

Document: 497130

26 August 2008

**Chairperson and Members  
Civil Defence Emergency Management Group**

## **Notice of Meeting**

Notice is hereby given that a meeting of the **Civil Defence Emergency Management Group** will be held in the Stratford District Council Chambers, Miranda Street, Stratford on:

**Tuesday 9 September 2008 commencing at 10.30am.**

**Please note change of venue – meeting to be held at the  
Stratford District Council**

B G Chamberlain  
Chief Executive

**THE TARANAKI REGIONAL COUNCIL REQUESTS THAT THIS  
AGENDA REMAINS EMBARGOED UNTIL COMMENCEMENT OF THE  
MEETING**

**Agenda for the meeting of the Civil Defence Emergency Management Group to be held at the Stratford District Council Office, Miranda Street, Stratford on Tuesday 9 September 2008 commencing at 10.30 am.**



<b>Members</b>	R Dunlop and/or G Lawson J Edwards and/or N Volzke B R Jeffares and/or D N MacLeod P D Tennent and/or A Matheson	(South Taranaki District Council) (South Taranaki District Council alternate) (Stratford District Council) (Stratford District Council alternate) (Taranaki Regional Council) (Taranaki Regional Council alternate) (New Plymouth District Council) (New Plymouth District Council alternate)
<b>In attendance</b>	Messrs G K Bedford M Langford Mrs D Paulsen Mrs K van Gameraen Ms L Mahony Mr P Ledingham  Mr D L Lean Mr I Wilson  Mrs L McLay Mr J Sutton	(Director-Environment Quality) (Emergency Management Officer) (Emergency Management Officer) (Committee Administrator) (Policy Analyst) (Information Officer)  (Regional Civil Defence Controller) (Ministry of Civil Defence and Emergency Management)  (Taranaki Group Recovery Facilitator) (Lifelines Advisor)
<b>Apologies</b>	Ms K Lawson	(Welfare Co-ordinator/New Zealand Red Cross)

**Notification of Late Items**

	<b>Pages</b>
<b><u>Item 1</u></b> <b>Confirmation of Minutes: Civil Defence Emergency Management Group Meeting - 10 June 2008</b>	1 - 6
<b>Resolve</b>	
THAT the Civil Defence Emergency Management Group	
1. <u>takes as read</u> and <u>confirms</u> the minutes and recommendations of the meeting of the Civil Defence Emergency Management Group held in the Taranaki Regional Council Office, 47 Cloten Road, Stratford on Tuesday 10 June 2008 at 10.35am.	

2. adopts the recommendations therein.

**Matters arising**



**Pages**

<b><u>Item 2</u></b>	<b>Minutes of Civil Defence Emergency Management Co-ordinating Executive Group</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	7 – 19 7
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<b><u>Item 4</u></b>	<b>Introducing the Recovery Facilitator and Welfare and Lifelines Co-ordinators</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	30 30
<b><u>Item 5</u></b>	<b>The National Civil Defence Emergency Management Forum – Parliament Buildings 24 July 2008</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	31 – 61 33
<b><u>Item 6</u></b>	<b>Flood Event 30 April 2008</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	62 – 64 63
<b><u>Item 7</u></b>	<b>Management of land use in the Eastern hill country</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	65 – 67 67
<b><u>Item 8</u></b>	<b>Annual activity report – river control and flood management</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	68 - 70 <b>One Separate Report</b> 70
<b><u>Item 9</u></b>	<b>Report from the Ministry of Civil Defence Emergency Management</b> <ul style="list-style-type: none"><li>• Recommendations</li></ul>	71
<b><u>Item 10</u></b>	<b>General Business</b>	

**Minutes of the Civil Defence Emergency Management Group meeting held in the Taranaki Regional Council Chambers, 47 Cloten Road, Stratford on Tuesday 10 June 2008 commencing at 10.35 am.**

**ITEM ONE**

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<b>Present</b>		B R Jeffares A Matheson J D Edwards R Dunlop	(Taranaki Regional Council)(Chairperson) (New Plymouth District Council) (Stratford District Council) (South Taranaki District Council)
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<b>In attendance</b>	Messrs	G K Bedford M Langford D L Lean	(Taranaki Regional Council) (Taranaki Regional Council) (Regional Civil Defence Controller)
	Mrs	K van Gameren	(Taranaki Regional Council)
	Mrs	D Paulsen	(Taranaki Regional Council)
	Mr	I Wilson	(Ministry of Civil Defence and Emergency Management)

One member of the media

**Apologies** There were no apologies.

**Notification of Late Items** There were no late items of business.

**1. Confirmation of Minutes**

Minutes of the Civil Defence Emergency Management Group meeting -  
18 March 2008

**Resolved**

THAT the Civil Defence Emergency Management Group

1. takes as read and confirms the minutes and recommendations of the meeting of the Civil Defence Emergency Management Group meeting held in the Taranaki Emergency Management Office, 45 Robe Street, New Plymouth on Tuesday 18 March 2008 at 10.00 am; and
2. adopts the recommendations therein.

Matheson/Edwards

### **Matters Arising**

There were no matters arising.

## **2. Minutes of the Civil Defence Emergency Management Co-ordinating Executive Group**

Minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meetings:

Wednesday 27 February 2008; and  
Tuesday 27 May 2008 (Unconfirmed)

### **Recommended**

THAT the Civil Defence Emergency Management Group

1. receives the confirmed minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meeting held on Wednesday 27 February 2008
2. notes the unconfirmed minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meeting held on Tuesday 27 May 2008.

Jeffares/Dunlop

### **Matters Arising**

There were no matters arising.

## **3. CDEM Advisory Group Minutes**

- 3.1 The memorandum providing minutes of the CDEM Welfare, Lifelines and Health Advisory Groups for information of the Group was received.
- 3.2 Members noted that the debrief following the Patea Freezing Works fire (Welfare Advisory Group minutes) did not include the New Zealand Red Cross. This was an oversight and discussions with the New Zealand Red Cross have subsequently been held regarding the Patea incident. The New Zealand Red Cross would be included in future in any debrief following a civil defence incident.

### **Recommended**

THAT the Civil Defence Emergency Management Group

1. receives the draft minutes of the Welfare Advisory Group, the Lifelines Advisory Group and the Health Advisory Group.

Matheson/Edwards

#### **4. Lifelines Advisory Group Activity Report**

- 4.1 Mr D L Lean, Regional Civil Defence Controller, spoke to his report on his attendance at the Central Regional CDEM Forum held in Gisborne on Thursday 20 March 2008.
- 4.2 Mr Lean highlighted to the Group the issues for retailers of the Gisborne CBD and the Gisborne District Council that arose following the Gisborne earthquake in December 2007 whereby inconsistencies between the Civil Defence Emergency Management Act 2002 and the Building Act were identified.
- 4.3 Members noted the lack of progress in the Rural Fire Review. Members provided their endorsement to the suggestion from the Civil Defence Emergency Management Co-ordinating Executive Group that a transition proposal be forward to the Minister for consideration to act in the interim until the Review has been progressed further.

#### **Recommended**

That the Civil Defence Emergency Management Group

1. receives the report on the Central Regional CDEM Forum held in Gisborne on Thursday 20 March 2008.

Jeffares/Edwards

#### **5. Update on action points resulting from the tornadoes in July 2007**

- 5.1 Mr G K Bedford, Taranaki Regional Council, spoke to the memorandum reporting to the Members on the progress of improvements implemented following the tornado event in July 2007.
- 5.2 Members discussed the action point summary noting that the issue of Police liaison at the Taranaki Emergency Management Office during a civil defence emergency had been resolved by New Zealand Police committing staff resources in future. In general, Members discussed the issue and supply of tarpaulins and the role and response of insurance companies during the tornado event. Mr I Wilson, Ministry of Civil Defence and Emergency Management, advised to the Group that the New Zealand Insurance Council would be prepared to meet with the Taranaki CDEM Group to discuss issues that arose following the tornado event.

#### **Recommended**

THAT the Civil Defence Emergency Management Group

1. receives the report on the implementation of action points identified following the tornado events of July 2007 for information.

Jeffares/Matheson

#### **6. Ratification of submission CDEM sector representation**

- 6.1 Mr G K Bedford, Taranaki Regional Council, spoke to the memorandum presenting to the Group a provisional submission for consideration and/or amendment and

ratification of a request by the Ministry of Civil Defence and Emergency Management for agreement and guidance on representation of CDEM sector representatives on national working groups. The submission was sent as a provisional submission by the due date of 6 June 2008.

### **Recommended**

THAT the Civil Defence Emergency Management Group

1. receives the memorandum on the call for submissions by the Ministry of Civil Defence and Emergency Management on CDEM sector representation
2. adopts the submission with out amendment.

Jeffares/Edwards

## **7. Proposed submission to New Plymouth District Council: NPDC transport options report**

- 7.1 Mr G K Bedford, Taranaki Regional Council, spoke to the memorandum advising the Group of the release of a report on behalf of the New Plymouth District Council (NPDC) entitled *Summary report of transport issues and options, New Plymouth District Council March 2008* (the Report) inviting submissions by 6 June 2008. The Taranaki CDEM Group's submission sets out points that are considered relevant to and representative of the Group's interests and concerns in regard to the roading network of the NPDC and has regard to the Group's intention to secure the outcomes identified within the CDEM Group Plan for Taranaki (2004). The deadline for submissions has been extended for the Taranaki CDEM Group to received and discuss the proposed submission.
- 7.2 Members discussed the submission questioning the role of the Taranaki CDEM Group in submitting on an issue that is under the control of a territorial authority. Members agreed that the submission be amended to provide a more general view from the Group in support of the NPDC developing the Report and to outline a broad strategy in which civil defence initiatives could be implemented. The revised submission would be reviewed by the Group's Chairperson before being sent.

### **Recommended**

THAT the Civil Defence Emergency Management Group

1. adopts a revised submission, subject to review from the Group's Chairperson, to be made to the New Plymouth District Council in respect of the report *Summary report of transport issues and options, New Plymouth District Council March 2008*.

Edwards/Dunlop

## **8. Revised National Civil Defence Emergency Management Strategy**

- 8.1 The memorandum introducing to Members the National Civil Defence Emergency Management Strategy (2007) was received and discussed. Copies of the Strategy were provided to Members for information.

## **Recommended**

THAT the Civil Defence Emergency Management Group

1. notes the release of the National Civil Defence Emergency Management Strategy 2007.

Jeffares/Matheson

## **9. Update on the Mt Taranaki Eruption Exercise**

- 9.1 Mr M A Langford, Taranaki Regional Council, spoke to the memorandum reporting to Members on the progress towards a Taranaki CDEM Group Exercise in 2008-2009.
- 9.2 The exercise will be called Exercise Billow and will be based on an ashfall scenario with emphasis placed on shelter and placement of residents, with delivery of the exercise over several days in early December 2008. The exercise will involve a declaration from the Taranaki CDEM Group, and the region's three district councils will be participating.

## **Recommended**

THAT the Civil Defence Emergency Management Group

1. receives the report on progress in preparation for Exercise Billow for information.

Jeffares/Edwards

## **10. Ministry of Civil Defence Emergency Management Report**

- 10.1 Mr I Wilson, Ministry of Civil Defence Emergency Management, provided a verbal report to the Group on the 24/7 Civil Defence Emergency Management Warning and Advisory system recently put in place by the Ministry. Mr Wilson also provided an update to Members of the Group on matters of interest from the Ministry.

## **Recommended**

THAT the Civil Defence Emergency Management Group

1. receives the report from the Regional Ministry of Civil Defence Emergency Management Advisor, including a description of the Ministry's 24/7 response service and 0800 CD EVENT response service.

Edwards/Dunlop

## **11. General Business**

There were no items of general business.

There being no further business, Chairperson Mr B R Jeffares (Taranaki Regional Council), declared the meeting of the Civil Defence Emergency Management Group closed at 11.25 am.

**Confirmed:**

**Chairperson:**

\_\_\_\_\_  
**B R Jeffares**

**Date:**

**2 September 2008**

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9 September 2008

**ITEM TWO**

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**Minutes of Civil Defence Emergency Management Co-ordinating  
Executive Group**

**Purpose**

1. The purpose of this memorandum is to receive the confirmed minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meeting held on 27 May 2008 and the unconfirmed minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meeting held on 19 August 2008.

**Background**

2. A copy of the minutes for both meetings are attached to this memorandum.
3. The Civil Defence Emergency Management Group receives the minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meetings for information.

**Recommendations**

THAT the Taranaki Civil Defence Emergency Management Group

1. receives the confirmed minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meeting held on 27 May 2008; and
2. receives the unconfirmed minutes of the Civil Defence Emergency Management Co-ordinating Executive Group meeting held on 19 August 2008.

Approved

GK Bedford  
Director – Environment Quality

B G Chamberlain  
Chief Executive

**Minutes of the Civil Defence Emergency Management Co-ordinating Executive Group held in the Taranaki Regional Council Committee Room, 47 Cloten Road, Stratford on Tuesday 27 May 2008 commencing at 10.30 am.**

<b>Present</b>	Messrs	D L Lean	(Regional Civil Defence Controller) (Chairman)	
		G K Bedford	(Taranaki Regional Council)	
		A Wilson	(New Plymouth District Council)	
		M Avery	(Stratford District Council)	
		J Sutton	(Lifelines Advisor)	
		M Poppelwell <i>alternate</i>	(Welfare Advisor)	
		S Keenan <i>alternate</i>	(New Zealand Police)	
		Mrs	A Kemp	(Taranaki District Health Board)

<b>In attendance</b>	Mr	M Langford	(Taranaki Regional Council)
	Mrs	D Paulsen	(Taranaki Regional Council)
	Mrs	K van Gameren	(Taranaki Regional Council)
	Ms	L Mahony	(Taranaki Regional Council)
	Mr	P Ledingham	(Taranaki Regional Council)
	Mr	I Wilson	(Ministry of Civil Defence & Emergency Management)
	Ms	E Prior	(Ministry of Health - Midland)
	Mr	V Neall	Massey University

One member of the media

**Apologies** The apologies from Mr G Young (South Taranaki District Council), Mrs G Campbell (Welfare Advisor), Inspector F Prestidge (New Zealand Police) and Inspector F Grant (New Zealand Police) were received and sustained.

**Notification of Late Items**

Item 8A - CDEM Advisory Group Minutes

**1. Confirmation of Minutes**

Minutes of Civil Defence Emergency Management Co-ordinating Executive Group:  
Wednesday 27 February 2008

## **Resolved**

THAT the Civil Defence Emergency Management Coordinating Executive Group

1. takes as read and confirms the minutes and recommendations of the meeting of the Civil Defence Emergency Management Co-ordinating Executive Group held in the Taranaki Regional Council Chambers, 47 Cloten Road, Stratford on Wednesday 27 February 2008 at 10.30 am

1. adopts the recommendations therein.

Lean/Wilson

## **Matters arising**

### Planning for large scale events in Taranaki

Mr M A Langford, Taranaki Regional Council, advised that meetings had been held with the New Plymouth and South Taranaki District Councils to develop pre-prepared plans for large scale events.

## **2. Update on action points resulting from the tornadoes in July 2007**

- 2.1 Mr G K Bedford, Taranaki Regional Council, spoke to the memorandum reporting to the Members on the progress of improvements implemented following the tornado event in July 2007.
- 2.1 Members noted that a good response had been received from the New Plymouth, Stratford and South Taranaki district councils, Taranaki Regional Council and Taranaki District Health Board for staff volunteers to be available during a civil defence emergency. Training for the volunteers in emergency management operations will commence in July.

## **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives for information the report on the implementation of action points identified following the tornado events of July 2007.

Sutton/Lean

## **3. Update on the Mt Taranaki Eruption Exercise**

- 3.1 Mr M A Langford, Taranaki Regional Council, spoke to the memorandum reporting to Members on the progress towards a Taranaki CDEM Group Exercise in 2008-2009.

- 3.2 The exercise will be called Exercise Billow and will be based on an ashfall scenario with emphasis placed on shelter and placement of residents, with delivery of the exercise over several days in early December 2008.

**Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the report on progress in preparation for Exercise Billow.

Kemp/Wilson

**4. Report – Central Region CDEM Forum**

- 4.1 Mr D L Lean, Regional Civil Defence Controller, spoke to his report on his attendance at the Central Regional CDEM Forum held in Gisborne on Thursday 20 March 2008.
- 4.2 Mr Lean highlighted to the Group the issues for retailers of the Gisborne CBD and the Gisborne District Council that arose following the Gisborne earthquake in December 2007 whereby inconsistencies between the Civil Defence Emergency Management Act 2002 and the Building Act were identified.
- 4.3 Members noted the lack of progress in the Rural Fire Review. It was suggested that a transition proposal be forward to the Minister for consideration to act in the interim until the Review has been progressed further.

**Recommended**

That the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the report on the Central Regional CDEM Forum held in Gisborne on Thursday 20 March 2008.

Wilson/Sutton

**5. CDEM Group representation on national working groups**

- 5.1 Mr G K Bedford spoke to the memorandum advising the Group of a request by the Ministry for agreement and guidance on representation on national working groups, and to suggest principles that the Taranaki Regional Council as administering authority for the Taranaki CDEM Group will propose in response and subsequently apply.

**Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. accepts the report on CDEM sector representation on national working groups

2. notes the opportunity extended to the Group to commend upon appropriate representation for the future
3. concurs with the guiding principles outlined in the officers memorandum.

Lean/Kemp

## **6. Revised National Civil Defence Emergency Management Strategy**

- 6.1 The memorandum introducing the revised National Civil Defence Emergency Management Strategy (2007) was received and discussed by the Group.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. notes the release of the National Civil Defence Emergency Management Strategy 2007.

Avery/Lean

## **7. Report from the Ministry of Civil Defence Emergency Management, including description of the 24/7 system**

- 7.1 Mr I Wilson, Ministry of Civil Defence Emergency Management, provided a powerpoint presentation to the Group on the 24/7 Civil Defence Emergency Management Warning and Advisory system recently put in place by the Ministry. Mr Wilson also provided an update to Members of the Group on matters of interest from the Ministry.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the report from the Regional Ministry of Civil Defence Emergency Management Advisor, including a presentation on the Ministry's 24/7 response service.

Lean/Sutton

## **8. Natural hazards and land use planning - Vince Neall**

- 8.1 Mr V Neall, Massey University, provided a powerpoint presentation to the Group on the theme of integrating natural hazard information into land use planning. Mr Neall presented a paper to the 7<sup>th</sup> Annual Emergency Management Conference on this theme using the Taranaki hazardscape as an example.

## **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the presentation from Mr Vince Neall of Massey University on natural hazards and land use planning.

Lean/Bedford

## **8A. CDEM Advisory Group Minutes - Welfare Advisory, Lifelines Advisory and Health Advisory**

- 8A.1 Members of the Group received and noted the memorandum providing minutes of the Welfare Advisory Group (meeting held 25 March 2008) and the Lifelines Advisory Group (meeting held 29 April 2008). Mrs A Kemp, Taranaki District Health Board, provided a verbal update on the Health Advisory Group meeting held 13 May 2008.

## **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the draft minutes of the Welfare Advisory Group and the Lifelines Advisory Group.
2. receives the verbal report of the Health Advisory Group.

Lean/Avery

## **9. General Business**

### Ministry of Civil Defence and Emergency Management Tsunami Information Seminars

Six national seminars will be conducted by the Ministry to update CDEM Groups on the progress of tsunami warning systems, signage and research. Members of the Group were advised and invited to attend the seminar in Palmerston North to be held on 26 June 2008.

### Taranaki Weather Radar

Members noted that the official opening of the Taranaki Weather Radar situated at the New Plymouth airport will be held on Friday 30 May 2008.

There being no further business, the Chairperson, Mr D L Lean, declared the meeting of the Civil Defence Emergency Management Co-ordinating Executive Group closed at 12.20pm.

**Confirmed**

**Chairperson:** \_\_\_\_\_  
**D L Lean**

**Date:** **19 August 2008**

## UNCONFIRMED

### Minutes of the Civil Defence Emergency Management Co-ordinating Executive Group held in the Taranaki Regional Council Committee Room, 47 Cloten Road, Stratford on Tuesday 19 August 2008 commencing at 10.30 am.

<b>Present</b>	Messrs	D L Lean	(Regional Civil Defence Controller) (Chairman)
		G Young	(South Taranaki District Council)
		M Avery	(Stratford District Council)
		J Sutton	(Lifelines Advisor)
		P Fitzell	(New Zealand Fire Service)
	Mrs	A Kemp	(Taranaki District Health Board)
	Mrs	G Campbell	(Welfare Advisor)
	Inspector	F Grant	(New Zealand Police)
	Inspector	F Prestidge	(New Zealand Police)
<b>In attendance</b>	Mr	M Langford	(Taranaki Regional Council)
	Mrs	K van Gameren	(Taranaki Regional Council)
	Ms	L Mahony	(Taranaki Regional Council)
	Mr	P Ledingham	(Taranaki Regional Council)
	Mr	I Wilson	(Ministry of Civil Defence & Emergency Management)
	Ms	E Prior	(Ministry of Health - Midland)
	Mrs	L McLay	(Taranaki Group Recovery Facilitator)
	Ms	K Lawson	(Welfare Co-ordinator/New Zealand Red Cross)
	Mr	Trevor Brown	(New Zealand Fire Region Manager/ Commander for the Western Region)
	Mr	Jonny McKenzie	(Ministry of Civil Defence & Emergency Management)

**Apologies** The apologies from Mr G K Bedford (Taranaki Regional Council), Mrs D Paulsen (Taranaki Regional Council) and Mr A Wilson (New Plymouth District Council) were received and sustained.

#### **Notification of**

#### **Late Items**

There were no late of items of business.

#### **1. Confirmation of Minutes**

Minutes of Civil Defence Emergency Management Co-ordinating Executive Group:  
Tuesday 27 February 2008

## **Resolved**

THAT the Civil Defence Emergency Management Coordinating Executive Group

1. takes as read and confirms the minutes and recommendations of the meeting of the Civil Defence Emergency Management Co-ordinating Executive Group held in the Taranaki Regional Council Chambers, 47 Cloten Road, Stratford on Tuesday 27 May 2008 at 10.30 am
1. adopts the recommendations therein.

Avery/Lean

## **Matters arising**

There were no matters arising.

## **2. CDEM Advisory Group Minutes**

- 2.1 The unconfirmed minutes from the Welfare Advisory Group meeting held on 17 June 2008 and the Lifelines Advisory Group meeting held on 22 July 2008 were received and discussed by the Group. There were no matters arising.

## **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the unconfirmed minutes of the Welfare Advisory Group meeting and the Lifelines Advisory Group meeting.

Lean/Young

## **3. Reports from Controller, Lifelines Advisory, Recovery Facilitator and Welfare and Rural Co-ordinators**

- 3.1 Group Chairperson, Mr D L Lean, introduced and welcomed to the meeting Mrs Louise McLay (Taranaki Group Recovery Facilitator) and Ms Karen Lawson (Welfare Co-ordinator). Together with Mr John Sutton (Lifelines Advisor), they were asked to provide a brief verbal report to the meeting on their role and function within the Taranaki CDEM structure and organization. Due to the absence of Mr Neville Hagenon (Rural Advisor), no report was received.
- 3.2 Following the reports, Members noted and discussed the issue raised by the Welfare Co-ordinator regarding the implementation of unit standards training requirements for civil defence volunteers and the 'barrier' in has on people when they are considering donating their time to assist in a volunteer capacity. The Group agreed to network amongst themselves to discuss further.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the verbal reports from the Lifelines Advisor, Recovery Facilitator and Welfare Co-ordinator of the Taranaki CDEM Group.

Lean/Kemp

### **4. The National Civil Defence Emergency Management Forum – Parliament Buildings 24 July 2008**

- 4.1 Mr D L Lean, Regional Civil Defence Controller, spoke to the memorandum updating Members on the attendance by himself and Councillor Brian Jeffares (Taranaki Civil Defence Emergency Management Group Chairperson) at the National CDEM Forum hosted by the Minister of Civil Defence & Emergency Management the Hon. Rick Barker held in Wellington on 24 July 2008.

### **Recommended**

That the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the report of Mr David Lean and Councillor Brian Jeffares on their attendance at the National Civil Defence Emergency management Forum which was held at Parliament Buildings, Wellington on 24 July 2008.

Young/Fitzell

### **5. Management of land use in the Eastern hill country**

- 5.1 Due to the unavailability of Taranaki Regional Council staff to speak to the memorandum and answer questions from the Group, it was agreed to defer the agenda item (Management of land use in the Eastern hill country) until the next meeting of the Civil Defence Emergency Management Co-ordinating Executive Group.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. defers the agenda memorandum entitled 'Management of land use in the Eastern hill country' until the next meeting of the Group scheduled for November 2008.

Lean/Sutton

## **6. Annual activity report – river control and flood management**

- 6.1 Ms L Mahony, Taranaki Regional Council, spoke to the memorandum introducing a report to the Group on the Taranaki Regional Council's activities with respect to river control and flood protection works in the 2007/2008 year.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the memorandum and annual report for 2007/2008 on river control and flood management, and
2. notes that the report represents activities and works that deliver obligations and activities identified in the 2004 CDEM Group Plan;
3. notes that the report will be made available to key and interested stakeholders.

Young/Avery

## **7. Flood event 30 April 2008**

- 7.1 Due to the unavailability of Taranaki Regional Council staff to speak to the memorandum and answer questions from the Group, it was agreed to defer the agenda item (Flood event 30 April 2008) until the next meeting of the Civil Defence Emergency Management Co-ordinating Executive Group.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. defers the agenda memorandum entitled 'Flood event 30 April 2008' until the next meeting of the Group scheduled for November 2008.

Lean/Sutton

## **8. Presentation on the Fire Service's new Hazmat vehicle**

- 8.1 Mr Trevor Brown, Fire Region Manager/Commander for the Western Region of the New Zealand Fire Services, provided a presentation to the Group on the capabilities of the new Hazmat vehicle arriving shortly at the New Plymouth Fire Station. The Group was briefed on how the vehicle can be made available to the Taranaki CDEM Group during a civil defence emergency and be utilized by both the fire service and other agencies ie police, welfare response etc. It was advised that the Group would be provided the opportunity to view the Hazmat vehicle after its delivery to the region.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the memorandum and the presentation by the Fire Service on the capabilities of the new Hazmat vehicle to be station at New Plymouth.

Lean/Sutton

## **9. Report from the Ministry of Civil Defence Emergency Management**

- 9.1 Mr Jonny McKenzie, Member of the specialist development group of the Ministry of Civil Defence Emergency Management, provided a verbal report to the Group on his role within the Ministry and the assistance he can provide to the Taranaki CDEM Group and support staff in training and professional development.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. receives the report from the Ministry of Civil Defence & Emergency Management.

Lean/Campbell

## **10. Meeting Date for next Meeting - November 2008**

- 10.1 Members received and noted the memorandum informing of the date for the next meeting of the Civil Defence Emergency Management Co-ordinating Executive Group for November 2008.

### **Recommended**

THAT the Civil Defence Emergency Management Co-ordinating Executive Group

1. notes that the next meeting of the Civil Defence Emergency Management Co-ordinating Executive Group will be held on Friday 7 November 2008.

Kemp/Sutton

## **11. General Business**

There were no items of general business.

There being no further business, the Chairperson, Mr D L Lean, declared the meeting of the Civil Defence Emergency Management Co-ordinating Executive Group closed at 12.20pm.

**Confirmed**

**Chairperson:** \_\_\_\_\_  
**D L Lean**

**Date:** **7 November 2008**

Document: 492910

**ITEM THREE**

9 September 2008

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**CDEM Advisory Group Minutes**

**Purpose**

1. To provide the unconfirmed Minutes of the Lifelines and Welfare Advisory Group meetings for information.

**Discussion**

2. Copies of the unconfirmed Minutes from the latest Welfare Advisory Group Meeting held on 17 June 2008 and the Lifelines Advisory Group Meeting held on 22 July 2008 are attached for your information.

**Recommendation**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives the unconfirmed Minutes of the Welfare Advisory Group Meeting and the Lifelines Advisory Group Meeting.

Gary Bedford  
Director-Environment Quality

Approved:

B G Chamberlain  
Chief Executive

**Minutes of the Lifelines Advisory Group meeting held in the Taranaki Emergency  
Management Office, 45 Robe Street, New Plymouth on Tuesday 22 July 2008**

<b>Present:</b>	John Sutton	New Plymouth District Council (Acting Chair)
	Neil McCann	South Taranaki District Council
	Max Aves	New Plymouth District Council
	Steve Ilkovics	Vector Limited
	Helen Parr	Powerco Ltd
	Ian Chapman	Powerco Ltd
	David Leask	Taranaki CDEM group
	Dave Brunsten	National Lifelines Co-ordinator
	Maurice Gilmour	Shell Todd Oil Services
	Mark Constable	MCDEM
	Jo Guard	MCDEM
	Ian Wilson	MCDEM
	Kevin Hill	New Plymouth District Council
	Mike Langford	Taranaki CDEM Group
	Des Paulsen	Taranaki CDEM Group
	Ross Mc Coy	Transit New Zealand
	Paul Phillips	Chorus
	Robin Pittwood	Powerco Ltd

<b>Apologies:</b>	Anthony Wilson	New Plymouth District Council
	Brent Manning	New Plymouth District Council
	Ron Coleman	Powerco Ltd
	John Hones	Stratford District Council
	Bede Shortall	Transpower

**Notification of late items:**

There was no notification of late items.

**1. Minutes of the meeting of the Lifelines Advisory Group Meeting held on  
Tuesday 29 April 2008.**

A spelling error Morris Gilmour's name was corrected. The minutes were confirmed.

**Matters arising**

The members agreed that name badges should be provided, rather than using business cards.

**ACTION:** Des to produce name badges for members which includes the name of the person and their organisation

Dave Brunsten asked if he could have a copy of the letter from Transpower to take up at the National Lifelines meeting.

**ACTION:** Mike Langford to forward a copy of the letter to Dave Brunsten.

## **2. Lifeline Plan for Taranaki**

John Sutton explained that he and John Jones looked at various lifeline plans and decided use the Auckland/Northland model to produce the draft set of operating procedure for Taranaki. He explained that it had been through one review process already. He called for comments.

Ian Chapman noted that from a Powerco perspective they had a few concerns regarding the communications. He suggested convening a meeting to discuss how Powerco's needs could be taken into consideration.

**ACTION:** Mike Langford and Ian Chapman to schedule a meeting.

Dave Brunsten congratulated the John Sutton and John Jones for the work done on the document.

John Sutton then went through the document page by page for comments:

### *Pages 2 & 3*

A suggestion from Jo Guard was to change the tone of the colour for when the document is printed in black and white. The current colour combination makes the document difficult to read.

**ACTION:** John Sutton to make the necessary changes to the document.

### *Pages 4 & 5*

On page 4 the document makes reference to an "Incident Controller". The suggestion was made that this be changed to the "Group Controller", as is applicable in Taranaki. Reference to the CIMS model should also then be removed.

**ACTION:** John Sutton to make the necessary changes to the document.

On page 5, under the second bullet point, Mark Constable pointed out that currently no pool of Lifeline Co-ordinators organised by Ministry of CDEM at this time. However, it was made clear that there is back up available from a National level if required.

**ACTION:** Mark Constable to make suggestions to the wording of this paragraph.

Ian Wilson requested the abbreviation LUC be used when referring to the Lifeline Utility Co-ordinator, rather than LC, which is commonly referred to as a "Local Controller". The group agreed that this change should be made throughout the document.

**ACTION:** John Sutton to make the necessary changes to the document.

### *Pages 6 & 7*

Several changes need to be made in the table on the top of Page 7. After 5<sup>th</sup> August, Transit becomes "New Zealand Transport agency". Other name changes may also still occur. Maurice Gilmour stated that Origen had taken over Swift Energy.

*Pages 8 – 12*

No further changes were made to these pages.

*Attachment 1*

Some discussion took place regarding the Emergency Contact list. Mike Langford stated that a hard copy of emergency contact numbers could be attached to the plan or members could receive passwords to access the listing on the TRC website.

Dave Brunsten suggested that they become two completely separate documents.

The group agreed that the web based list would be the best option, and that this attachment will be deleted from the document.

ACTION: Mike Langford to send the web site and pass word information to the members of the LAG

ACTION: All members to please regularly check their personal details as well as the emergency contact details on the web page and notify the Emergency Management Office of any changes.

Des to send out regular e-mail reminders to members so that the web based details are kept up to date.

*Attachments 2 and 3*

There are no changes to be made to these attachments.

*Attachment 4*

Mark Constable indicated that as the National Guide is updated amendments would need to be made to this attachment to show the changes.

**3. What other Lifeline Advisory Groups in NZ are doing - Dave Brunsten**

Dave Brunsten delivered a presentation to the group in which he gave an overview of what the various Lifeline Groups throughout the country are doing.

ACTION: Des Paulsen to circulate an electronic copy of the presentation to the group.

**4. Report back on the Lifelines Reconstruction Conference - John Sutton**

John Sutton gave a report back on the conference that he attended in Christchurch.

**5. New Plymouth Airport - Kevin Hill**

Kevin Hill gave a short presentation on the various developments at the New Plymouth Airport.

ACTION: Des Paulsen to circulate an electronic copy of the presentation to the group.

**6. Vector – An overview – Steve Ilkovics**

Steve Ilkovics delivered a short overview of Vector's operations.

ACTION: Des Paulsen to circulate an electronic copy of the presentation to the group.

**7. Changes within Telecom – Infrastructural and organizational**

Paul Phillips from Chorus explained the changes that have come about within Telecom and explained the network plans for New Plymouth for the 2008 – 2011 periods.

ACTION: Des Paulsen to circulate an electronic copy of the presentation to the group.  
Paul Phillips to make enquiries as to the availability of information from Chorus to include on the Lifeline Groups vulnerability map.

**8. MCDEM update – Mark Constable**

Mark Constable explained the Lifeline Work briefs for the 08/09 year from a National Sector Development perspective. This includes a National Fuel Contingency Plan and a MCDEM Lifelines webpage. Further related aspects that will be looked into in this financial year are Fast Moving Consumer Goods, the Banking / Finance Sector as well as Infrastructure resilience.

ACTION: Des Paulsen to circulate an electronic copy of the presentation to the group.

**9. Presentations at future meetings**

Maurice Gilmour from Shell Todd Oil Services and Max Aves from NPDC Roding, will give short presentations at the next Lifelines meeting.

**10. Next Breakfast Meeting**

Steve Ilkovics offered for Vector to host the next breakfast meeting in November. The date and time to be confirmed.

ACTION: Des Paulsen to liaise with Steve Ilkovics.

**General Business**

Des Paulsen raised the issue of the impact of solar flares on the lifelines organizations. While it is known that solar flares will not disrupt sub atmospheric radio comms there is potential for other disruption. The group felt that the issue should be raised at a national level by MCDEM.

ACTION: Mark Constable to investigate the risk of solar flares for New Zealand.

There being no further business, the acting Chairperson declared the meeting of the Lifeline Advisory Group closed.

**Minutes of the Welfare Advisory Group meeting held in the Taranaki Emergency Management Office, 45 Robe Street, New Plymouth on 17 June 2008, commencing at 10.00 am**

Present	Mike Broker	Taranaki District Health Board
	Mike Langford	Taranaki Civil Defence Group
	Jenny Judd	Victim Support
	Denise Loveridge	Child, Youth and Family
	Colin Roberts	Salvation Army

Apologies	Anne Kemp	Taranaki District Health Board
	Des Paulsen	Taranaki Civil Defense Group
	Karen Lawson	NZ Red Cross

A late apology was received from Gloria Campbell.

**Notification of late items:** Nil

**1. Minutes of the Meeting of the Welfare Advisory Group held on 25 March 2008**

**Recommended**

THAT the Taranaki Welfare Advisory Group accepts the Minutes of the Meeting held on 18 December 2007.

JJ/DL

**Matters Arising**

A representative from TPK had advised by e-mail they would be attending this meeting.

**2. Marae as EWC & Requirements for EWCs**

The group reviewed the proposed list and agreed on a number of additions. A copy of the list is appended.

It was also suggested by Denise Loverage that maps of Taranaki were included in each EWC kit.

Mike Broker advised the group that the TDHB had developed a team specifically to promote emergency planning at Marae, with a focus on Pandemic Planning.

***ACTION REQUIRED***

*CDEM - to provide 2 Taranaki Maps for each welfare kit*

**3. Red Cross Registration forms - Supplementary form and revision of PRIDE**

The draft of 'the Special requirements' form was discussed with some minor alterations and additions. A copy of the revised form is appended.

Mike Langford advised the group the National Welfare and Recovery Co-ordinating Group (NWRCG) would be reviewing the current Red Cross registration system so the value in printing large numbers of the may be limited.

#### **4. General Business**

Mike Broker advised the group that the TDHB Major Incident Plan has been reviewed and revised. Each member of the WAG will be given a copy of the document and additional copies will be available on the TDHB website [www.tdhb.org.nz](http://www.tdhb.org.nz).

#### **5. Next Meeting**

The next meeting will be held at 10:00 on 16 September June 2008.

With no further business to discuss, the meeting concluded at 10:45

## Emergency Welfare Centre's - Ideal requirements

- Car Parking with hard standing
- One large room that can be divided in to reception, information area, and personal services etc
- At least 4 separate rooms (1 general room/rest area, 1 first aid room plus 2 privacy rooms)
- Toilets
- Showers
- Changing rooms
- Power (ie not in area know to be susceptible to power outages)
- An independent water supply
- Telephones (at least 2 lines for use of computers/laptop)
- Cell phone coverage
- A fax
- Able to accommodate a high proportion of the local community, short term
- Able to accept all peoples unconditionally
- Have disabled access and facilities
- Tables and chairs (sufficient seating for the number of people expected to arrive at the centre)
- Be in a good location for 2 way radio reception
- Have entertainment facilities
- In an easy to find location - clearly sign posted, well known in the community and close to main roads
- A current building WOF
- A children's play area
- An area that can be used for companion animal welfare eg garage or tennis court etc
- A area that can be used for helicopter access
- Cooking/food preparation facilities
- Clear evacuation routes for fires etc
- Fire extinguishers etc

Taranaki CDEM will provide Welfare Kits, First Aid kits and 2 way radios.

Registration Number

.....



TARANAKI  
EMERGENCY MANAGEMENT

## Individual Special Requirements Form

**General Information** The information requested on this form is collected by Civil Defence & Emergency Management for the purpose of assessing your special requirements in this emergency, and will be treated as confidential. You have a right to decline giving the information, however, you must be aware that this may legitimately delay or not provide the assistance you require.

Family Name:	First Names:
Date of Birth:	Current Telephone Number:
E-mail	Cell Phone

**Health**

Current Medical Conditions:	General Practitioner (if required):
Care Provider/Key Worker/ Next of Kin Details:	
NHI Number:	Medications:
Special Requirements and/or Comments:	

**Dietary**

Special Dietary Requirements (eg Gluten Intolerance, Diabetic, etc):
--

**Housing**

Reason for Emergency Housing:	Number of Family Members: <input type="checkbox"/> Adults <input type="checkbox"/> Children
Ages of Female Children:	Ages of Male Children:
Special Requirements (eg wheelchair access, wet area shower, pets, smoker)	

**Other**

Any other Special Requirements not listed above:

9 September 2008

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**Introducing the Recovery Facilitator and Welfare and  
Lifelines Co-ordinators.**

**Purpose**

1. The purpose of this memorandum is to note that today's meeting will be attended by John Sutton (Lifelines Advisor), and Louise McLay (recently appointed Recovery Facilitator). Karen Lawson, Welfare Co-ordinator of the Taranaki CDEM Group, will also attend a future CDEM Group meeting.

**Discussion**

2. Agenda items are normally focused on specific items of business for consideration and if needs be decision. However, in the interests of improving networking within the Group, and fostering a greater appreciation of the roles and functions each party plays within the CDEM structure and organisation, it is considered useful to introduce key personnel to the members of the CDEM Group, and to invite them to comment on their activities and development of their responsibilities.
3. Accordingly, invitations to today's meeting have been extended to Louise McLay, the Group's new recovery facilitator, John Sutton (lifelines) and Karen Lawson (Welfare Co-ordinator). Karen has had to tender an apology for today's meeting, but should be able to attend a future meeting to meet the Group members.

**Recommendation**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives this memorandum and any accompanying reports from the Lifelines Advisor, Recovery Facilitator, and Welfare Co-ordinator of the Taranaki CDEM Group

Approved:

GK Bedford  
Director-Environment Quality

B G Chamberlain  
Chief Executive

**ITEM FIVE**

9 September 2008

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**The National Civil Defence Emergency Management Forum -  
Parliament Buildings, 24 July 2008**

**Purpose**

1. To update Members on the attendance by Cr David Lean and Cr Brian Jeffares at the second National CDEM Forum, again hosted by the Minister of Civil Defence Hon Rick Barker. Minister Barker continues to take an active interest in CDEM matters at a national, regional and local level, and the Forum is held as a result of his initiative. Their report is set out below.

**Forum**

2. In practical terms, the annual Forum presents the only real opportunity to meet with other nationwide CDEM personnel – where a national perspective is freely and frankly discussed. It also provides the chance to see what regional initiatives are taking place throughout the country that can enhance our own CDEM efforts in Taranaki.
3. After an opening address from the Hon Rick Barker, who highlighted his and his department's continued thrust to establish a common/nationwide approach to CDEM, the sessions below followed.

Keynote address – Susan Reinertson, Administrator, Region Ten (Federal Emergency Management Agency)

Mrs Reinertson has responsibility for coordinating CDEM activities throughout Alaska, Idaho, Oregon and Washington. Her major focus was on management and planning changes that are taking place throughout the United States as a result of the disastrous outcome of Hurricane Katrina in New Orleans. The lack of an integrated system involving local, state and federal government in cases of emergency is being addressed in a major way.

Dr Alan Jamieson, Chair, Public Protection and Disaster Relief

This session concentrated on nationwide communications and communications systems and the problems that exist with independent agencies using different equipment standards, frequency bands and networks. The interoperability of the systems are almost non-existent and as the trend towards digital networks increases, the problem is compounding.

A new approach is desperately needed for Emergency Telecommunications Systems/Services, and Government is currently undertaking an inter-departmental review in an endeavour to establish a common communications 'thread'. A 'Whole of Government' solution to standardising future radio communications may be some distance away. But it is a very good and sensible approach.

Horizons Regional Council – Bruce Greenrig

Spoke on their own initiative of establishing a \$1 million mobile (semi-trailer) education unit with the aim of producing and improving environmental and risk management educations throughout the Manawatu/Wanganui region.

It is an impressive unit with external 'attachments' that could act as an external council chambers meeting facility or command position or emergency operation centre in the event of an emergency declaration.

Antoinette Mitchell, Whangarei District Council – 'Community Response Planning'

Dealt with the response phase of an emergency and is in line with the review of TEMO's existing Response Plan. Nothing much to add from this presentation.

John Mitchell (Environment Canterbury) and Lamorna Cooper (Otago Regional Council – 'Fuel Distribution and Public Awareness' (Petroleum storage, transportation and supply and risk assessment

Presentation centred around John Mitchell endeavouring to do (single handed), what Taranaki Lifelines and Lifeline Groups already have in place in Taranaki.

John Hamilton, Director, Ministry of CDEM – 'The year in review'

Mr Hamilton basically re-covered much of the information/news bulletins that have been issued from MCDEM in the past year.

**The way forward**

4. 'Strategic framework for National CDEM Public Education Programme 2006-2115 (attached)

The above document was presented to the Forum, outlining MCDEM's approach and direction concerning public awareness, understanding, commitment and preparation for disasters. It is a strategic document, not a plan. It makes interesting reading.

5. The Minister's invitation to dinner at the Wellington Club and overnight accommodation was declined, preferring to return home at the end of a long day. Sadly, Wellington Airport was closed and we had to stay there anyway!

The opportunity to attend the National Forum was appreciated.

## **Recommendation**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives the report of Cr David Lean and Cr Brian Jeffares on their attendance at the National Civil Defence Emergency Management Forum which was held at Parliament Buildings, Wellington on 24 July 2008.

GK Bedford  
**Director-Environment Quality**

Approved:

B G Chamberlain  
**Chief Executive**

# **The Way Forward**

**Strategic Framework for the National CDEM  
Public Education Programme 2006 - 2015**



**Te Rākau  
Whakamarumarū**

**Ministry of Civil Defence  
& Emergency Management**

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# The Way Forward

## 1 Introduction

This document details the thinking behind the current civil defence emergency management (CDEM) National Public Education Programme (PEP) and its future development. It is a strategy document, not a specific plan. It is the strategic framework in which the Ministry and CDEM Groups will work to improve public awareness, understanding, commitment and preparedness for disasters. "The Way Forward" will be continually improved in the light of experience. A two-year PEP Communications Plan, which will be updated annually, is included as an appendix to the strategy document to provide greater clarity on specific activities to be undertaken to implement the strategy.

The partnership between the Ministry of Civil Defence & Emergency Management (MCDEM) and the wider CDEM sector is shown in the way the public education programme has been developed and implemented. It is based on the experience and agreed messages of the wider sector, and developed as an "umbrella" campaign allowing CDEM Groups to maximise the impact of their own, local, initiatives.

### Scope

The Public Education Programme consists of:

- a national media campaign and supporting resources – *Get Ready Get Thru*
- a national schools programme – *What's The Plan Stan?*
- additional actions by MCDEM to support or build on these programmes
- actions undertaken by CDEM groups using PEP resources or planned around PEP activities.

### Involvement of CDEM Groups

The basis of the PEP has been put in place by MCDEM to meet commitments to government. Increasing involvement by CDEM Groups and their local authority, emergency services and lifeline utility participants is a critically important part of the development of the programme.

Success for the PEP will be partly dependent on the funding available; the continued commitment from MCDEM is to involve CDEM Groups in making the best possible use of funds provided for this purpose.

I thank those who have contributed to the development of this framework, and look forward to working with you in the years ahead towards our common goal of strong, safe, communities.



John Hamilton  
Director of Civil Defence  
November 2007

## 2 Situation /Hazardscape

New Zealand with its diverse landscape and relatively isolated geographical location faces a range of significant hazards. The reality for New Zealand is that these hazards can pose significant risk to life and can destroy property, infrastructure and livelihoods.

These hazards include natural hazards such as earthquakes, tsunamis, volcanic eruptions, flooding and severe weather events. In addition to natural hazards, technological development has created new hazards and risks. Reliance on lifeline utilities (including electricity, gas, water, sewerage, communications and transport systems) leads to greater vulnerability in the event of their failure. Hazardous substances and introduced organisms can also affect our environment, health and economy. Events in recent years have also heightened awareness of the risks posed by pandemics and terrorism.

### **National CDEM Strategy**

The strategic goals of the National CDEM Strategy are developed to enable an effective response to these hazards, and are supported by the Public Education programme.

The goals of the National CDEM Strategy are:

- to increase community awareness, understanding, and participation in civil defence emergency management
- to reduce the risks from hazards to New Zealand
- to enhance New Zealand's capability to manage emergencies
- to enhance New Zealand's capability to recover from disasters.

### **Increasing community awareness and preparedness**

Despite an apparent high level of awareness of the nature of disasters that may affect New Zealanders, we have evidence from the Colmar Brunton quantitative and qualitative research that suggests that individuals and communities are not as prepared as they need to be to deal with, and recover from these disasters when they happen.

**The challenge for all organisations involved in CDEM is to shift New Zealanders from apathetic awareness to total preparedness, resilience, self-responsibility and community responsibility.** Achievement is not defined by complete and permanent success, but by significant progress towards this goal over time.

The Way Forward strategy shows how MCDEM, supported by CDEM Groups and others will educate and motivate New Zealanders to get ready for a disaster, and to get through it. For the national PEP programme to be a success, this preparation needs to occur at an individual and community level.

The Way Forward strategy is focused on creating the impetus for the PEP through trustworthy sources, accessible solutions and constant reminders.

### **Limitations of public education**

Public education and heightened awareness will not, on its own, guarantee the generation of actions or behaviours that lead to higher levels of preparedness at home, at work, or across communities. The PEP will be supported by plans and initiatives that promote actions in communities to reinforce the "Get Ready" message and encourage people to put thoughts into action. This second line of attack is not funded or managed as part of the PEP but will be managed by MCDEM for use by the sector and community groups.

## **CDEM Group's responsibilities under the CDEM Act 2002**

Section 17 of the Act establishes clear local responsibility for public education:

### *17 Functions of Civil Defence Emergency Management Groups*

*(1) The functions of a Civil Defence Emergency Management Group, and of each member, are to:*

*(a) in relation to relevant hazards and risks:*

*(ii) consult and communicate about risks:*

*(c) take all steps necessary on an ongoing basis to maintain and provide, or to arrange the provision of, or otherwise to make available ... information, ...for effective civil defence emergency management in its area:*

*(g) within its area, promote and raise public awareness of, and compliance with, this Act and legislative provisions relevant to the purpose of this Act:*

*(k) promote civil defence emergency management in its area that is consistent with the purpose of this Act.*

## **Public education and CDEM Group/local authority planning**

Part 6 of the Local Government Act 2001 Act requires local authorities to facilitate a process with their communities, at least every six years, and to identify community outcomes for the intermediate and long-term future of the district or region. The role of the local authority is to facilitate the process, with the community owning the identified outcomes.

A "community outcome" is a desired state of affairs that the community has identified through a process. These outcomes are intended to inform the development of local authority planning, and coordinate the activities and planning of all sectors of the community.

Local authorities can decide how to identify and prioritise community outcomes but they must ensure that the processes they use encourage the community to contribute. Before deciding on the process, they must also identify other organisations and groups capable of influencing either the identification or the promotion of community outcomes, and, if practicable, secure their agreement to the process (section 91, clause 3).

Local authorities are required to prepare a ten-year Long Term Council Community Plan (LTCCP), which is to be reviewed every three years. The LTCCP describes the community outcomes and priorities and the activities the local authority will undertake to contribute to the outcomes. The first plans following the full community outcomes processes were required by 30 June 2006.

This document and associated plans provide a sound basis on which councils and their communities can make decisions about local investment in developing awareness, understanding, commitment and preparedness.

### 3 Background

In 2005/06, the Ministry of Civil Defence & Emergency Management sought and successfully obtained Crown funding for national public education initiatives to strengthen individual and community preparedness. The \$6.1 million funding is for national public education programmes for four years to increase individual and community awareness and preparedness for disasters. The ongoing annual budget of \$1.1m, is a modest spend compared with other social marketing campaigns. The funding also covers the ongoing development of the *What's The Plan Stan?* schools' programme.

Tenders were called in 2005 for agencies to work with MCDEM to develop the long-term national programme. A consortium comprising Clemenger BBDO, Senate Communications and Colmar Brunton Research was selected to develop the programme.

Insights for the development of the programme were gained from:

- in-depth discussions with civil defence emergency management staff within the Ministry, the CDEM Groups and the science community
- research into community resilience
- focus group and State of Mind research undertaken by the advertising agency Clemengers BBDO to identify barriers to action and explore the factors that would motivate people to take action.

These are further outlined in Section 6 under Analysis and Insights.

The national programme is targeted at individuals and communities to improve awareness of New Zealand hazards, with the aim of converting that awareness to action to be better prepared.

Initiatives include:

1. The development of a long-term strategy for the National CDEM Public Education Programme to 2015 (this document)
2. Targeted media campaigns reinforced by printed and online resources that provide detailed information on what to do
3. The development of teaching resources for schools aimed at getting the message into homes through children at school
4. The establishment of a website containing all agreed messages about individual and family preparation for disaster
5. The full translation of this website into Te Reo Māori, simplified Chinese, traditional Chinese, Samoan, Hindi, Korean, Tongan and Arabic to improve community access to this information
6. Continued promotion through news media, events such as the annual Disaster Awareness Week and other opportunities of the need to be aware of hazards and to prepare.

## 4 Objectives of the Public Education Programme

The objectives of the national Public Education Programme (PEP) are:

1. To effectively build public awareness and understanding by individuals and communities of hazards in New Zealand and civil defence emergency management, that ultimately will lead to action towards preparedness
2. To develop a strategic approach that will be regularly monitored, reviewed and tested to ensure it reflects the areas of need
3. To achieve increased levels\* of awareness and understanding of types of disasters, actions, and behaviour change (ie to ensure that all communities are aware of the emergencies that could affect them, and that they will take measures to protect themselves, their families and their livelihoods)
4. To ensure consistency and effectiveness of messaging at every consumer touchpoint.

### Definition of being prepared

\*Levels of awareness and understanding, and behaviour change will be measured through annual benchmark research. For the purposes of this research, being prepared is defined as:

**Individuals having a plan and emergency survival items - both of which are regularly checked and updated and being able to look after themselves for three days or more in a disaster.**

Under this definition, the first Colmar Brunton benchmark research in 2006 indicates that only 7 per cent of New Zealanders are prepared at home and at work, while 21 per cent are prepared at home only.

## 5 The Way Forward Strategy Framework

### a. A diverse and integrated programme is the key

Successful social change programmes ensure that messages are carried to audiences through a variety of mechanisms, media and means. This means not relying, for example, on television advertising alone, but backing it up with numerous other interventions.

It is now well understood that behavioural change comes about at different times for different people, based on different triggers or “moments of truth”. A so-called “big, messy programme” (that is at all times totally coordinated and consistent) ensures that people are reached repeatedly, in different ways, but with essentially the same message: be prepared and stay prepared. The strategy for the PEP uses multi-media supported by a concerted series of communication activity, coordinated resources, events, media opportunities, web and multi-level networking to ensure the programme has a wide reach and to bring a sense of “ubiquity” to the messages.

### b. A long-term approach

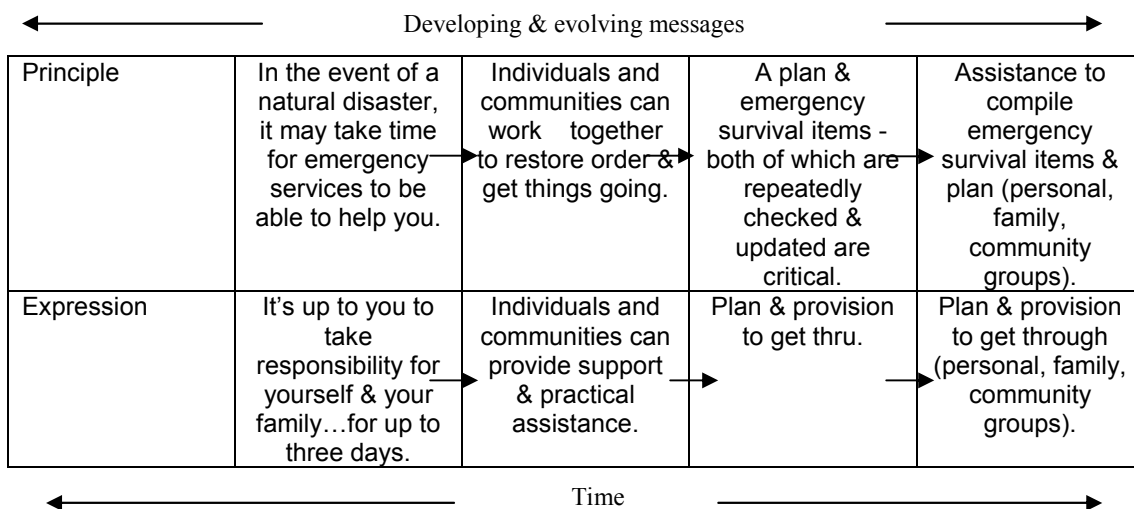
Social change takes time. This strategy therefore takes a staged approach to ensure longevity over time rather than a “big bang” and then nothing, which is so often the feature of public education programmes in New Zealand.

The Way Forward is backed by national resources to ensure the messaging and reach can be maintained over time. The PEP will be designed to build on this and ensure that the greatest gain is achieved for this investment.

People do not leap straight into action having been told something. It’s not that simple. A staged approach to what actually happens is summarised as follows:

- See:** Acknowledge there is an issue  
**Think:** I am involved. I need to do something different from the way I do things/don’t do things at present  
**Act:** Make the change  
**Reinforce:** New behaviour is maintained and affirmed

*Note: An important point to note is that people are at different places along the continuum, and that it is NOT linear. People may jump stages, go backwards, or fall off the programme entirely!*



**c. Audience understanding**

Successful marketing strategies focus on the consumer, their needs, motivations, concerns and desires. The Way Forward is based on research in understanding the human elements behind people's response to the civil defence and emergency management messages. Messages and communications programmes will be designed to meet those needs and respond to the barriers.

To really understand why people think and behave the way they do, and what will motivate them to change, it is vital to understand different combinations of behaviours and influences. This makes it possible to segment audiences and therefore target people's actual attitudes, concerns and behavioural triggers.

**d. Consistency in all communications**

Investigations into CDEM messaging and advice given to New Zealanders has highlighted that, while there is a core set of messages used, much of the detail and the language used in the past differs. Complicating this further is the language used by other agencies involved in the "preparedness" sector. For example, the length of time people are advised to plan for the flu pandemic is up to three weeks, versus the three days for a natural disaster.

We need to ensure consistency of messaging to avoid complicating the actions we will ask New Zealanders to undertake. At no stage can we "give them an opportunity to opt out" through confusion, or ambiguous messaging.

A key element to ensure consistency is the text provided on the GetThru website, which is presented in plain English, and translated into eight other languages. These core messages have been agreed to within the CDEM sector and it is important that they are used consistently. These messages may be modified or changed over time to provide greater clarity or reflect new safety advice as appropriate and will be managed by the Ministry and signed off by the Director of Civil Defence. In 2007 the Ministry has also initiated the Consistent Messaging project and brought together a number of key agencies such as Police, Fire and Health to work with the CDEM sector to improve consistency of messages.

**e. Community integration**

Community intelligence, endorsement, distribution channels and networks all contribute to the likelihood that social marketing messages – those requiring individuals to adopt a new behaviour – hit home and are internalised.

Partnerships are critical to the PEP, as partner resources and networks will be vital to extending the programme's reach, and to lend credibility to the programme's messages.

In the implementation of the Way Forward Strategy, opportunities for partnerships between the Ministry and emergency services and lifeline utilities, community organisations and businesses with a commercial interest, will arise. These opportunities may be short or long-term and will be taken up in consultation with affected CDEM groups, which may be able to provide support, expertise, knowledge and assistance, or participate in the partnership.

These opportunities must be:

- consistent with the overall PEP strategy
- in addition to, and not instead of, the critical programme elements (especially mass media) suggested here
- able to be implemented within existing resources, or self-supporting
- low risk, once mitigation of risks is taken into account
- supportive of, or complementary to, other government and local CDEM initiatives.

**g. Knowledge transfer is not enough**

Rational information can be useful (facts and statistics definitely play a role in getting issues understood and believed). In many cases, emotional communications can provide motivation.

## 6 Analysis and Insights

Insights for the development of the strategy have been gained from:

- In-depth discussions with civil defence emergency management staff within the Ministry, the CDEM Groups and the science community
- Research into community resilience
- Focus group and State of Mind research undertaken by the advertising agency Clemengers BBDO to identify barriers to action and explore the factors that would motivate people to take action.

### 1 The findings of research into community resilience

A review of preparedness motivation strategies undertaken for the Ministry in 2004 and published in the report “Creating a Resilient New Zealand” provides an invaluable basis for understanding the issues and challenges of bringing about greater preparedness.

### 2 Insights gained from focus group sessions, research and discussions

These are summarised here and outlined in more detail in Appendix 2.

1. For most people there is an apathy and inertia cycle
2. Because of uncertainty about the what, where and when issues (most people describe probability as ‘long odds’), it’s natural that they default to a state of:
  - Do nothing
  - Do it later
  - Get around to it sometime.
3. There’s a fatalistic view that also has influence - *“I don’t worry about it. If it happens it happens. Nothing I can do about it.”*
4. Despite recent ‘disaster’ events that have affected and disrupted their lives, people continue to live in a state of unpreparedness.
5. The *benefits* of avoiding the potential negative personal consequences of a disaster provide a new perspective to an otherwise low-interest and low-involvement subject. People hadn’t really thought of disasters in this light before.
6. Benefits will need to demonstrate a careful balancing of the tension between complacency and alarm, realism and truth, facts and straightforward instructions - *“Tell me what I need to do. And please keep it simple!”*
7. Barriers to taking action:  
People provide a range of ‘Belief Barriers’ to awareness and understanding. These are significant inhibitors to people being prepared for a disaster:
  - Low probability of risk
  - The ‘when?’ uncertainty
  - Unrealistic optimism
  - Other priorities – just dealing with day-to-day life
  - Run-of-the-mill events
  - Misconceptions about role and capacity of Civil Defence
  - Not personally relevant
  - Kiwi ingenuity and attitudes – *she’ll be right.*

There are also a range of emotional and psychological barriers which include anxiety, denial of risk, feelings of inadequacy and non-acceptance of negative messages.

The barriers are significant and difficult to overcome. They work in combination, rather than singularly. Communications need to recognise these barriers, to result in attitude shifts and recommended actions.

## **KEY INSIGHT**

Introducing people – especially family and loved ones - makes the difference.

The practical and psychological barriers to understanding and action are significant. Addressing them through a dedicated communication could involve a disproportionate effort and resource for small gain.

There is a faster and more efficient route - build awareness and understanding by linking these aspects with a more personally relevant and emotionally satisfying demonstration of the positive outcome of a disaster.

*i.e. If you and your family are prepared you are going to fare better in a disaster.*

## **7 Strategic Approach: inspiring public awareness and engagement**

Achieving a high penetration of awareness and understanding towards preparedness not only depends upon a highly impactful, emotive and challenging public education campaign - it also requires a combination of information, community events, instruction and emotional/psychological activities to move people to a stage of preparedness.

### **1 Personal relevance**

The priority task is to increase personal relevance. This unlocks awareness and understanding, and assists the move to commitment and action. The best way to increase personal relevance is by leveraging the truth of human connectedness – the feelings of responsibility we all feel towards the ones we love and care about.

The PEP is not about building fear, being judgmental, or preaching ‘what not to do’ as used by some current social marketing campaigns. Nor does the PEP assume that simply awareness of the risks will prompt action. That has been proven not to work.

Our campaign is built around themes which, our investigations show, reverberate with New Zealanders – the comfort of knowing you’ve done everything you can to be prepared and resilient, the inconvenience of being ill-prepared, the responsibility of caring for family and pets – and around providing rationale from trustworthy sources, accessible solutions and constant reminders.

Research conducted by the Y2K Readiness Commission found that, for families with children, the top motivation to be prepared is caring for family; the top motivation for households without families is avoiding inconvenience. The results from our own focus groups re-emphasise this.

The PEP will drive New Zealanders to grasp the opportunity to be ready through their own empowerment – by showing strong rationale for readiness, what readiness is, and how it is achievable.

In managing the PEP, we will do that by learning to understand our various audiences through research and by reaching out to them strategically, and through as many means as possible. Different audiences need to be spoken to in different ways. The PEP ensures every New Zealander hears the merits of readiness often, in many different environments and in varying and creative ways.

Local CDEM group action and the incorporation of CDEM Public Education into the activity of local community, emergency services and lifeline utilities are essential to demonstrate personal relevance. The LTCCP is an important process for this involvement in the longer term – especially in making budgetary decisions. MCDEM will facilitate the development of initiatives that could be applied to communities.

### **2 Simple, consistent messaging and language**

Whatever the means, we will consistently use simple language and ensure the steps to readiness are unambiguous and clearly achievable. The text on the GetThru website and promotional material has been developed in line with this principle and processes are in place and will need to be carefully managed to ensure simple, consistent messaging and language.

### **3 Core tools and resources**

The central element of the strategy must be the development of a core set of activities and resources that sit above all other activity and give consistency and cohesion. The

core activities and resources will support and reinforce CDEM group and community activities and reach out to the wider New Zealand public.

Locally, the aim is to achieve the full integration of PEP needs in the LTCCP process (see CDEM Act 2002 s17 and Local Government Act s6).

#### **4 Integrated nationally and locally**

The strategy must work at the grassroots, identify and engage influencer groups, create high-profile and high-impact events, infiltrate communities, and leverage partnerships and the media. We will achieve this through:

- The development of a national mass media advertising platform that all regional and local activities can leverage off
- The mass media campaign will need to be fully integrated with CDEM group and community projects to achieve commonality of messages and activities, and a consistently high profile across New Zealand. This will be addressed through a National Public Education Reference Group chaired by the Ministry of Civil Defence & Emergency Management. The Reference Group comprises representatives of the CDEM Groups who will have a role in developing the long-term strategy and identifying specific programmes to support regional initiatives
- The creation of a central website, including a communication resource “CDEM Public Education Toolbox” that will aid the sharing of resources and coordinate consistent messaging and activity. Online materials can include strategies for activities, case studies and samples of programmes, a photo database, and articles/media releases that can be customised for local use
- The development of partnerships with public or private sector organisations involved in preparedness. CDEM groups need to be able to leverage off, or deliver regionally as a result of these partnerships
- Activities specifically aimed at Maori, Pacific Island communities and other ethnic communities
- Developing consultation and engagement to ensure that CDEM Groups and their stakeholders are kept informed on the national Public Education Programme and activities.

#### **5 Consultation and Engagement**

Discussions to date have identified two groups that are crucial to the success of MCDEM’s PEP. The first are the regional CDEM groups, who will play a crucial role in community outreach and national consistency of messaging. The second are other agencies involved in national education and/or community “preparation” programmes, for example: the Fire Service, the Ministry of Health (Bird Flu Pandemic) and the Police.

At all stages of the PEP, the Ministry will:

- Ensure CDEM Groups and other agencies involved in “preparedness” planning are regularly kept informed of PEP developments, and contribute to these
- Ensure CDEM Groups and other agencies involved in “preparedness” planning are updated on PEP progress and feedback (including research programme)
- Coordinate consistency of messaging and planned activity (national and regional)

- Seek to achieve greater level of national and community “cut-through” to create the level of individual and community preparation that is needed
- Look for synergies with PEP and other CDEM activities
- Consult and cooperate with all other parts of the CDEM sector.

## 8 The Creative Approach - the four year outlook (and beyond)

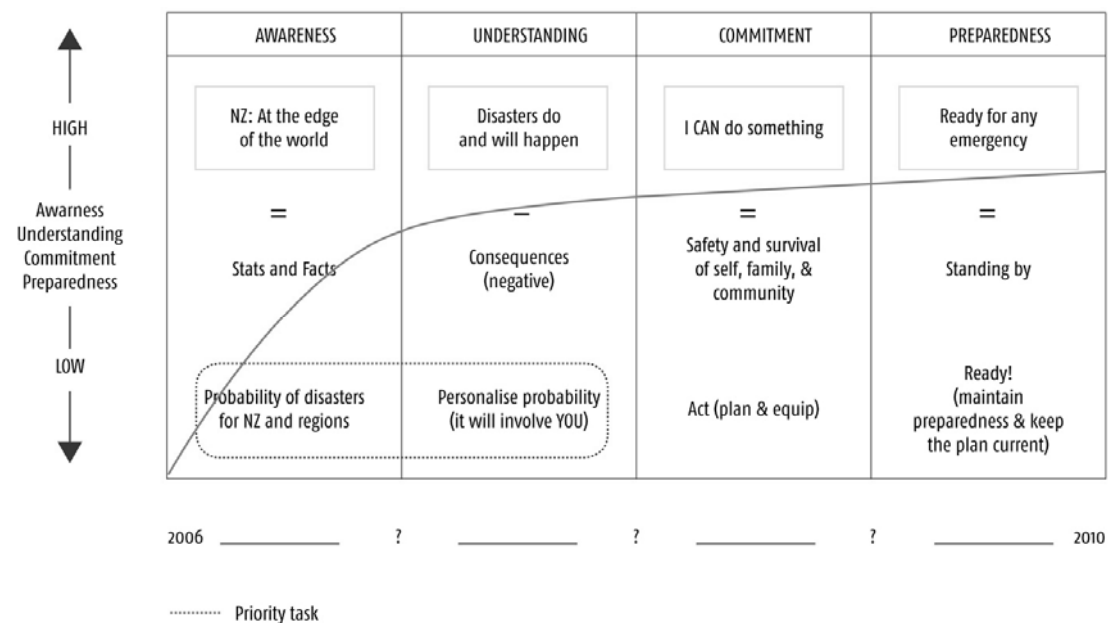
Just as vital as a new and fresh approach to achieve creative breakthrough, it is essential that we pull together all national and regional work and ensure people receive consistent messages, frequently and through trusted channels and many media types.

The campaign will evolve over time as we will learn from not just the independent research that will be undertaken but also from feedback on our activities.

As we start to achieve higher preparedness levels we will aim to extend the communication further into communities and with representative and special interest groups, particularly in areas where research highlights, either messages that need to be given further emphasis, and/or groups within the campaign that require greater prompting.

Emphasis could move, for example, to immigrant communities, low socio-economic groups, rural communities, and/or an enhanced business programme.

The generally low level of interest, awareness, understanding and personal relevance is the starting point for a staged communications programme.



The focus for the first phase of the Way Forward strategy is the **AWARENESS** and **UNDERSTANDING** stages.

Stage	Desired Outcomes	Key Messages
<b>Awareness</b>	1. Widely held beliefs around the <u>probability</u> of a disaster increase people's motivation to prepare 2. Psychological preparation	<ul style="list-style-type: none"> <li>• Real-life events/stories</li> <li>• Scientific evidence</li> <li>• International examples</li> <li>• Coping strategies</li> <li>• Confidence builders</li> <li>• Emotional dependencies.</li> </ul>
<b>Understanding</b>	Because disasters do and will happen, you need to understand that it's up to you to look after yourselves and your loved ones.	<ul style="list-style-type: none"> <li>• Children's dependency</li> <li>• Family separation</li> <li>• There is no single, large organisation that's going to help</li> <li>• It's up to you</li> <li>• You're likely to be on your own without any help for up to three days and nights</li> <li>• Successful disaster outcome visualisation.</li> </ul>

Relating these approaches to PEP messages provides the following communications model:

1. We load in vivid pictures and feelings about the end result: *We survived because we planned and prepared for a disaster*
2. We state the key message as fact: *Disasters happen*
3. We teach the sub-conscious: *Complete your Household Emergency Plan*
4. The simple instruction: *Plan and Prepare*
5. The emotional rationale: *Survive and care for my family/partner/community*
6. The pragmatic affirmation: *However small the possibility, I owe it to my family and loved ones*
7. Fulfilment: *Peace of mind; job done; new behaviour established.*
8. Summary theme/statement: *It's up to you to protect the ones you love.*

This can be a summary statement applied to all communications, regardless of message content, mediums or events.

"It's up to you" communicates personal imperative, regardless of the level of probability

"To protect the ones you love" communicates universal emotional benefit.

## Theme

The core theme for the PEP has been developed through the application of psychological behaviour planning, within a social marketing framework.

It's based on two core theories:

- The sub-conscious works backwards, i.e. we start with the detail of the finished result. So we ask, 'What happened to allow us to get to this position?'
- Reprogramming current attitudes using FACT messages i.e. not allowing the target person to opt out through 'file it and forget it' responses.



This line cements the thinking behind the entire campaign, through every execution in every medium.

The line also creates a brand around the state of readiness we want people to work towards and achieve. Like the PEP itself, the line works in two stages: It tells people what they must do, but also empowers them with a positive message. The line states very clearly that people will be better equipped to survive if they take control of their own and their family's safety. In addition it infers that you need to get through to a specific point, ie it is a finite time frame after which support will be available.

Just as importantly, it is an easy logo to read and remember and it's a simple phrase for people to remember.

## Messages

While a single message (or medium) will not achieve the required levels of awareness and understanding, it's critical that all messages contribute to and reinforce a central theme.

## **Appendix 1      Executing the strategy**

### **The PEP Communications Plan 2007 – 2009**

**(This plan will be updated annually in consultation with CDEM Groups)**

#### **The Get Ready Get Thru mass media campaign - television, radio and print campaign reinforced by a dedicated website, printed and online resources.**

The initial phase of the programme, which was launched in June 2006, is focused on programmes directly targeting individuals to raise awareness and promote the preparedness messages.

Early indications are that the mass media campaign, which forms the initial thrust of the long term programme, is getting through to the intended audiences. The Nielsen Media Research ratings, which are an established measure of what the public is watching on television, indicate that since the launch, the campaign has reached 90 per cent of New Zealanders aged 18-49 years, with each person typically being exposed to the advertising around 16 times. This will continue to be monitored.

#### Awareness and understanding

The mass media campaign will continue to raise awareness of hazards and push the “It’s up to you” messages in the current advertising series through 2008. In view of the modest budget for this campaign the “wear out” factor is not high and the TARP (Target Audience Rating Points) levels have reflected this.

#### Commitment and preparedness

In order to progress New Zealanders from awareness /understanding to action, we need to shift some of the focus on HOW New Zealanders can be prepared. The focus will be on reminding New Zealanders of the need to prepare and offering practical help on how to compile, prepare and update an emergency survival kit and plan. We will build on the current theme and develop new creative executions to focus on the specifics of preparedness.

Information gained from the ongoing tracking research on the effectiveness of the messages, and identification of target groups that have low levels of response to the campaign will inform the ongoing development of the campaign.

#### **1      Media Advertising – television, radio and print**

Information on the timing of the advertising will be shared with the CDEM Groups so they can leverage off the national programme for regional activities. The focus for the Ministry is to maximise the reach given the relatively low budgets. The advertising will occur in blocks at least once every quarter in March/June/October and Dec/Jan. Details on times and channels will be made available on the Ministry website as soon as they become available, and the sector notified via the Ministry’s monthly email bulletin.

#### **2      Advertising in the Yellow Pages regional directories**

The Ministry has a full page advertisement in all the Yellow Pages regional directories as part of its strategy to ensure that civil defence information is readily accessible in every household. The advertisements provide comprehensive information on what to do in the event of disasters and information on how to be prepared. Advertisements appear in all the 18 phone books around the country on the inside back cover of the Yellow Pages for regions that have separate books, and on the inside front cover for the combined books. The agreement with Yellow Pages also includes provision for regional authorities to take up additional pages for local civil defence information at a substantially discounted price. The Ministry will also continue to explore how the medium can be further utilised to provide localised information to the community.

### **3 Dedicated website – [www.getthru.govt.nz](http://www.getthru.govt.nz)**

The website is targeted specifically at providing user-friendly information and in-depth advice for the public on what to do to be better prepared. It also offers useful checklists and plans that can be downloaded so that individuals and families can develop their own emergency plans. The Get Ready Get Thru website has been translated into seven additional languages to improve wider community access to the information. The languages include Maori, Arabic, traditional and simplified Chinese, Hindi, Korean, Samoan and Tongan.

### **4 Printed material – Get Ready brochures**

The detailed information that is available on the website is also offered in a relatively low-cost printed DLE-sized brochure that is widely distributed through the councils. Printing of the brochures is subsidised and centrally coordinated through the Ministry which allows councils to purchase the brochures at below 20 cents a copy. The Ministry will continue to explore more effective ways to provide comprehensive and user-friendly printed material.

### **5 Household mail drop – emergency plan and checklist**

In 2007 a checklist and emergency plan was mailed out to every household to make it easier for New Zealanders to take action to be prepared. This was an effective way to prompt action and will be reconsidered in 2008/2009 should funding be available. The files are available in an easily downloadable format on the website for individuals and organisations to print as needed

### **6 Promotional Display stands/Drink bottles**

The Ministry has developed promotional display stands to reinforce the Get Ready Get Thru programme. These are ideal for promotional use at events and conferences or in council lobbies and public places. The stands are 2000mm x 800mm and are easy to set up and pack away. The Ministry has a number of units available to lend to councils and can also facilitate the production of these stands for councils wanting to customise or purchase their own for dedicated use. Strongly branded drink bottles have also been developed and effectively used at various events, and some councils have purchased their own stocks facilitated by the Ministry.

### **7 Disaster Awareness Week**

There will be continued support for the annual Disaster Awareness Week in the second week in October with an intensive national advertising campaign during that week to reinforce the key messages. The aim is to have a heightened period of advertising, promotional and public relations activity to get across key CDEM messages to the general public, reinforced by regional initiatives to promote the messages at a community level.

### **8 The *What's The Plan Stan?* schools' resource**

Running parallel with the Get Thru campaign is a programme of activity specifically targeted at primary and intermediate schoolchildren and teachers. The *What's The Plan Stan?* schools' resource is aimed at involving students in an educational programme that focuses on disasters and emergencies to help them prepare, and give them the skills to act in a safe manner.

The package includes a handbook for teachers, including unit plans and activities; a CD-Rom for teachers and students, including stories, interactive games and research material; a dedicated website [www.whatstheplanstan.govt.nz](http://www.whatstheplanstan.govt.nz); and a storybook and audio CD for younger children. To support the effective use of the resource, workshops are also held for teachers around the country.

The schools' resource is managed separately by the Ministry through a contract with Educating NZ. A three-year plan is in place identifying specific initiatives for the resource. This includes:

- Ongoing upgrading of the CD-Rom and website with a revised CD-Rom distributed to all schools in 2007
- The development of a Te Reo version of the resource by June 2008
- Ongoing improvements to the teacher's handbook with a revised handbook distributed to all schools in 2008/2009 in line with the new curriculum
- Workshops and focus group session with teachers to ensure the effective use of the resource and identify areas for improvement.

Ongoing development of the schools' resource will be reviewed in 2009.

## **9 Public Relations, sponsorship and promotional activities**

Opportunities will be maximised for regional and national programmes with a focus on encouraging individuals and communities to actively participate in preparedness programmes. This includes programmes centred on Disaster Awareness Week; sponsorship and support of exhibitions and events, and interactive displays such as the Earth Rocks at Te Papa, and the 1931 Hawke's Bay earthquake display at Hawke's Bay Museum and Art Gallery in Napier.

National partnerships will also be sought with relevant agencies, including commercial retail outlets, to promote the preparedness message and make it easier for New Zealanders to take action.

## **10 Online CDEM public education toolbox**

The Ministry is committed to the ongoing development of the communications resource for those tasked with developing public education programmes for CDEM. The online toolbox will include templates, written materials, articles and media releases, communications strategies, a photo database, and examples of programmes undertaken by others both here and overseas. New resources will be added at least once a month to the toolbox. The Ministry will be seeking to work with CDEM Groups to identify and develop public education resources and activities to improve community uptake of preparedness messages.

## **11 PEP Activity November 07 – Dec 09**

A two-year programme of planned activities is included below. This plan will be available online on the Ministry website in the Public Education section and will be updated as detailed information comes to hand. Councils are encouraged to share information about regional activities by sending in the information to the Ministry. The Ministry will also promulgate information about national and regional public education activities on the Ministry website, through its monthly email bulletin to the CDEM sector and through Impact, its quarterly newsletter.



### PEP Activities November 07 – Dec 09

This plan will be available online on the [Ministry website \(www.civildefence.govt.nz\)](http://www.civildefence.govt.nz) under Public Education and regularly updated as detailed information comes to hand.

Date	National Ministry led activities	Known CDEM Group regional activities (to be regularly updated with Group input)
Nov 07	Languages on website promoted	Ruaumoko Exercise - Auckland
	Information on Yellow Pages advertising sent to sector	
Dec 07	Impact newsletter mailed out	
<b>08</b>		
Jan 08	GRGT advertising tv/ radio	
Feb 08	Review and update design of Yellow Pages advertisement	Opening of the 1931 earthquake display at the Hawke's Bay Museum and Art gallery in Napier
March 08	GRGT advertising – television , radio	Exercise Ruaumoko - Auckland
	Information and reminders on Disaster Awareness Week 08 sent out	
	Scope and develop online PEP resources for community oriented activities	
	Impact newsletter mailed out	
April 08	Third Colmar Brunton annual benchmark research carried out	
May 08	GRGT brochure reprint- print orders coordinated and copies distributed by end June	
June 08	GRGT advertising –tv/radio Information brochures on tsunami signage sent to CDEM Groups. Tsunami seminars June and July	
	Online PEP resources for community oriented activities published and communicated to sector.	
	Impact newsletter mailed out	
July 08	Launch – What's The Plan Stan	
	Results of fourth benchmark research reviewed and shared with sector	
	Build up and promotion of Disaster Week 08 activities	
Aug 08	Follow up Te Reo schools resource	
	Review outputs from Consistent Messaging project and scope updating of online and printed content	
	Promote availability of online Toolbox resources	
Sep 08	Follow up Te Reo schools resource	
	Impact newsletter mailed out	
	Upgrading of What's The Plan	

	Stan handbook and CD-Rom scoped and production timeline finalised	
Oct 08	Disaster Awareness Week 5-11 Oct National advertising – tv/radio National outlet promotions through CDEM Groups National Media/PR opportunities plus CDEM Group initiatives	Explore Earth Rocks at Te Papa in collaboration with Wellington CDEM Group, EQC
Nov 08	Online and printed content updated as needed from Consistent Messaging project	
Dec 08	GRGT advertising – television, radio	
<b>09</b>	Impact newsletter mailed out	
Jan 09	GRGT advertising – television, radio	
Feb 09		
March 09	GRGT advertising – television, radio	
	Information and reminders on Disaster Awareness Week 09 sent out	
	Impact newsletter mailed out	
Apr 09	Fourth Colmar Brunton annual benchmark research carried out	
May 09	GRGT brochure reprint- print orders coordinated and copies distributed by end June	
Jun 09	GRGT advertising – television, radio	
	Launch of updated schools resource	
	Impact newsletter mailed out	
July 09	Results of fourth benchmark research reviewed and shared with sector	
	Follow up release of schools resource – workshops, meetings	
	Build up and promotion of Disaster Week 09 activities	
Aug 09	Follow up release of schools resource – workshops, meetings	
Sept 09	Impact newsletter mailed out	
Oct 09	Disaster Awareness Week GRGT advertising – television, radio	
Nov 09		
Dec 09	GRGT advertising – television, radio	

## Appendix 2. Analysis and Insights

### Insights gained from focus groups (State of Mind)

#### 1.1 For most people there is an apathy and inertia cycle

All evidence – desk research, focus discussion groups, CDEM research – highlight three important points.

Because of uncertainty about the what, where and when issues (most people describe probability as ‘long odds’), it’s natural that they default to a state of:

- Do nothing
- Do it later
- Get round to it sometime.

Focus group discussions reinforce this general point:

*“Trouble is I guess, people just don’t think it’ll happen to them.”*

*“If it is going to happen, we don’t know when.”*

*“Disasters only happen every hundred years or so...”*

*“Try not to think about things that will happen in the next five years, but at the back of my mind I kind of know there is a good chance of something big happening.”*

#### 1.2 There’s a fatalistic view that also has influence

*“I don’t worry about it. If it happens it happens. Nothing I can do about it.”*

#### 1.3 Despite recent ‘disaster’ events that have affected and disrupted their lives, people continue to live in a state of unpreparedness.

*“I believe the floods will happen again, probably in the next five years, but I haven’t done anything to prepare.”*

#### 1.4 The *benefits* of avoiding the potential negative personal consequences of a disaster provide a new perspective to an otherwise low-interest and low-involvement subject.

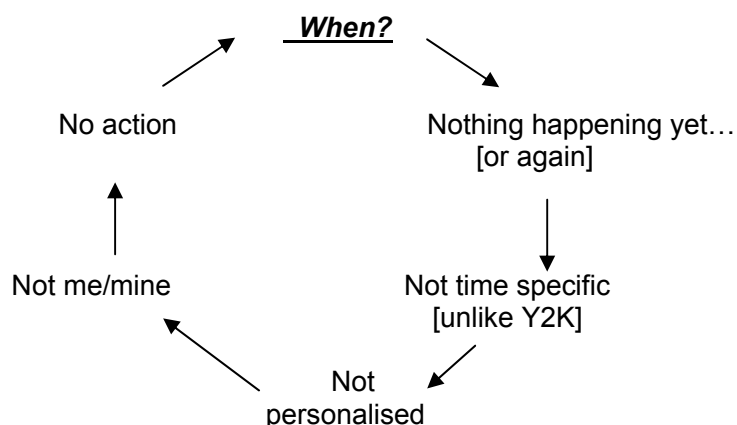
People hadn’t really thought of disasters in this light before.

#### 1.5 Benefits will need to demonstrate a careful balancing of the tension between complacency and alarm.

Realism and truth; facts and straightforward instructions.

## PEOPLE-RELATED BENEFITS CAN TRANSCEND AN APATHETIC AND INERT BELIEF SYSTEM.

This apathy and inertia cycle can be described schematically:



### 1.6 Barriers to taking action:

- People provide a range of 'Belief Barriers' to awareness and understanding. These are significant inhibitors to people being prepared for a disaster:
  - Low probability of risk – *"Big disasters happen once every 100 years...it won't happen again in my lifetime."* Male, late 50s, Feilding
  - The 'when?' uncertainty – *"If there was some certainty [about timing] I might do something. Not knowing means I keep putting it off."* Man, 30s, Wellington
  - Unrealistic optimism – *"We survived the blitz, I'll never have to go through anything like that again."* Female, late 60s, Feilding
  - Other priorities – *"I've got enough day-to-day worries, without worrying about something that might never happen".* Woman, 50s, Levin
  - Run-of-the-mill events – *"There's always rumblings and earthquakes, nothing I can't deal with..."* Woman, 30s, Wellington
  - Misconceptions – *"There are organisations that come out and help in these events...Civil Defence?"* Male, 40, Wellington
  - Not personally relevant – *"Bird flu I can understand...everyone knows what it's like to get bad flu. Death even seems a possibility! But I've never experienced or known anyone who's experienced an earthquake disaster."* Male, 50s, Wellington
  - Kiwi ingenuity – *"Kiwis are resourceful...she'll be right mate"*

A majority of people think this way. The barriers are significant and difficult to overcome. They work in combination, rather than singularly. Communications need to recognise these barriers, to result in attitude shifts and recommended actions.

### Several paradoxes emerge:

- Dependence on others: “Someone will show up to help...” versus Kiwi ingenuity: “...Resourceful; we’ll be alright”
- Probability: “If I knew when I’d do something...” versus recency: “Probably happen again...done nothing about it”
- Aware of available information (Yellow Pages) but don’t appreciate or understand the concept of being prepared
- Some plans for home situations (few), but no similar plans for work situation.

Plus an important irony: “It takes a disaster for us to actually action a plan. I guess that’s too late.”

- **There is also a range of emotional and psychological barriers:**

- Anxiety – “I couldn’t cope with a major disaster; it’s the sort of thing I’m not good at.” Woman 50s, Wellington
- Denial of risk – “They’ve been talking about the big one for more than 50 years. It hasn’t happened...why should it happen now?” Male, 40s, Wellington
- Non-acceptance of negative messages – “I don’t like to think about things like that, I have far better and more positive things to be thinking about and doing”. Female, 30s, Wellington
- Can’t personalise messages – “That’s third world, we’d never get into a mess like that...” Male, 30s, Wellington
- Inadequacy – “Nothing I do will make any difference.” Male, 20s, Levin
- Superstition – “I don’t want to get everything ready and tempt fate!” Woman, 30s, Auckland

- **Introducing people – especially family and loved ones - makes the difference.**

Responsibility – “If there’s no-one else to rely on and it really was up to me to get through this situation, I’d need to know what to do.” Male, Auckland

“If we weren’t prepared and something happened that could have been avoided, it’d be a pretty crook look.” Male, 40, Auckland

Separation – “I can’t even think about not knowing where and how the kids were!” Woman, 30s, Auckland

It’s up to me – “I know it’d be my responsibility to look after myself and my family, but I assume that someone like the Police, Army or Search & Rescue would come out to rescue and help us.” Woman, 40s, Feilding.

## Glossary

**Ambiguous messaging.** In the CDEM context, safety advice that is not clear or which is not consistent that causes uncertainty or confusion.

**Apathetic awareness.** Being aware but not bothering to do anything.

**Audience Reach.** The size of the audience who listen to, read, view or otherwise access the messages. The term is also used to express the total percentage of a target audience who are exposed to advertising.

**Awareness.** Having knowledge of something from having observed it or been told about it, knowledgeable or well-informed about the latest developments in a sphere of activity.

**Behaviour change.** Individuals and communities who are aware of the emergencies that could affect them who then take measures to protect themselves, their families and their livelihoods.

**Behavioural triggers.** Understanding the barriers and motivators for human behaviour and identifying the stimulus that sets off an action or process.

**Being prepared.** In the CDEM context, individuals having a plan and emergency survival items - both of which are regularly checked and updated and being able to look after themselves for three days or more in a disaster.

**Benchmark research.** Research that provides a standard against which performance can be measured or assessed.

**CDEM Groups.** Civil Defence Emergency Management Group means a group established under section 12 of the CDEM Act.

**Community.** A group of people with a common background or with shared interests within society; a group of people who live in the same area, the public or society in general.

**Community Outcomes.** A desired state of affairs that the community has identified through a process. These outcomes are intended to inform the development of local authority planning, and coordinate the activities and planning of all sectors of the community.

**Community outreach.** The practice of conducting local public awareness activities through targeted community interaction.

**Creative breakthrough.** A technique or device that is differentiating and engaging, supporting and reinforcing the essential proposition or message.

**Cut-through.** The ability to attract attention.

**Hazardscape.** The natural processes and events, and human actions that may cause harm or disruption to peoples' lives and livelihoods.

**Leveraging partnerships.** Actions that maximise opportunities for mutual benefit by building on the strengths and advantages that participants have to offer.

**Local authority.** A regional council or territorial authority.

**Multi media.** The utilisation and integration of various media channels such as print, television, radio and the Internet.

**Multi-level networking.** The process or practice of building up or maintaining formal and informal relationships, at a variety of levels.

**Preparedness.** A state of readiness. In the CDEM context it describes a state where individuals and communities have taken action to be ready to look after themselves for at least three days.

**Quantitative Research.** Capable of being measured or expressed in numerical terms to allow improvements and trends to be tracked.

**Qualitative research.** Research that gives detailed descriptions and explanations of the phenomenon studied rather than providing and analysing statistics only.

**Resilient New Zealand.** Communities understanding and managing their hazards.

**Social marketing.** The systematic application of commercial and public sector marketing approaches, along with other concepts and techniques to achieve specific behavioral goals for a social good.

**Synergies.** The combined effort being greater than parts, the working together of two or more people or organizations, especially when the result is greater than the sum of their individual effects or capabilities.

**TARP.** Target Audience Rating Points. A term used in audience research for assessing the audience for commercial. If a TV commercial is watched by 10% of the target audience it achieves 10 TARPs.

**Ubiquity** - presence everywhere or in many places at once, or seeming to be.

9 September 2008

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**Flood event 30 April 2008**

**Purpose**

1. To advise on the effects and consequences of the flood event of April 2008.

**Background**

2. A high intensity rainfall event occurred during the night of 29/30 April and was centred on the ranges and western and southern flanks of Egmont National Park. High rainfall was also experienced later in the eastern hill country.
3. The highest one-hour rainfall intensity captured by a Council recorder was 55mm at the Mangatete Bridge over the Stony River, on the north-western slopes of Mt Taranaki, where the highest ever peak flow of 530 cubic metres per second (530,000 litres) was also recorded.
4. Other sites in the area recorded falls in the range of 30 – 50mm per hour. Event totals ranged from 20 – 90mm. (Flood Event Table attached).
5. The short duration of this high intensity rainfall resulted in watercourses between, about the Kaitake and Pouakai Ranges around to and including the Waiaua, to suffer considerable damage from high flows.
6. The high flows have caused erosion, aggradation, outflows and deposition within and adjacent to the channels. High flows collected and transported trees and other debris. Debris caused blockages that collapsed, resulting in surge flows and over topping. These factors also resulted in damage to structures including bridges, culverts, fords and fences.

**Particular features**

7. The Oakura River peaked some 750mm below the 30 May 2007 peak. Flood water entered properties but not dwellings.
8. A bridge over the Katikara Stream on Carrington Road was demolished.
9. The Kaihihi and its major tributary, the Mangatete, had very high flows and perhaps the highest ever in the lower reaches. Some Council river works were damaged and there is extensive erosion and deposition throughout.

10. Very high volumes of bedload were transported in the Stony River. There were two significant outflows and extensive in-channel bank erosion, aggradation and deposition. Downstream of State Highway 45 severe damage was sustained to Council's diversion and training works. The cut was partially breached, all five training groynes were lost and minor damage was sustained to the training wall.
11. All watercourses between Warea and Opunake suffered similar damage typical of very high flow events.
12. The Waiaua River has again suffered severe damage in the upper reaches, which has and will continue to contribute to ongoing erosion and deposition problems in the lower reaches.

### **Response to storm event**

13. As already outlined, watercourses have been badly damaged in the locality of the high rainfall event. Council river works have been damaged in the Stony River and Kaihihi Stream. The Stony River Walkway has been damaged by bank erosion. Aggradation and deposition have caused channel blockage, restriction and diversion throughout the area.
14. Funding has been provided to restore and repair Council river works in the Kaihihi Stream and limited works in the Stony. (Further evaluation of channel conditions immediately upstream of State Highway 45 is required before work designs can be progressed in the diversion reach). These works consist of repair to training and protection structures and channel clearing estimated to cost about \$35,000.
15. Further work has been identified as necessary to remove blockages, clear channels and for fairway development in the Kaihihi, Mangatete and Stony. Again, the reaches immediately upstream and downstream of State Highway 45 are excluded. The estimated cost is about \$20,000.
16. Other catchments and watercourses have suffered similar damage in the event. Channel clearance and restoration is a requirement in many locations. Council has agreed to apply a policy of cost sharing with landholders for event-related works of this nature. Council has agreed to initial allocation of \$50,000 and this will be subject to review as more information becomes available.

### **Recommendation**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives this memorandum.



RA Phillips  
**Director - Operations**

Approved:

B G Chamberlain  
**Chief Executive**

# FLOOD EVENT TABLE

Flood Date: 29<sup>th</sup> and 30<sup>th</sup> April 2008

Catchment	Site	Maximum Stage (m)	Comparison Stage (m)	Maximum Flow (m3/s)	Comparison Flow (m3/s)	RAINFALL:		Comments: Event compared to.
						Total	Maximum 1hr intensity	
Waitotara	Rimunui Station	9.633	13.490	N/A	N/A	44.5	20.5	
	Ngutuwera					21.0	11.5	
	Moana Trig					23.5	14.0	
	Charlies					41.5	20.0	
Waitara	Pohokura Saddle					48.0	28.0	
	Purangi Bridge	8.897	12.812	315.827	1082.648			Feb 2004 Event
	Tarata*	6.452	12.5	358.387	1310.0			Mar 1990 Event
	Bertrand Rd	6.292	10.034	923.0	2446.989			Mar 1990 Event
	Inglewood Oxy Ponds					52.5	29.5	
	North Egmont					87.5	45.0	
Manganui	Everett Park	4.831	6.441	600.043	1054.0	52.0	28.0	Feb 2004 Event
Patea	Stratford (TRC)					38.0	15.5	
	Skinner Rd	3.777	6.081	99.489	303.782			Aug 1991 Event
	Bore 3 (Patea T/ship)					31.5	19.0	
Mangaehu	Bridge	3.722	7.272	206.0	778.1	35.5	24.0	Mar 1990 Event
Waiwhakairo	Egmont Village	3.751	4.550	341.858	556.0	57.0	31.0	23 May '07 Event
	Wastewater Treatment Plant					49.0	27.5	
Te Henui	Mangorei					56.0	32.5	
Pouakai	Carrington Rd					61.5	31.0	
Stony	Mangatete Bridge	5.507	4.955	530.889	473.268	87.5	55.0	23 May '07 Event
Kapoaiaia	Kahui Hut					84.0	46.5	
	Lighthouse	2.427	2.198	49.339	40.496	37.0	13.5	Jun 1994 Event
Kapuni	Dawson Falls					90.0	45.0	
Kaupokonui	Glenn Rd					41.5	22.0	
Taungatara	Eltham Rd (Te Kiri)					48.0	35.5	
Tawhiti	Duffys Farm (Hawera)					36.0	24.5	

\*NIWA site

- Stony's rainfall of 55.0mm in 1 hour is the highest 1 hour rainfall the site has recorded since records began.
- Kapoaiaia at Lighthouse recorded its highest ever flood height with 2.427m
- Stony at Mangatete Bridge recorded its highest ever flood height with 5.507m, this is over 0.6m higher than the 23<sup>rd</sup> May event in 2007. With a flow of 530,000 L/s. This being 57,000 L/s higher than its previous maximum flood flow.

9 September 2008

## ITEM SEVEN

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### **Memorandum to Chairperson and Members Civil Defence Emergency Management Group**

## **Management of land use in the Eastern hill country**

### **Purpose**

1. The purpose of this memorandum is to present the main findings of a report prepared for the Council by Landcare Research Ltd on sustainable land-use monitoring in the eastern Taranaki hill country and coastal sand country.
2. A copy of the full report entitled 'Sustainable Land-use monitoring in the eastern Taranaki hill country and coastal sand country - 2007 re-survey' can be made available to Members on request.

### **Background**

3. One of the significant civil defence emergency management and resource management issues for Taranaki identified for attention in the Group's *Civil Defence Emergency Management Group Plan for Taranaki*, the Taranaki Regional Council's *Regional Policy Statement for Taranaki* and in the Council's *Regional Soil Plan* is to promote sustainable land use to address accelerated erosion and flood risk on erosion-prone land in the eastern Taranaki hill country and the coastal sand country.
4. The 2004 CDEM Group Plan has as action items under the hazard 'flooding-eastern hill country':
  - that recognition be provided in Long Term Council Community Plans of a financial commitment to flood mitigation measures;
  - promotion of channel clearances (both vegetation and silt) and continuation of river control advocacy to raise public awareness of the methods available for reducing adverse flooding effects;
  - operate appropriate flood warning systems, including procedures and protocols for notification of potential floods; and
  - continuation of the TRC's land management programme to assist in reducing the adverse effects of flooding in the eastern hill country.

5. A separate item in today's agenda addresses the activities of the Regional Council in respect of flood mitigation measures, the promotion of channel clearances (both vegetation and silt), and continuation of river control. This memorandum reports on progress in the land management programme as a means to address erosion damage and flood risk.
6. The primary means that the Council has adopted to address this issue is its Sustainable Land Management Programme. This Programme comprises in the main, the delivery of property planning services, involving the preparation in conjunction with landowners, of Comprehensive Farm Plans, Agroforestry Plans, and Conservation Plans, backed up by ongoing liaison and support, information and advisory services and the provision of planting material at cost for soil conservation and stabilisation purposes.
7. The Regional Soil Plan for Taranaki has a target to increase the area of privately owned land in the hill country that is sustainably managed ie: used within its physical land use capability, from 84% to 89%. In the last 10 years or so the Council has achieved good coverage of property plans and has maintained ongoing liaison with plan holders to assist with implementation of plan recommendations and work programmes over time.
8. The Council monitors progress towards this target on a roughly five-yearly basis, and it is the latest 5 year report from Landcare Research that is the subject of this memorandum.

## **Discussion**

9. The Council contracted Landcare Research (NZ) Ltd to undertake repeat monitoring of 25 representative eastern Taranaki hill country sites according to the approach adopted in earlier 1994 and 2000 monitoring studies. The Council supplied Landcare Research with high resolution digital scans of its 2007 aerial photographs. These were of higher quality and used a different map projection (which is now standard New Zealand wide) than earlier aerial photos. This necessitated some corrections to the earlier datasets to make them directly comparable to the 2007 aerial photographs but these 'corrections' did not materially alter the results.
10. The results of the 2007 re-survey are good news for this Council and for Taranaki. The report notes that in 2007 87.4% of the 25 site hill country monitoring area was used sustainably – an increase in sustainability of 2.4% ( $\pm 1.5\%$ ). This was the result of a stronger move away from the meat and wool farming land use category after 2000 and a consequent increase in the area of what is termed 'revegetated meat and wool farming land' (essentially land reverting to scrub). The report noted that increases in the area under plantation forestry also contributed to improved land use sustainability.
11. Of significance also in this result is the fact that the trend towards increasing sustainability is an accelerating trend. In 1994, 83.9% of the monitoring area was used sustainably. By 2000 this had improved to 85% - an improvement in sustainability of 1.1%, and by 2007 the area used sustainably had increased to 87.4% - an increase of 2.4%.
12. This is a very positive and encouraging result, particularly given that there had been good years for the meat and wool sector during the monitoring period. Overall the Council has made good progress in its efforts to manage the issue of accelerated erosion in the eastern Taranaki hill country.

13. Further improvements in land use sustainability will be required however, to meet the Council's Regional Soil Plan target of 89% sustainability by 2011 - a further increase of 1.6% by 2011. Given the increase in sustainability over the most recent monitoring period there is a good basis for optimism that the Soil Plan target can be achieved.
14. These measures assist in moderating peak flows of stormwater during heavy rainfall events, in reducing the potential magnitude and frequency of slip events that might otherwise damage services, lifelines, and infrastructure, and in reducing the potential for flooding due to bank scouring, high run-off rates and peak flows, and streambed accretion.
15. The Regional Council works with land holders to adopt land use practices and techniques that avoid or minimise soil erosion in the hill country, and which maintain and improve water quality in ring plain schemes. With continued land holder and community support for this programme, Council believes it will continue to meet its land management objective of promoting sustainable land management and reducing the risks around flooding and hill country erosion, slippage and subsidence.

## **Recommendations**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives the memorandum on implementation of sustainable land management in the eastern hill country;
2. notes that the report represents activities and works that deliver obligations and activities identified in the 2004 CDEM Group Plan; and
3. notes that the information contained in the report referenced will be incorporated into the Taranaki Regional Council's *State of the Environment Report*, due for release later this calendar year.

GK Bedford  
**Director-Environment Quality**

Approved

B G Chamberlain  
**Chief Executive**

**ITEM EIGHT**

9 September 2008

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**Annual activity report- river control and flood management**

**Purpose**

1. The purpose of this memorandum is to introduce a report on the Taranaki Regional Council's activities with respect to river control and flood protection works, in the 2007/2008 year.
2. The report is attached separate to the Agenda for Members' information.

**Background**

3. At the end of each financial year, annual activity reports are prepared by the Taranaki Regional Council outlining the progress made in the achievement of the Council's various programmes and activities.
4. The attached report is structured on the Council's *Long-Term Council Community Plan* which has an objective and programme for the year under each significant area of activity. The report describes the activities undertaken towards the achievement of the programme. The reports contain more detailed information on operational matters and less emphasis on financial reporting than the Council's *Annual Report*. It also focuses more on the outcomes achieved.
5. The Council seeks to make such reports available to key stakeholders (such as this Committee). They are also put on the website, and will be made available to the public on request.
6. The 2004 CDEM Group Plan has as action items under the hazard 'flooding-lower Waitara River':
  - that recognition be provided in Long Term Council Community Plans of a financial commitment to flood mitigation measures for the lower Waitara River;
  - ongoing monitoring of water levels and maintenance of remote rainfall/river level recorders and warning systems in the Waitara River to enable hydrological records to be obtained; and
  - ongoing maintenance and review of flood mitigation work within the Waitara Flood Protection Scheme.

7. The 2004 CDEM Group Plan has as action items under the hazard 'flooding-eastern hill country':
  - that recognition be provided in Long Term Council Community Plans of a financial commitment to flood mitigation measures;
  - promotion of channel clearances (both vegetation and silt) and continuation of river control advocacy to raise public awareness of the methods available for reducing adverse flooding effects;
  - operate appropriate flood warning systems, including procedures and protocols for notification of potential floods; and
  - continuation of the TRC's land management programme to assist in reducing the adverse effects of flooding in the eastern hill country.

### **The report**

8. A brief summary of the highlights in the *River control and flood management report* follows.
9. This activity encompasses the maintenance of flood protection schemes, undertaking river control works, monitoring and providing information on rainfall and river levels, and responding to public requests for information on river control and flood protection issues.
10. In 2007/2008, there was continued maintenance of the Waitara Flood Protection Scheme. Caretaking activities throughout the whole scheme area continued during the year and included vegetation control, mowing of stopbanks and berms, weed control and management of plantings within the wildlife habitat area developed adjacent to the main groynes. Passive recreation and community care is being encouraged within Council owned reserve land.
11. The Waiwhakaiho Flood Control Scheme continued to be managed and maintained with maintenance work focussed on removing invasive vegetation considered restrictive to flood capacity. Preliminary investigations continue to facilitate a more detailed study of a Scheme upgrade of the Lower Waiwhakaiho to provide a higher level of protection of the increasing assets within the Waiwhakaiho Scheme area. Consultants have completed the initial Scheme Review Report which will lead to more detailed investigations during 2008/2009.
12. A further 3.5 km of willow and poplar clearing was undertaken in the Waitotara River as part of the agreed clearance and maintenance programme.
13. Through its river control and flood protection activities, the Council is ensuring that the risks and associated costs of damage by rivers and floods are managed appropriately and to acceptable levels and is contributing towards making Taranaki a prosperous, sustainable, secure and healthy region.

## **Recommendations**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives the memorandum and annual report for 2007/2008 on river control and flood management, and
2. notes that the report represents activities and works that deliver obligations and activities identified in the 2004 CDEM Group Plan;
3. notes that the report will be made available to key and interested stakeholders.

GK Bedford  
**Director-Environment Quality**

Approved

B G Chamberlain  
**Chief Executive**

Document: 492887

**ITEM NINE**

9 September 2008

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**Memorandum to  
Chairperson and Members  
Civil Defence Emergency Management Group**

**MCDEM Report**

**Purpose**

1. To introduce a report by representatives of the Ministry for Civil Defence and Emergency Management.

**Recommendation**

THAT the Taranaki Civil Defence Emergency Management Group:

1. receives the report of the Ministry of Civil Defence and Emergency Management.

Gary Bedford  
**Director-Environment Quality**

Approved:

B G Chamberlain  
**Chief Executive**