

ANNEX 10

Media, Māori & Community Relations Procedures & Protocols

Media

Co-operative media relations must be developed early in the response, and regular press releases made throughout the response period. The Responder Aide Memoire sets out general procedures and guidelines to be used when working with the media. Unless otherwise approved by the Regional On-Scene Commander, the only people in the Incident Management Team who will communicate with the media during an oil spill response will be the Regional On-Scene Commander and the Emergency Operations Centre Media Co-ordinator (Figure 3).

All other operations personnel on the regional marine oil spill response clean-up team are asked to refer media courteously to the media centre and/or the appropriate phone numbers for members of the media team.

Media queries outside the subject of the spill clean-up should be forwarded by the Media Co-ordinator to the appropriate organisation or individual to provide that comment.

Given that the media team's primary job is to effectively communicate the ROSC's plans and the response team's actions to the media, the public and other concerned groups, the ROSC must give the highest priority to providing access to the site and information to the media team. Operational details need to be delegated effectively by the ROSC to allow time for this access.

News media releases

The Director - Resource Management, or such other person(s) authorised by them, generally liaises with the media on behalf of the Council. Although the ROSC can also make media releases. This is in line with TRC delegations. The Information/Liaison Advisor as outlined in Annex 2 can also be delegated.

Progress to Tier 3

For incidents that have progressed to Tier 3 level, Maritime New Zealand will be responsible for initiating media releases and liaison as outlined in the *National Oil Marine Contingency Plan*.

Iwi Liaison

The intrinsic relationship that tangata whenua have with the natural environment and the role and responsibilities associated with Kaitiakitanga, are a clear indication that the iwi and hapu of Taranaki have an important role in a marine oil spill response. The coastal marine area of Taranaki contain many sites of significance for iwi and hapu as well as areas that are important for the harvest of kaimoana and other cultural activities (e.g. rahui).

Iwi and hapu whose rohe has or is likely to be affected should be contacted as soon as possible after a spill is known to the council. Liaison with representatives of the iwi and

hapu can greatly assist with the response and planning, by providing advice and direction on areas that are significant and sensitive.

The Iwi Communications Officer for the Council will be able to assist the Regional On-Scene Commander to liaise with iwi and hapu in the event of a marine oil spill response.

Contact details of iwi and hapu are provided both in Annex 2 and the Council's website (www.trc.govt.nz), which is updated regularly.

Community

Effective communication with the media and local community are critical spill response activities.

Communities affected by a major spill are likely to have an interest in the response, economic/environmental impact and what enforcement action will be undertaken by the regional council or Maritime New Zealand. The community is also likely to be very interested in the decision to cease the clean-up (i.e. determining how 'clean' is 'clean'). Iwi and hapu are likely to have a keen interest given the actual/potential effects of the spill on kaimoana and areas of cultural significance. It is likely that local hapu would want to put a Rahui on immediately and once cleaning of the coastline has been achieved, it is also likely that a blessing will take place. Hence the ROSC needs to establish, given the scale of the spill, effective community relationships; and these may best be accomplished for large spills by encouraging locals to form a community liaison group.

Media and community liaison will be undertaken in accordance with the Taranaki Regional Council Media Policy, which outlines policies for:

- social media,
- dealing with media enquiries,
- media releases, statements or social media posts,
- media contact as private individuals, and
- councillors and the media.

Details about local communication networks and standards are given in Annex 3.