To have 110,000 people participate in the 'drop, cover and hold' drill at 9:26am on 26 September 2012.*
- *To provide targeted resources and activities enabling varying levels of participation.*

Note: The third objective is a quarter of the Wellington regions population* and a consistent proportion to the national exercise objective of one million.

The following work has also been completed by the regional planning team:

- Established a Terms of Reference for the team.
- Identified the target audience.
- Identified, established and assigned resource to planning work streams.
- Determined and supplied the resources for the regional component of the New Zealand ShakeOut website.

5. Next steps

The next phase of planning will cover:

- Development of a communications / marketing strategy that sets out how an array of media tools and resources will be used to promote the exercise in the region. This will also include identifying additional resources that would add value to the campaign, subject to funding approval.

Provision has been made in the budget to cover approved exercise expenses.

This strategy will align with the national communications and marketing strategy, which has yet to be developed.

- Development of an engagement strategy that sets out how the exercise will be delivered across the region, both in the build up to, and on 26 September. This strategy will take into account the various target audiences, localised needs and resources, and a number of participation levels.
- Development of a post exercise engagement strategy that sets out how the information, feedback and comments from participants will be collated, analysed and used to inform future public education activities in the region.

* Population of Wellington region 448,956 based on 2006 Census data (Source: Statistics New Zealand)

6. Recommendation

That the Wellington region CDEM Group:

1. ***Receives the report***
2. ***Notes the content of the report***
3. ***Supports the approach.***

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