

Report 04.187
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Committee CDEM Group
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CDEM Group Communications activities

1. Purpose

To inform the CDEM Group about progress on the CDEM Group Communications Strategy and communications activities.

2. Background

At its meeting on 6 November 2003, the CDEM Group was advised about the development of a Communication Strategy for the Group.

This strategy is currently under development in parallel with the CDEM Group Plan (the Plan) and will incorporate the delivery mechanisms for public consultation of the Plan. During the development of the Strategic part of the Plan (Report 04.186), it has been identified that Public Information and Public Education strategies will be developed. The Communications Strategy will define the mechanism of the delivery of these strategies.

Some communication activities will be required in the interim, prior to the finalisation of the Plan, for example branding, education/information publications and media opportunities. These will be managed as and when they arise and will be reported to the CEG and CDEM Group as necessary.

The CDEM Group meeting of the 6 November 2003 resolved that Mayor Guppy and Roger Blakeley be appointed as media spokespersons for CDEM Group matters.

3. Branding

At the CDEM Group meeting on 6 November 2003 a report was tabled outlining three options for a CDEM Group logo. It was resolved informally that the recommended option be adopted and that the corporate standard be finalised and relevant information distributed to each Local Authority.

The logo should be used for all correspondence by the CDEM Group Chairperson, the CEG Chairperson and the Group Emergency Management Office (GEMO). Local authorities and emergency services should use the logo on publications of a civil defence nature, but these should be approved by the GEMO. The GEMO will arrange for the production of letterhead, compliment slips and business cards.

The GEMO, each Territorial Authority Emergency Management Office and emergency services organisations, have been provided with copies for their use.

The CEG approved funding of up to \$10,000 for this project and the final cost was \$7450.

4. Website Development

The framework and basic content of a website for the CDEM Group has been developed. The website has two main functions:

- To provide education and information about civil defence emergency management in the Wellington Region.
- To provide emergency management agencies with updates on the activities of the Wellington Region CDEM Group.

The website will be a key tool to pass information to the organisations with a role in emergency management in the Region. It is particularly important during the CDEM Group Plan development process that the latest working documents are available for comment and feedback from the sector.

A basic structure for the site has been developed. It is expected that this will improve over time as the site is more widely known. Initially the major website sections will be:

- **About the Wellington Region CDEM Group** - structures, members and functions
- **Contact Us** – details for the Group office and member authorities
- **CDEM GROUP Work Programme** – description of each current activity, contacts for more information, and relevant documents for download
- **CDEM Group Plan** – description of plan process and draft documentation for download
- **Education and Information** – educational materials for emergency preparedness
- **Links** – relevant CDEM sites and member authorities

Application has been made for the website address, which is www.wrCDEM.GROUP.govt.nz. If the [.govt](http://www.govt.nz) address is not approved the site will be developed as [.org.nz](http://www.org.nz).

The CDEM Group Office will maintain the content of the website. Development costs have been covered by the Group Office to date. Greater Wellington information technology personnel provide the technical support required for the site.

5. Public Information - Rationalisation of regional civil defence publications

A large number of publications are produced by Territorial Authorities (TAs) and Greater Wellington (GW) on preparedness and hazard information for the public's information. Some of these are duplicated across TAs, generally with the same information but different design and incorporating the relevant TA logo. A review of all publications is planned and

a recommended suite of preparedness and hazard information publications will be developed for use across the region. These will be branded with the CDEM Group logo.

A number of benefits will be achieved by centralising these publications:

- cost effectiveness of printing
- consistent messages
- raising awareness of the CDEM Group
- information available to all residents / businesses across the region

Funding for the printing of these publications will be addressed by pooling 2004/2005 GW and TAs printing budgets.

These publications will provide an interim step to ensure ongoing public information and education is available during the development of the CDEM Group Plan. The Public Information and Public Education strategies will be defined during the development of the CDEM Group Plan (Refer Report 04.186) at which time relevant publications will be designed and produced to support those strategies.

Should a TA need to produce a publication specific to its local requirements / planning (eg list of Civil Defence Centres) the TA will be responsible for the design, publication and costs. The CDEM Group logo should be incorporated into these publications along with the relevant TA logo.

6. Recommendation

That the report be received and the contents noted.

Report prepared by:

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