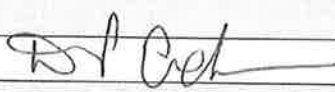




CDEM Resilience Fund project application form

7863 7608

Application for CDEM Resilience Collaborative fund approval	
Project title	Tsunami signage and advertising
Date of application	13/02/2012
Details on application	
Lead local authority	Southland District Council
CDEM Group	Southland
Other local authorities or Groups supporting the proposal	Invercargill City Council, Environment Southland
Project description	
<p><i>Executive summary [200 words maximum description]</i> Emergency Management Southland has commissioned a programme of work in relation to tsunami risk to Southland. To continue on this work it would like to erect tsunami signage at a number of coastal sites and continue on a successful advertising campaign that has been running for the last 6 months. Funding is yet to be sourced for the tsunami signage and is unlikely there is sufficient current budget for the advertising.</p> <p>The advertising supports national ad campaigns but has a local component and could be used across other CDEM Groups. The programme fits in well with the national resilience funding priorities for 2012/13 and the Southland CDEM Goals and work programme priorities.</p>	
<p><i>Problem/opportunity [200 words maximum description]</i> Emergency Management Southland would like to find a cost effective solution to keeping the risk of a local source tsunami to the fore front of coastal communities and tourists. An effective radio ad campaign was delivered by the Radio network in the 2011-12 year on advising people what to do in a tsunami scenario. The campaign has received good feedback from the public. There is insufficient funding to continue this ad campaign effectively in the 2012-13 year.</p> <p>A CEG recommendation from 2011 was for Emergency Management Southland to erect tsunami signs in prominent locations in coastal areas of assist in making the tourist population aware of the risk and also to keep the information in the forefront of the local community.</p>	
<p><i>Alignment with identified goals and objectives [200 words maximum description.]</i> Fits with National priorities for Resilience funding for 2012/13 namely: 1. <i>Enhancing awareness of tourists.</i> 2. <i>Risk communication.</i></p> <p><i>Meets Goal from the Southland CDEM Groups plans to communicate risk to the public.</i></p>	
<p><i>Dissemination of benefits to sector [200 words maximum description.]</i> Emergency Management Southland will work with the radio network for other CDEM Groups especially those with local tsunami risk to run similar add campaigns.</p> <p>This signage and ad campaign will be across three TA's and Environment Southland coordinated by EMS.</p> <p>The ad campaign should lead to resident and visitors to Southland having a clear knowledge</p>	

that a local tsunami can occur and what action to take.		
Project design		
Project manager	Neil Cruickshank	
Other project members	Gary Tong, Advisor EMS	
External providers/contractors	Radio Network, signwriters, roading contractors	
Deliverables		
Milestone	Date for completion	Cost
Start of Ad campaign. Running on numerous stations at various time slots.	Nov 2012 March 2013	\$12,000.00 for entire campaign
Finish of Ad campaign		
Signage created and erected in Appropriate areas of Southland	Dec 2012	\$15,000.00
Identified risks		
Risk	Suggested management	
Public not picking up on message	Monitoring of public knowledge via Preparedness survey conducted annually.	
Vandalism to signage	On-going budget within EMS to cover cost.	
Public backlash at signage	Good clear public education by EMS	
Funding request and use		
CDEM resilience fund contribution	\$20,000.00	
Local authority contribution	\$4000 towards advertising and \$3000 towards signage Plus approx. 100 hours staff time in project management.	
Other sources of funding	Nil	
Expenditure <i>[Please supply details]</i>	Estimate of signage costs	\$15,000.00
	Cost of Advertising campaign	\$12,000.00
	Total:	\$27,000.00
Application confirmation		
Approval of Chief Executive		
CDEM Group comment		
Comment		
Approval of Coordinating Executive Group Chair	