

Resilience Fund Application Form

This form provides the minimum information for the application. A detailed project plan should be developed to inform this application and may be attached.

Project title	Chinese small business resilience conference
Date of application	24 January 2022
Details on application	
Applicant <i>[CDEM Group must endorse/sponsor all applications]</i>	Bridget Vercoe, Principal Business Resilience Advisor, Auckland Emergency Management
Sponsoring CDEM Group	Auckland CDEM Group
Other local authorities, Groups or organisations supporting this proposal	Balmoral Chinese Business Association Greater East Tāmaki Business Association Inc (GETBA) Cheng Goh – Placemaking Coordinator, Balmoral Auckland Unlimited Business Improvement District Programme, Auckland Council Auckland Council Connected Communities
Project description	
Executive summary <i>[200 words maximum]</i>	
<p>At the 2019 census, 28.2% of Auckland’s population identified with an Asian ethnicity, with over a third (36.0%) of those identifying as Chinese. Many are small business owners.</p> <p>To build the resilience of Auckland’s Chinese small business community to emergency events, Auckland Emergency Management has a dedicated programme of work – https://www.aucklandemergencymanagement.org.nz/zh/work-ready. A comprehensive engagement and media strategy has been developed to support the business resilience resources.</p> <p>However, it remains increasingly challenging to engage with this time poor and hard to reach section of Auckland’s business community and often low to nil attendance at business engagement events we offer.</p> <p>This project will pilot a new engagement model, offering Auckland’s Chinese small business community a one-day, free conference focussed on emergency preparedness and resilience. This approach is endorsed by Chinese engagement practitioners.</p> <p>The conference will include keynote addresses from prominent business leaders and breakout sessions hosted by different business organisations. All sessions will be tailored specifically for the Chinese small business owner and/or manager. All sessions will be in Mandarin, with ample opportunity to ask questions and seek clarification.</p>	

<p>If successful, the conference could become a regular annual or biannual event and may be replicated to support Auckland’s other ethnic business communities.</p>
<p>Challenge/opportunity [200 words maximum]</p>
<p>The 2021 Colmar Brunton Disaster Preparedness Survey repeatedly identified Asian New Zealanders as being one of the least prepared, especially Chinese business owners and/or managers. They have few business connections outside the Chinese community, often struggle with English and have little understanding of how emergency management works.</p> <p><i>“Planning will not make a lot of difference. My wife and I are always here, there is no need to involve other people. If the power went out, we could not run our restaurant. The Government would have to help us.”</i> (Auckland Chinese restaurant owner).</p> <p>Chinese business owners are hesitant to engage with Council, mainstream business associations and business support organisations which are often seen as culturally irrelevant.</p> <p>This proposal helps reduce these engagement barriers by empowering Chinese business owners to build their emergency preparedness capacity in an environment which is familiar linguistically and culturally appropriate. It increases trust in the emergency management sector, ensuring more positive outcomes from future resilience building and response activities.</p> <p>With support from Connected Communities and Local Board priorities, the conference will encourage establishing locally based Chinese business associations and networks. This will help increase businesses’ resilience and establish an avenue for further capacity building and engagement initiatives.</p>
<p>Alignment with priorities and objectives of the National Disaster Resilience Strategy (NDRS) [200 words maximum]</p>
<p>This project relates to the National Disaster Resilience Strategy priority of enabling, empowering, and supporting community resilience. More specifically it relates to the objectives of enabling and empowering individuals, households, organisations, and businesses to build their resilience, paying particular attention to those people and groups who may be disproportionately impacted by disasters.</p> <p>It also relates to recognising the importance of culture to resilience, including support of cultural places, institutions, and activities, and to enable the participation of different cultures in resilience building activities.</p>
<p>Alignment with Principles and Allocation Preferences [200 words maximum]</p>
<p>This project aligns with the National Disaster Resilience Strategy and will make a material difference to the resilience of Auckland’s Chinese business community.</p> <p>It has a regional focus. Conference attendance will be open and free to all owners and managers of small businesses in the Auckland region which speak Mandarin. A sponsorship arrangement with SkyKiwi, New Zealand’s most influential Chinese media outlet, will ensure all business owners are aware of the event and have ample time to register.</p>

It is outcome focussed, builds on existing work Auckland Emergency Management and Council has with the Chinese business community, and could be used as an engagement model in other regions by other CDEM Groups in order to support national consistency.

The application allows for NEMA and other CDEM Group involvement. Mandarin speaking NEMA and emergency management professionals from other CDEM Groups will be invited to host breakout sessions or speak on topics. The topics of these sessions to be decided following further discussion.

NEMA's support for the project could be recognised on the conference promotional material.

Application of outcomes/benefits to sector *[200 words maximum]*

There are few opportunities for Chinese business owners to hear from and ask questions in Mandarin on a range of different topics from a range of different organisations. This novel engagement approach which will draw the attention of this hard-to-reach group motivating them to attend and participate.

The conference will be opened by Auckland's mayor, with a keynote address from a leader in the Chinese business community. The breakout sessions will give attendees the chance to hear from a number of different organisations on a variety of topics from business continuity, fire prevention, emergency response planning and recovery to the benefits of building community networks. We will work with the business community on identifying key areas of interest.

Attendees will leave the conference with a greater understanding of how the emergency management system in New Zealand works and what they need to do to ensure their business survives and thrives during and following an emergency event.

Attendees will be provided with an information pack containing emergency response and business continuity templates guides and templates in English and Mandarin. Sessions will be recorded and shared widely, via WeChat and other relevant channels, after the event.

Ongoing costs (post-project) and how it will be funded *[200 words maximum]*

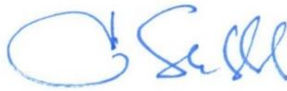
Learnings from this pilot will inform the development of a similar annual or bi-annual emergency preparedness event for the Chinese business community. Future events will be funded by Auckland Council, with support from key CEG partners and the Chinese community.

This pilot will also help guide future engagement strategies for Auckland's other ethnic business communities and could be used as model for other CDEM Groups to replicate.

Project design

Project manager	Auckland Emergency Management's Principal Business Resilience Advisor, Bridget Vercoe
Other project members	Connected Communities Special Advisor, Yongjie Li Auckland Emergency Management's Head of Resilience, Melanie Hutton
External providers/contractors	SkyKiwi (http://www.skykiwi.com/)

	Cracker Jack Events (https://www.crackerjackevents.co.nz/portfolio-type/corporate-events/)	
NEMA resource (if needed)	NEMA will be offered a speaking slot, as a keynote speaker and/or to host a breakout session.	
Deliverables [Note: payments will be made after successful completion of milestones identified]		
Key milestones	Date for completion	Cost (invoice amount)
Confirm conference programme	End November 2022	No cost (to be completed by AEM staff)
Book conference facility and AV equipment Aotea Centre Waitakere and Limelight Rooms (one plenary and five break out spaces)	End November 2022	\$6,000
Book catering (150 people)	End November 2022	\$5,000
Conference promotion (via SkyKiwi partnership)	February 2023	\$5,000
Conference management Cracker Jack Events will be employed to organise and manage the conference.	May 2023	\$20,000
Conference held	May 2023 (date TBC)	\$2,000 (miscellaneous costs)
Recording conference presentations and post-production	May and June 2023	\$5,000
Project evaluation completed	July 2023	No cost
Identified risks		
Risks	Suggested mitigation / management	
COVID-19 resurgence	An online conference option will be devised as part of the planning process to be executed if required.	
Budget	Budgets will be monitored closely throughout the project by the project manager.	
Auckland and/or New Zealand experiences a significant event requiring AEM staff to respond.	Cracker Jack Events with support from Auckland Council Connected Communities staff will be able to manage the conference with minimal input from AEM staff if necessary. AEM has contingency budget to support this if needed.	

Funding request and use			
CDEM Resilience Fund contribution	\$43,000		
Local authority / organisation contribution	\$5,000 for the development and printing of conference take home resources.		
Other sources of funding or support	Support and time in kind of Auckland Council and Auckland Emergency Management staff, Chinese business community leaders, Auckland Unlimited and other relevant organisations.		
Budget <i>[please supply spreadsheet]</i>	\$48,000		
Applies if application exceeds \$100,000 over the life of the project	Are you prepared to attend an interview in support of this application (if needed)?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Application confirmation			
Is this application from an individual or other organisation		Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Does the CDEM Group support this application? <i>[sign off below confirms support]</i>		Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Approval of Chief Executive [Chief Executive or Head of the organisation receiving the funding]	Name: Paul Amaral – General Manager Auckland Emergency Management		
Approval of CEG Chair	 Name: Jim Stabback – CE Auckland Council		
All communications regarding the application, including approval decisions will be addressed to the Chief Executive and CEG Chair			
CDEM Group comment			

Note: Only complete forms will be considered for assessment. All completed forms and supporting documents must be emailed to NEMA at resilience.fund@nema.govt.nz

NEMA Assessment <i>[internal use only]</i>		
Principles	Yes	No
Local / regional focus	<input type="checkbox"/>	<input type="checkbox"/>
Values the role of Māori in the Emergency Management System	<input type="checkbox"/>	<input type="checkbox"/>

NEMA involvement required	<input type="checkbox"/>	<input type="checkbox"/>
Allocation Preferences		
Alignment with NDRS	<input type="checkbox"/>	<input type="checkbox"/>
Achieves equity of outcomes for Māori communities, marae, hapū, iwi and Māori organisations	<input type="checkbox"/>	<input type="checkbox"/>
Outcome focused	<input type="checkbox"/>	<input type="checkbox"/>
Applicable in other regions / CDEM Groups	<input type="checkbox"/>	<input type="checkbox"/>
Supports national consistency	<input type="checkbox"/>	<input type="checkbox"/>
Wider funding / resource commitment	<input type="checkbox"/>	<input type="checkbox"/>
Build on existing work	<input type="checkbox"/>	<input type="checkbox"/>
Operational expenditure (Opex)	<input type="checkbox"/>	<input type="checkbox"/>
Capital expenditure (Capex)	<input type="checkbox"/>	<input type="checkbox"/>
Other		
Application from individuals or other organisations endorsed/sponsored by CDEM Group		
NEMA Subject Matter Expert Comment		
	Supported <input type="checkbox"/>	Not supported <input type="checkbox"/>
NEMA Regional Emergency Management Advisor Comment		
	Supported <input type="checkbox"/>	Not supported <input type="checkbox"/>

NEMA Review Panel Comment	Supported <input type="checkbox"/>	Not supported <input type="checkbox"/>
---------------------------	---------------------------------------	---

NEMA Director Decision Sign-off	Approved <input type="checkbox"/>	Declined <input type="checkbox"/>
---------------------------------	--------------------------------------	--------------------------------------

Director of Civil Defence Emergency Management

Appendix A Report Template

CDEM Resilience Fund Project Status Report			Date: DD MMMM YY		
Project title				Project number	
Project manager		Contact details			
Executive summary of status					
Progress of deliverables					
Milestones	Status (on track, delayed, etc.)		Progress this quarter and next steps		

Identification of any issues (actual or potential)					
	Issue			Mitigation	
Schedule					
Staff resources					
Budget					
Dependencies					
Stakeholders					
Quality					
Other					
Budget					
Activity	Expenditure to date	Budget to date	Full year budget	Budget forecast	Variance

Comment on variance

Confirmation

I confirm the status report is accurately reflected and the invoice amount is correct.

Project Manager

Chief Executive

CEG Chair

Comment by Resilience Fund Coordinator