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Committee CDEM Group
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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

The NZ ShakeOut website was launched in March 2012. The website is the focal point for ShakeOut registration, news and events and information pertaining to earthquakes. It also provides a wealth of resources for individuals, organisations, community groups to use to develop their own NZ ShakeOut activities.

Whilst the National Planning Team has been actively promoting NZ ShakeOut through a variety of outlets, the main media drive will begin in July. This will include TV, radio and social media campaigns.

At 20 June 2012, 151,348 people have registered to take part in NZ ShakeOut. This equates to 15.13% of the target 1 million participants.

3. Update on Regional activities

Two basic principles sit behind the regional campaigns; to provide a consistent message from multiple sources and to utilise our own CDEM Group's 'It's Easy' branding to complement the national activities.

The first regional campaign was successfully completed on 18 May. The Wellington Saints basketball team took part in a photo shoot that was used to develop specific posters and flyers. These were distributed by Emergency Management Officers and volunteers at the Wellington Saints game on 18 May.

Prior to the Saints game, Wellington had 12,570 registrations, 11% of the Wellington region’s target of 110,000 participants and 2.8% per capita of the region. On 24 May the figure was 16% of the target, 17,216 participants and 3.8% per capita.

Work for the Mayoral campaign has begun with all the region’s leaders taking part in Drop, Cover & Hold photo shoots, and the right actions to take during an earthquake. The photos will be used to promote NZ ShakeOut throughout the region using print and social media channels. This campaign is particularly important for the regional planning team as it endorses the consistent message from the CDEM Joint Committee.

Statistics on 20 June show 24,570 participants in the Wellington region, 22% of the target and 5.5% per capita.

4. Next steps

The table below provides a summary of the next steps in the regional campaign.

Date	Campaign
June	Secondary Schools ‘make thei own ad’ (runs through to Sept).
	Councils’ campaign.
July	Radio Advert campaign (runs through to Sept).
	Pre / Primary / Intermediate Schools campaign.
	Mayoral campaign.
August	Library / Café / Council Display campaign (runs through to Sept).
September	Wellington Lions campaign.

The Councils’ campaign provides another opportunity for the Joint Committee to endorse NZ Shakeout in the community. Council Executive Leadership Teams are being asked not only to participate as an organisation, but to also use their existing links into the community to promote NZ ShakeOut. This enables CDEM to tap into existing networks to push the message through multiple sources. Joint Committee support and involvement in this approach would add significant value.

There are a number of other ways that Joint Committee members can promote NZ ShakeOut through Council activities. It is recommended that an open discussion on the best approach to adopt, with some clear action points would be beneficial.

5. Recommendation

It is recommended that the Joint Committee:

1. ***Receives the report.***
2. ***Notes the content of the report.***
3. ***Promotes ShakeOut through its members.***

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