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Committee Civil Defence Emergency Management Joint Committee
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Update on New Zealand ShakeOut

1. Purpose

To provide the Civil Defence Emergency Management (CDEM) Joint Committee with an update on New Zealand ShakeOut.

2. Update on National activities

Earthquake specific TV adverts featuring Peter Elliott and school children from Auckland are currently been shown. These are not specifically branded as NZ ShakeOut, but they do support the campaign by promoting the key message of Drop, Cover & Hold. These will run through to the 26 September.

A series of radio adverts have been launched to support the TV adverts. These will change late August to become NZ ShakeOut specific and will run through to 26 September.

In partnership with the Ministry of Education, the Director of Civil Defence and Emergency Management has written to all schools (primary, pre and secondary) and Early Childhood Education centres asking to support NZ ShakeOut. This has resulted in a sharp increase in school registrations. Letters from the Director have also been sent to the Top 100 businesses (based on number of staff).

The magnitude 7.0 earthquake off the coast of South Taranaki in July provided a timely opportunity for the promotion of NZ ShakeOut and media releases from Minister for Civil Defence were duly issued. Again, a sharp increase in the number of registrations was recorded.

On 20 August 2012, 778,026 people have registered to take part in NZ ShakeOut. This equates to 77.8% of the target 1 million participants. **Attachment 1** shows a comparison across the sixteen CDEM Groups.

3. Update on Regional activities

Flyers featuring the Mayoral Drop, Cover & Hold photos are being used to promote NZ ShakeOut throughout the region. These will also be used in September as part of a billboard campaign supporting NZ ShakeOut.

All the regions Councils have signed up to NZ ShakeOut and each are working on their own arrangements to conduct ShakeOut activities both on the day and prior to the 26 September. The Joint Committee could support this with local Councillors participating and promoting their Councils activities.

The regional NZ ShakeOut radio adverts were launched in July and will run through to 26 September. The WREMO Facebook page is constantly utilised to promote local and national NZ ShakeOut activities. This is supported by some councils Facebook pages and websites.

The Regional Manager for CDEM took recent media opportunities following the Taranaki earthquake to promote participation in NZ ShakeOut. The regional planning team are utilising Council snippets in community newspapers to feature NZ ShakeOut.

A push on school registrants was undertaken during early August. This was to support the national letter to schools, but to also provide a platform for local contact from the newly formed Wellington Region Emergency Management Office (WREMO). This has seen a steady increase to 56% of the regions 252 schools registered for NZ ShakeOut.

Overall statistics on 20 August show 95,195 participants in the Wellington Region, 87% of the target and 21.2% per capita. This is a rise of 65% towards the target and 15.7% per capita from the last Joint Committee report in June. **Attachment 1** shows graphs pertaining to these figures.

4. Next steps

The majority of the regional planning teams campaigns have been launched and the increase in registrations is a testament to their success. The only remaining campaign, billboards, will be launched approximately 2 weeks prior to 26 September.

The regional planning team will continue to target schools and local businesses, talk to community groups and utilise Council networks to promote and support NZ ShakeOut.

5. Recommendation

It is recommended that the Joint Committee:

- 1. Receive the report; and*
- 2. Notes the content of the report.*

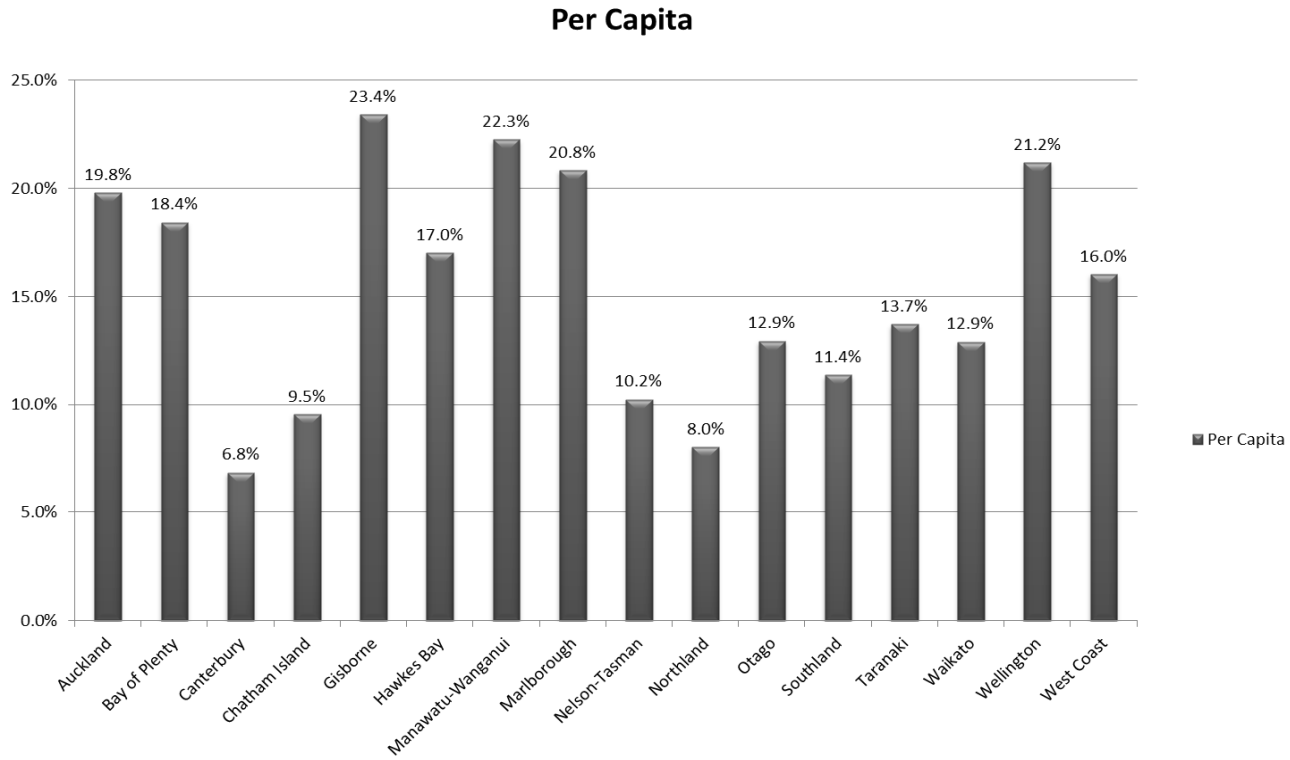
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Attachment 1: CDEM Group comparison (20 August 2012)

Attachment 1

CDEM Group comparison (20 August 2012)



Regional weekly figures

