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Report to the Environment Committee
from Michael Green, Hazard Analyst
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Marketing of Emergency Management Information 1998-1999

1. Purpose

To report the emergency management marketing activities for the 1998-1999 financial year.

2. Background

The Emergency Management Marketing Strategy (EMMS) was created in February 1998 to provide a clear direction for the marketing of emergency management information.

3. Emergency Management Marketing Strategy Activities for 1998-1999

Each method of the EMMS is given in *Italics* below followed by the ways in which that method has been implemented.

The WRC will produce and review as necessary a publication indicating the kind of hazard information we have available and what the applications of it are.

- The web site for the Council (www.wrc.govt.nz) contains information on how the Council manages emergencies. This web site also contains a checklist of emergency information and combined earthquake hazard maps for Wellington, Porirua, the Hutt Valley, and Kapiti.

The WRC will facilitate, as much as is possible, territorial local authority (TLA) involvement in all aspects of the marketing of hazard information.

- Digital GIS earthquake hazard and fire hazard coverages were supplied to a number of territorial authorities.
- There were regular presentations of current hazard studies to territorial authorities at Emergency Management Officers' meetings.

The WRC will continue to advertise Emergency Management information in the Telecom Yellow Pages for so long as the cost remains heavily discounted.

- Emergency management advertising in the Wellington and Wairarapa Yellow Pages has been continued. Information has been included to address the "Year 2000" hazard.

The WRC will seize and exploit any opportunity to raise the profile of hazards, hazard preparedness, or hazard mitigation.

- The release of the wildfire hazard information provided opportunities for radio interviews and newspaper editorial articles.
- The wildfire hazard information was presented at seminars and conferences (Forest and Rural Fires Association of New Zealand, Palmerston North 5-7 Aug '98, Hazard Management Workshop, Christchurch 4-6 Nov '98)
- The emergency management four-wheel drive vehicle gives the Council and emergency management a profile within the community.
- There have been a significant number of consultations with members of the public, businesses, and insurance companies regarding emergency management and hazard information, especially following the publication of hazard maps in the 'Dominion' newspaper.

The WRC will ensure hazard information is available to users in a format that best suits their needs and allows effective information transfer.

- The content of the Yellow Pages advertising have been reviewed and reformatted.
- The combined earthquake hazard map remains on display at Te Papa.
- Posters have been printed with checklists on emergency preparedness.
- The combined earthquake hazard maps were published in the Dominion.
- The combined earthquake hazard maps were provided to emergency services and territorial authorities following publication in the Dominion.
- Brochures on emergency preparedness were prepared.
- The National Rural Fire Authority were assisted in the preparation of a wildfire threat analysis model.

The WRC will ensure that future hazard research is conducted and marketed in such a way as to provide effective information transfer.

- The Risk Management Standard ASNZS 3460: 1995 has been reviewed and will be used in future hazard studies.
- There has been continuing liaison with emergency services, lifeline organisations, government departments, and territorial authorities about hazard research and marketing.
- Staff have participated in a conference regarding the setting of priorities for hazards research and the flow of hazard information from providers to users.

The proposed Emergency Management Group (EMG) for the Wellington Region is intended to unite local authorities in the Region for the purpose of planning for, and managing, emergencies. The EMG could, in the future, undertake many of the activities described above.

4. **Recommendation**

That the report be received and its contents noted.

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