

Executive summary

This report reviews the performance and achievements of the Taranaki Civil Defence Emergency Management Group (CDEM Group) on its emergency management functions as set out in the Taranaki CDEM Group Business Plan for the 2005/2006 year (Group Plan).

The key foci for the Taranaki Emergency Management Office during the 2005/2006 year were the execution of the first Group exercise, Exercise Taniwha 2005, and the development of a Pandemic Influenza Strategy for Taranaki.

Set out below is a summary of the main emergency management activities carried out by the CDEM Group in 2005/2006:

- The regular convening of the Civil Defence Emergency Management Group and the Co-ordinating Executive Group to oversee the implementation of the Group Plan.
- The advisory groups continued to meet throughout the year to provide input into the CDEM Group Plan process, and to provide support and specialist expertise across the 4 R's.
- The model of a single regional structure for the organisation and implementation of civil defence emergency management in Taranaki was continued.

Emergency Management staff:

- Responded to a total of 37 warnings and test messages.
- Conducted 30 training courses with 284 attendees.
- Delivered awareness programmes to 21 community groups = 667 persons.



Members of the welfare assessment team discussing flight plans for Exercise Taniwha

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1. Introduction

1.1 Purpose

This report reviews the Taranaki Civil Defence Emergency Management Group's performance and achievements against the CDEM Group Business Plan 2005-2006.

1.2 Background

Civil Defence Emergency Management (CDEM) involves the application of knowledge, measures, and practices to ensure the safety and well-being of the public and the protection of property. It includes planning and preparation for emergencies, as well as response and recovery in the event of an emergency.

In response to recent changes to legislation (under the Civil Defence Emergency Management Act 2002), an *all hazards* approach to emergency management is now required in New Zealand. The Taranaki Regional Council is the administering authority of the Taranaki CDEM Group. The Council also provides additional support for emergency management through flood reduction activities (i.e. prevention measures), land management advice and assistance, hydrological services (e.g. wind and rainfall monitoring), policy and planning services through the co-ordinated delivery of a CDEM Group Plan, and administration/financial support to the Taranaki CDEM Group.

The Taranaki Regional Council's Emergency Management Office is involved in the day to day administration, recruiting and training of staff across the region, to enable a response at short notice. During the year, the Emergency Management Office continued the development of a single group model for the delivery of CDEM functions throughout Taranaki. The single Taranaki emergency response arrangements were formalised with the approval of the Taranaki Civil Defence Emergency Management Group Plan on 23 November 2004.

1.3 Functions of the CDEM Group

These functions are defined in the Civil Defence Emergency Management Act 2002. A Civil Defence Emergency Management group must:

1. In relation to relevant hazards and risks:
 - Identify, assess and manage those hazards and risks
 - Consult and communicate about risks
 - Identify and implement cost effective risk reduction
2. Take all steps necessary on an on-going basis to maintain and provide, or to arrange the provision of, or to otherwise make available trained and competent personnel, including volunteers, and an appropriate organisation structure for those personnel, for effective civil defence emergency management in its area.
3. Take all steps necessary on an on-going basis to maintain and provide, or to arrange the provision of, or otherwise make available materials services, information, and any other resources for effective civil defence emergency management in its area.

4. Respond to and manage the adverse effects of emergencies in its area.
5. Carry out recovery activities
6. When requested, assist other Groups in the implementation of civil defence emergency management in their areas, (having regard to the competing civil defence emergency management demands within the Group's own area and any other requests for assistance from other Groups)
7. Within its area, promote and raise public awareness of, and compliance with, the Civil Defence Emergency Management Act 2002 and legislative provisions relevant to the purpose of the Act.
8. Monitor and report on compliance within its area with the Civil Defence Emergency Management Act 2002 and legislative provisions relevant to the purpose of the Act.
9. Develop, approve, implement, and monitor a civil defence emergency management group plan and regularly review the plan.
10. Participate in the development of the national civil defence emergency management strategy and the national civil defence emergency management plan.
11. Promote civil defence emergency management in its area that is consistent with the purposes of the Civil Defence Emergency Management Act 2002.

1.4 Goals of the CDEM Group

The goals of Taranaki's CDEM Group as set out in the Taranaki CDEM Group Business Plan 2005 – 2006 are as follows:

1. To increase community awareness, understanding and participation in civil defence emergency management.
2. To reduce the risks from hazards in Taranaki.
3. To enhance Taranaki's capability to manage emergencies.
4. To enhance Taranaki's capabilities to recover from disasters.

2. Report on progress

2.1 Civil Defence Emergency Management Group

To increase community awareness, understanding and participation in civil defence emergency management.

The Civil Defence Emergency Management Group is established under the Civil Defence Emergency Management Act 2002 and the Local Government Act 2002.

Members of the Civil Defence Emergency Management Group in 2005/2006:

- Cr Roger Maxwell (Chair) Taranaki Regional Council
- Cr Lynn Bublitz New Plymouth District Council
- His Worship Brian Jeffares Stratford District Council
- Her Worship Mary Bourke South Taranaki District Council

The CDEM Group met regularly throughout the year to establish themselves in their role and to carry out their functions under the Civil Defence Emergency Management Act 2002.

The key foci during the 2005/2006 year were the execution of the first Group exercise – Exercise Taniwha 2005 and the development of a Pandemic Influenza Strategy for Taranaki.

Members of the CDEM Group also ratified the 2006/2007 CDEM Business Plan, including funding arrangements for the CDEM Group and the Business Plan.

2.2 Coordinating Executive Group

To increase community awareness, understanding and participation in civil defence emergency management.

The Co-ordinating Executive Group (CEG) provides specialist advice to the CDEM Group; implements the decisions of the CDEM Group; and oversees the development, implementation, maintenance, monitoring and evaluation of the CDEM Group Plan.

The CEG consists of representatives from the:

- New Plymouth District Council
- Stratford District Council
- South Taranaki District Council
- Taranaki Regional Council
- NZ Police
- NZ Fire Service
- Taranaki District Health Board
- Ministry of CDEM
- Lifelines Advisory Group
- Welfare Advisory Group
- Rural Advisory Group

- An Iwi Advisor
- The Group Controller

The Coordinating Executive Group met regularly throughout the year to establish themselves in their role and to provide specialist advice to the CDEM Group; implement the decisions of the CDEM Group; and to oversee the development, implementation, maintenance, monitoring and evaluation of the CDEM Group Plan.

2.3 Advisory Groups

To increase community awareness, understanding and participation in civil defence emergency management.

There are six advisory groups that provide support and specialist expertise across the 4 R's or reduction, readiness, response and recovery to the Co-ordinating Executive Group and CDEM Group as follows:

- Hazardous Substances Technical Liaison Committee (HSTLC)
- Rural Advisory Group (RAG)
- Welfare Advisory Group (WAG)
- Lifelines Advisory Group (LAG)
- Egmont Volcano Advisory Group (EVAG)
- Health Advisory Group (HAG)

All advisory groups met during the year. The typical meeting schedule was suspended during the second half of the year for some groups to enable participants to focus on pandemic influenza planning.

A Pandemic Influenza Planning Group (PIPG) was formed to oversee the development and co-ordination of the strategic approach to pandemic influenza in Taranaki. Associated with the PIPG was the development of a number of working groups to address specific functional areas for pandemic planning. The majority of these groups were administered by the Emergency Management Office:

- Border
- Law order and emergency services
- Welfare and community logistics
- Workforce and economy
- Transport
- Water and waste
- Communications
- Energy
- Co-ordination
- Animals and rural
- Education
- Public education
- Health (TDHB administered)
- Community Based Assessment Centres (TDHB administered)
- Pandemic mortality (TDHB administered)

The Egmont Volcano Advisory Group met in August 2005 to consider the yearly data report on the Taranaki Seismic Monitoring network and to provide volcanic advice to the Taranaki CDEM Group.

The Hazardous Substances Technical Liaison Committee (HSTLC), administered by the Taranaki Emergency Management Office and chaired by the NZ Fire Service, continued to meet throughout the year.

An informal Training Advisory Group was also established comprising representatives from NZ Police, NZ Fire Service, Taranaki District Health Board, NZ Red Cross and the Emergency Management Office. This group evolved out of the Co-ordinated Incident Management System training team.

2.4 Planning

2.4.1 Pandemic Planning Project

To reduce the risks from hazards in Taranaki

Clarity was sought from the sector on potential impacts of pandemic influenza and the response by the Taranaki CDEM Group. The project began in December 2005 with a wide range of agencies invited to a pandemic breakfast. The basic outline for planning was adopted by the sector. Meetings were held on a sectoral basis to discuss the implications of pandemic influenza on Taranaki and to outline potential responses within Taranaki. The Taranaki CDEM Group Pandemic Influenza Strategy for Taranaki is the product of these meetings. The Strategy has also been developed in a manner consistent with current national level planning. The draft Strategy is to be submitted to the CEG in August 2006.

In conjunction with Strategy development, agencies have been encouraged to develop or amend contingency plans to accommodate a response to pandemic. These plans should be consistent with the Taranaki Strategy.



Leaflet prepared and distributed on the flu pandemic

2.5 Exercise Taniwha

To enhance Taranaki's capability to manage emergencies

Exercise Taniwha was the first Taranaki CDEM Group exercise conducted since the approval of the Taranaki CDEM Group Plan in 2004. The purpose of the Exercise was to test the CDEM Group's response capabilities as specified in the CDEM Act 2002.

The exercise was based on a scenario of a flooding event that affected both north and south Taranaki. The exercise covered the period 14 – 18 November 2005.

The exercise involved a large number of emergency management staff, volunteers, fire and police staff and members of the public.

The public were notified of the exercise through the media (both radio and newspaper publications) and the individuals that lived in the areas that were to be affected by the hypothetical flooding were contacted via the means of a mail drop.

The objectives of the exercise were to:

1. Activate the CDEM Advisory Groups
 - Conduct briefings for members of advisory groups in the build-up
 - Seek advice on an appropriate response from members of advisory groups
 - Involve members of advisory groups in planning / monitoring stages
 - Activate the CEG and CDEM Group members and Group Controllers
 - Conduct briefings in the build-up, including the Flood Manager
 - Practice conference calling to CDEM members regarding declaration
2. Activate the Group Controllers and their team
 - Activate the Taranaki Emergency Operation Centre (EOC)
 - Practise delivery of strategic advice, direction and coordination to all responding agencies
 - Liaise with Government departments, local authorities and organisations
 - Activate a Forward Co-ordination Centre
 - Test the media management systems
 - Test air logistics
 - Test national links
 - Test communications – telephone, radio and fax as well as computer based communications such as email, 'Xpedite' and Internet.
3. Activate the Welfare Manager and team
 - Activate three Emergency Welfare Centres
 - Test the registration process
 - Test the welfare planning process
 - Activate the Welfare Assessment Team into the field
 - Test communications – telephone, radio and fax as well as computer based communications such as e-mail, 'Xpedite' and Internet
 - Test the Waitara Flood Plan
 - Test Centre operations in support of an evacuation of Waitotara township



Members of the welfare assessment team pictured here discussing the impacts of the hypothetical flood with residents of the eastern hill country.

2.5.1 Outcomes from Exercise Taniwha

To enhance Taranaki's capability to manage emergencies

The Exercise was a success in terms of community involvement, response and management of the hypothetical emergency.

A report was prepared by staff of the emergency management office, *Exercise Taniwha 2005 – Exercise Report*, providing a briefing on the Exercise. The report presented five recommendations arising from the exercise to the CDEM Group. They were as follows:

1. To continue training for CDEM staff on systems and procedures for emergency management relevant to their area of activity.
2. To consider ways in which TEMO could have its usefulness extended for joint operations.
3. To review the Waitara Flood Plan and development of a Waitotara Flood Plan.
4. To adopt the Welfare Assessment, Forward Co-ordination and Air Logistics team concepts.
5. To support neighbouring CDEM Group exercises and the National Exercise Programme.

2.6 Legislative compliance monitoring required by the CDEM Group Plan

To enhance Taranaki's capability to manage emergencies

The CDEM Group has a statutory requirement to promote and raise awareness of compliance with the Civil Defence Emergency Act 2002 and legislative provisions relating to the purpose of this Act.

The main purpose of this compliance monitoring process is to assess each of the statutes having a bearing upon emergency management outcomes, identify any weaknesses in the arrangements for CDEM in Taranaki and work to collaboratively improve them.

The Ministry of CDEM has recently specified the following guidelines with regard to compliance monitoring:

Guidelines	Our response
1. List the lead authority and legislative mandate they use for action, against the plan's targets and actions.	This has been covered by Section 4 of the CDEM Group Plan. <i>Timeframe:</i> this section of the Plan will be reviewed when the Group Plan is reviewed in 2010. No further action is necessary in the interim.
2. Review the list of legislative coverage from the Plan against the suggested list in section 17(3) of the Act and any other legislation, subordinate policy, regulation, method or rule that may have direct relevance for sustainable hazard management in your Group's area.	This assessment is being undertaken through the Risk Refinement Project. <i>Timeframe:</i> Information received through a further assessment of risk will provide background information for the next Group Plan review.

<p>3. Where there are obvious gaps between Plan targets and actions and desired legislative coverage, liaise with the appropriate lead agencies and determine if any desired outcomes, timeframes and quality measures need to be monitored by the Group.</p>	<p>This is being undertaken through the Risk Refinement Project.</p> <p><i>Timeframe:</i> Information received through the Risk Refinement Project will provide background information for the next Group Plan review. No further action is necessary in the interim.</p>
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The CDEM Group has met the requirements of legislative compliance monitoring during the year.

2.7 National CDEM Exercise Programme (NEP)

To enhance Taranaki's capability to manage emergencies

A national CDEM exercise programme has been developed and distributed by the Ministry of Civil Defence & Emergency Management.

The first national exercise was undertaken in May 2006 as part of the international Exercise Pacific Wave 2006. This was a tsunami based exercise originating in Chile. Taranaki participation in the exercise was limited to receiving and responding to the Ministry of Civil Defence and Emergency Management messages and requests. The EOC was not fully activated during this event. A separate report on Exercise Pacific Wave 2006 was completed by emergency management officers of the Council and is available upon request.

2.8 Operational planning

To enhance Taranaki's capability to manage emergencies

Recognising the one Taranaki response to all emergencies, it was important to ensure that all the documents listed below were updated.

- Emergency Managers Response Guide
- Taranaki Emergency Management Office Activation Guide
- Callout Lists
- Emergency Welfare Centres Guide
- Controllers Guide
- Media Management Guide
- Technical Systems Guide
- Technical Systems Guide – Operating Instructions

All operational procedures, activation guides and call out lists have been amended to reflect the Taranaki emergency response, and continue to be updated regularly.

The EOC and emergency response facilities were also retained in a state of readiness. Site inspections were carried out at radio/repeater sites and emergency welfare centres.

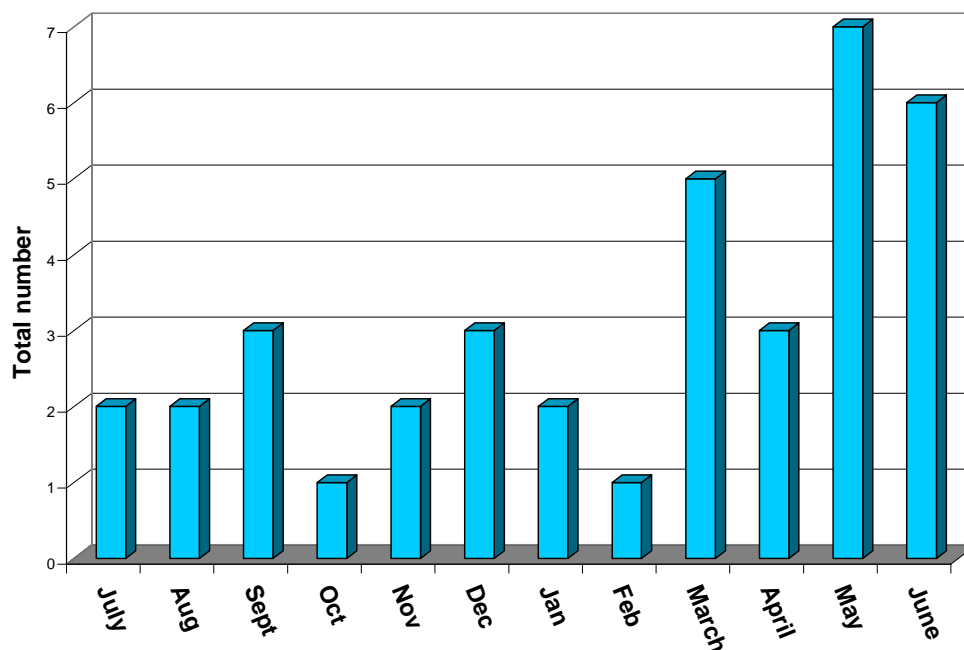
All checks on communications systems and equipment were carried out on a six monthly basis as per the maintenance schedule. Some difficulties were experienced with weekly

radio checks due to the after hours service (who conduct radio checks) moving out of the district and out of radio range for some areas.

2.9 Responses

To enhance Taranaki's capability to manage emergencies

During 2005/2006, Emergency Management staff responded to 14 severe weather warnings, 13 science alerts, three national tests, five heavy swell warnings, a warning for an earthquake in Tonga and a warning for an earthquake in Raoul Island. The graph below demonstrates the frequency of these warnings and when they occurred.



Details for each response:

3 July	Severe Weather Warning rain
26 July	Severe Weather Warning rain
22 August	Science Alert Bulletin RUA 05/01
22 August	Science Alert Bulletin WIZ 05/02
16 September	Severe Weather Warning rain
19 September	Severe Weather Warning snow
27 September	National test message
18 October	Science Alert Bulletin RUA 05/02
1 November	Science Alert Bulletin RUA 05/03
28 November	Severe Weather Warning rain
8 December	Severe Weather Warning rain
21 December	National test message
30 December	Severe Weather rain & Heavy Swell
17 January	Severe Weather Warning rain
24 January	Severe Weather Warning wind

8 February	Severe Weather Warning rain
1 March	Heavy Swell
4 March	Science Alert Bulletin RUA 06/01
17 March	Science Alert Bulletin RAO 06/01
23 March	Science Alert Bulletin RAO 06/02
24 March	Science Alert Bulletin RAO 06/03
3 April	Science Alert Bulletin RAO 06/04
6 April	Heavy Swell
26 April	Science Alert Bulletin RAO 06/05
5 May	Heavy Swell
6 May	Heavy Swell
10 May	Heavy Swell
11 May	Severe Weather Warning rain
16 May	Earthquake Raoul Island (no tsunami)
17 May	Exercise Pacific Wave '06
26 May	Severe Weather Warning rain & wind
3 June	Severe Weather Warning rain
5 June	Science Alert Bulletin Ngauruhoe 06/01
6 June	Science Alert Bulletin Ngauruhoe 06/02
11 June	Severe Weather Warning rain & wind
11 June	Heavy Swell
14 June	Science Alter Bulletin Ngauruhoe 06/03

In addition to the above warnings, an alarm for an earthquake in Tonga (tsunami) was set off in May 2006, but was deactivated and recorded as a false alarm.

2.10 Training

To enhance Taranaki's capability to manage emergencies

Thirty training sessions were conducted for EOC and EWC staff as per the training schedule, with 284 staff attending.

As discussed, Exercise Taniwha 2005 was conducted during this period – providing a training exercise for the majority of Emergency Management's volunteers, the welfare assessment team, and agencies/services involved in emergency management in the region.

2.11 Single regional response capability across the region

To enhance Taranaki's capability to manage emergencies

Existing structures, resources, systems, procedures and staff were all reviewed with the objective of the development of a single emergency response for the Taranaki CDEM Group area. This was implemented following the approval of the CDEM Group Plan.

An appropriate emergency management system has been identified, which includes facilities, resources and staff; this was implemented upon the CDEM Group Plan approval.

2.12 Public education

2.12.1 Presentations

To increase community awareness, understanding and participation in civil defence emergency management.

Emergency management staff of the Taranaki Regional Council continued to carry out presentations to community groups on request throughout 2005/2006.

Advice to industry and organisations was also given on request, particularly in terms of emergency planning and pandemic preparedness and business continuity.

Public awareness material continues to be disseminated to all public libraries, and information centres.

2.12.2 Public Education Strategy

To increase community awareness, understanding and participation in civil defence emergency management.

The Public Education Strategy was developed in 2004. The purpose of this strategy is to provide a strategic direction for CDEM Group public education activities in the Taranaki region for 2005-2010. The strategy outlines the:

- vision and goals of the public education for the Taranaki CDEM Group;
- issues for delivering public education programmes in Taranaki; and
- objectives for public education, and strategies to achieve those objectives.

The Strategy has been jointly developed by a working group with representatives of New Plymouth, Stratford, and South Taranaki District Councils, the Taranaki Regional Council, and Police, Health, and Fire Services in Taranaki. The Strategy was adopted by the CDEM Group in May 2005.

2.12.3 Public Education Plan

To increase community awareness, understanding and participation in civil defence emergency management.

The Public Education Plan was developed during 2005 to provide a framework and timeline for the implementation of the Civil Defence Emergency Management Public Education Strategy over the five year period 2005-2010.

The Plan has been jointly developed by a working group with representatives of New Plymouth, Stratford, and South Taranaki District Councils, the Taranaki Regional Council, and Police, Health, and Fire Services in Taranaki.

The focus of the five year public education plan is to increase community awareness, understanding and participation in CDEM in the Taranaki region.

In particular, the plan concentrates on:

- increasing preparedness and understanding of the significant hazards in Taranaki;
- what individuals need to do and where to find guidance before, during and after an emergency;
- the role of the CDEM Group and its key partnership agencies; and
- the need for public to participate in rebuilding and restoring communities after the emergency event has passed.

Each year a specific targeted campaign for education will be developed that incorporates, to a varying degree, the above objectives. The annual campaigns will concentrate on particular hazards and/or particular messages and will be influenced by the direction of the Ministry and other emergency services' promotional activities.

The focus for the 2005/2006 year was an all hazards approach [refer to Appendix I for an outline of the action plan].

The focus for the next four years consists of:

- 2006/2007 – pandemic influenza
- 2007/2008 – exotic stock disease
- 2008/2009 – utility failure
- 2009/2010 – high winds

The plan will continue to be implemented over the next four years.

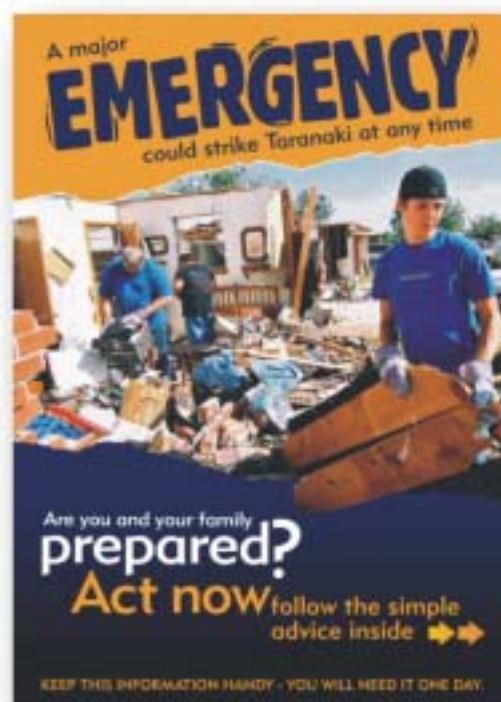
2.12.4 Disaster survival emergency water brochure

To increase community awareness, understanding and participation in civil defence emergency management.

The disaster survival emergency water brochure was reviewed during the year and updated by emergency management officers of the Council.

The brochure outlines the necessity of having water stored and available in times of an emergency. It also contains advice on finding other sources of drinking water and washing water in times when the normal water supply is disrupted due to an emergency.

The brochure was distributed to the three district councils in the region, to all information centres in the region and is available from the Council's office.



The fact sheet distributed as part of the public education campaign



Survival emergency water brochure

3. Other matters

3.1 Cities on volcanoes

To enhance Taranaki's capability to manage emergencies

Shane Bayley an emergency management officer of the Council attended a conference in Quito, Ecuador on responding and effectively managing volcanic crises in densely populated areas, the *cities on volcanoes 4 conference*. The conference was held from 23-27 January 2006.

The goal of the international conference was to bring together a wide variety of specialised individuals from volcano seismologists to town planners to emergency management staff, in order to better understand, evaluate and improve prevention and mitigation measures, land use planning, public awareness and emergency management, all required to successfully confront volcanic crises in densely populated areas.

The New Zealand Earthquake Commission sponsored Shane's participation in the conference.

3.2 16th world conference on disaster management

To enhance Taranaki's capability to manage emergencies

Gary Bedford the Council's director of environmental quality attended a conference in Toronto, Canada on the changing face of disaster management – a global perspective, the *16th world conference on disaster management*. The conference was held from June 18-21 2006.

The goal of the conference was to bring together international authorities on disaster management to discuss, debate and learn about good emergency management practices, business continuity in the face of disaster and the benefits of working together with the community and amongst organisations to respond effectively to an emergency.

3.3 Pandemic planning forum

To enhance Taranaki's capability to manage emergencies

Anne Knox, the chair of the CEG and Roger Maxwell the chair CDEM Group both attended a pandemic planning forum in Wellington on 24 February 2006. The purpose of the forum was to bring together all the chairs of the CEG and CDEM Groups in New Zealand along with representatives, to share and discuss the pandemic planning carried by each CDEM Group in New Zealand.

Due to the success of the meeting chairs of both the CEG and CDEM Groups will continue to meet at set times to discuss civil defence emergency management.

3.4 Submissions

To reduce the risks from hazards in Taranaki

The Council made a number of submissions throughout the year in view of its functions under the Civil Defence Emergency Management Act 2004. The submissions prepared were on the following:

- The Ministry of Civil Defence and Emergency Management's draft guide to the National Civil Defence and Emergency Management Plan.
- The Ministry of Civil Defence and Emergency Management's director guidelines for civil defence and emergency management – declaration and control.
- The New Plymouth District Council's Long Term Council Community Plan.
- The South Taranaki District Council's Long Term Council Community Plan.

3.5 Volunteer staff

To enhance Taranaki's capability to manage emergencies

Additional emergency management volunteer staff have been recruited throughout the year, particularly in the South Taranaki District as a result of the need identified in the 2004 floods and the move towards a single response structure.

3.6 Additional services

Secretarial and financial services have been provided to the Taranaki CDEM Group, CEG and advisory groups in 2005/2006 by Council staff.

4. Conclusion

The Taranaki CDEM Group has achieved the performance and achievement measures for emergency management activities as detailed in the CDEM Group's 2005/2006 Business Plan. In addition, the Group undertook a significant body of work in connection with pandemic planning and preparedness.

4.1 Taranaki Civil Defence Emergency Management Group Business Plan

4.1.1 Outcomes and outputs

- Provided emergency management advice, public awareness and educational material to the community in a co-ordinated manner.
- Promoted civil defence emergency management in Taranaki that was consistent with the purposes of the Group Plan.
- Provided administrative and related services to the Taranaki CDEM Group.

4.1.2 Summary

- The key foci of the Taranaki Emergency Management Office were the execution of the first Group exercise, Exercise Taniwha 2005, and the development of a Pandemic Influenza Strategy for Taranaki.
- The regular convening of the Civil Defence Emergency Management Group and the Co-ordinating Executive Group to implement the Group Plan.
- The Advisory Groups met throughout the year to provide continued input into the CDEM Group Plan process, and to provide support and specialist expertise across the 4 R's.
- The model of a single regional structure for the organisation and implementation of civil defence emergency management in Taranaki was continued.

The report will be forwarded to key interested stakeholders for civil defence emergency management.

Appendix I

2005/2006 Civil Defence Emergency Management Public Education Action Plan

2005/2006 Civil Defence Emergency Management Public Education Action Plan

Activity	Audiences	Timing	Output	Measures
<p>Define key messages and information.</p> <p>Develop the CDEM section of the TRC website as the core source of CDEM information & key messages.</p>	General Public, Media, Schools, & Councils	<p>Preparation: June – July 2005</p> <p>Delivery: ongoing</p>	Core information is available on TRC website.	
<p>Create a CDEM information kit for use by the media based on the information on the website.</p> <p>The kit will cover the key messages, with a strong emphasis on clarifying the role of the CDEM Group.</p>	Media, General Public	July - August 2005	Information kit created that covers the key messages.	Correct information recorded in the newspapers.
<p>Visit the media and carry out presentations to work through the CDEM information kits.</p> <p>Communication managers of each District Council to attend presentations in their particular district.</p>	Media	July – August 2005	Carry out presentation on a case by case basis to all sources of the media.	Correct information recorded in the newspapers.
<p>Newspaper advertising feature and display adverts.</p> <p>Coordinate with Ministry's national campaign – Disaster Reduction Week 9 – 15 October.</p>	General Public	Wednesday 12 October 2005	Publication of advertising feature.	Newspapers circulated.
<p>Investigate the possibility of an ongoing sponsored column in community newspapers [i.e. spot message or a series] or a feature story in a local magazine.</p>	General Public	Ongoing	<p>Published stories.</p> <p>6-page feature published in Live magazine July 2005.</p>	
<p>Radio advertising campaign.</p> <p>Coordinate with the Ministry's national campaign.</p>	General Public	<p>Ongoing branding campaign throughout the year or awareness campaign in 2006.</p> <p>Raise awareness again after Christmas.</p>	<p>Advert aired over a number of days (the duration is yet to be defined).</p> <p>Advert covers the key messages.</p>	<p>Number of times aired.</p> <p>Number of public enquires.</p>
<p>A4 household fact sheet to be inserted in the Daily News and/or the community newspapers. Or to be distributed directly to households as a mailer.</p>	General Public	September – October 2005	Number of A4 fact sheet distributed.	

<p>Carry out presentations to all community leaders.</p> <p>Presentations to be held on the same day as district council meetings in a timeslot before the start of the meetings.</p> <p>Investigate the possibility of presenting to other key organisations [such as service groups] and present to community groups on request.</p>	Community Leaders.	Ongoing	<p>Carry out workshop/ presentations at the meetings.</p> <p>Develop a generic tool for carrying out presentations [i.e. power point presentation].</p>	<p>Number in attendance at presentations.</p> <p>Questions asked.</p>
<p>Liaise with the Ministry to:</p> <ul style="list-style-type: none"> • find out their direction in terms of public education of CDEM; • ensure coordination of national and regional campaigns; and • generate further activities that can be directed and funded through the Ministry (i.e. national SMS send out). 	General Public	On-going	Coordinate national and regional campaigns around Disaster Reduction Week 9-15 October.	
<p>Review and maintain CDEM section on Council's website.</p>	General Public	Ongoing	Check that all district councils are linked to the Council's CDEM section on the website.	<p>All district council websites linked to Council CDEM section.</p> <p>Information on website up to date.</p>
<p>Make CDEM the theme for SITE newsletter to schools at beginning of Term 3 and promote website.</p>	Teachers & Students.	28 July 2005	<p>In-school presentations & newsletter to promote CDEM studies and the use of the website to schools.</p> <p>CDEM featured in July Issue of SITE newsletter.</p>	<p>Number of school visits.</p> <p>Number of hits to website.</p>
<p>Updating of all school resources etc</p> <p>Reminder to schools of all the resources that they currently hold.</p>	Teachers	ASAP [to be ready for professional development session for teachers].	<p>All information that is available to be updated to include the key messages and to omit any information that is no longer relevant.</p> <p>To remind schools of the resources that they have available by means of visits, newsletters etc.</p>	Measure student and teachers responses to the course work set out by in-class quizzes and questions.
<p>Professional development session for teachers.</p> <p>Education Officer's support for teaching programmes on request.</p>	Teachers	25 August 2005	Professional development session postponed from 25 August 2005 to mid 2006 due to current teaching demands.	<p>Number of teachers in attendance.</p> <p>Number of sessions carried out.</p>

Distribute information and brochures to Libraries and Information Centres. Distribute information sheets to district councils for inclusion in their welcome packs for new residents.	General Public	Ongoing Ongoing	Visit Libraries and Information Centres to remind them of information that they have. Send newsletters in situations where visits are not practical.	Response of staff at Libraries and Information Centres.
Use TRC/Puke Ariki partnership to promote CDEM messages, especially in the Taranaki Naturally gallery	General Public	Ongoing	Key messages and significant hazards included in refreshment of Taranaki Naturally gallery	
Access all information prepared on CDEM by all other regions in New Zealand. Review international material on CDEM.		Ongoing		
Investigate other areas and avenues for advertising [i.e. telephone book and spot adverts in community newspapers]. Link advertising with any campaigns organised by other agencies. For example, the Earth Quake Commission's ESQ: IQ campaign.		Ongoing Ongoing		

- Note: responsibility of some of the activities may be delegated to district councils once the core activities are completed by the CDEM Group (i.e. information kit and household flyer).
- Note: the Ministry is planning to update some resources over the next two years. Therefore, some of the resources that the CDEM Group develops may need to be integrated with these national resources in the future.