



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Risk Communications Toolbox
Date of application	1 March 2013
Details on application	
Lead local authority	Auckland Council
CDEM Group	Auckland
Other local authorities or Groups supporting the proposal	
Project description	
<p>Executive summary <i>[200 words maximum description.]</i></p> <p>The vision of the National CDEM strategy is to have a resilient New Zealand. This is only possible if hazards and risks are known and understood by each of the groups within a community. To achieve this, CDEM groups around NZ need to improve the effectiveness of their natural hazard risk communication. Currently this is proving difficult with little national guidance on how to communicate complex information to a wide range of audiences.</p> <p>This project will create a toolbox of definitions and descriptions that can be used to communicate natural hazard and risk concepts to a wide range of audiences (e.g. landowners, community groups, businesses). The materials will be presented in a range of different forms such as handouts, PowerPoint slides and videos which will be graphically enhanced to make sure they are appealing and easy to understand. The materials will use case studies and/or hazard examples to demonstrate concepts and issues.</p> <p>It is important that the materials are understood correctly by the intended audience. This project will undertake user testing on the different audiences and the material revised accordingly.</p> <p>The outcome will be an improved understanding of natural hazard and risk concepts both within CDEM agencies and the wider community.</p>	
<p>Problem/opportunity <i>[200 words maximum description.]</i></p> <p>CDEM Groups play a lead role in communicating natural hazard information and knowledge to a wide range of audiences. To date, the exchange of information has been difficult for a number of reasons. Firstly, many of the terms used for natural hazard management are technical and abstract and therefore difficult to convey. The move towards a risk based approach to natural hazard management further complicates the information that needs to be communicated.</p> <p>Secondly, there are a wide range of audiences that CDEM needs to communicate with to ensure the New Zealand community becomes more resilient. Each of these groups has varying levels of understanding and personal experiences which influence their understanding. For example, the information that may be suitable to someone that works in the insurance industry may not be understandable to a landowner.</p> <p>This project is an opportunity to create a suite of materials that will help agencies around the country communicate natural hazard risk concepts to different audiences. A toolbox of communication materials will not only help agencies with information exchange but will also ensure that what is being communicated by CDEM groups is consistent across the country.</p>	

Alignment with identified goals and objectives *[200 words maximum description.]*

Goal 1: Increasing community awareness, understanding, preparedness and participation in CDEM

The creation of a toolbox of risk materials underpins this goal and its objectives. The toolbox will help achieve this goal by:

- Improving the level of business and community awareness and understanding of natural hazards and risk
- Improving the ability of CDEM to consult with the community on a comprehensible level, so that the information presented can turn into risk reducing actions on ground
- Enabling wider community participation in natural hazard risk management decisions.

Goal 2: Reducing the risks from hazard to New Zealand

A risk communication toolbox will help achieve this goal by:

- Increasing knowledge about hazards and risks
- Making sure information on hazards and risks is easy to access and understand.
- Improve the communication of information between stakeholders that contribute to risk reduction

This project will also align with Goals 1 and 2 of the Auckland Group Plan for the reasons listed above:

1. Reducing risk to acceptable levels
2. Increasing community awareness, understanding, preparedness and participation in CDEM

Dissemination of benefits to sector *[200 words maximum description.]*

The output of this project is intended to be of use to all CDEM groups and associated agencies in New Zealand. The toolbox can be made available either via the web or an alternative sharing portal.

Specific local case studies and examples can be added after the materials are produced to make them relevant to each of the local councils.

The creation of a common toolbox will also help facilitate discussions between agencies on their natural hazard communication experiences. Learnings can be shared between groups and can be reported on in regular CDEM updates and meetings.

Some of the groups that CDEM communicates with (e.g. businesses, insurance underwriters) span regional authority boundaries. It is important that the information and knowledge that is communicated is consistent. The development of one common toolbox of materials will ensure this consistency, therefore making the exchange of information more effective and efficient.

Project design

Project manager	Jane Olsen
Other project members	TBC
External providers/contractors	GNS Science

Deliverables

Milestone	Date for completion	Cost
1. Develop natural hazard risk definitions (review existing materials, current practice, and	1 August 2013	\$ 15,000

literature).		
2. Test understanding of definitions and communication mechanisms e.g. leaflets, web-based, video, etc. with a maximum of five focus groups comprised of different stakeholder groups (e.g. general public, technical specialists, cultural groups, business).	28 February 2014 (starting in August 2013)	\$ 40,000
3. Refine definitions and presentation material as required	31 March 2014	\$10,000
4. Easy to understand communication tools in a range of different forms such as hand-outs, PowerPoint slides and videos. The materials will use case studies and/or hazard examples to demonstrate concepts and issues.	15 May 2014	\$15,000
5. Printing of materials, translating public handouts into other languages TBD (e.g. Maori)	30 June 2014	\$10,000
TOTAL		\$90,000
Identified risks		
Risk	Suggested management	
Materials produced will not be understood correctly by the different audiences	User testing of the materials on each of the intended audiences and revising material as needed.	
Scope of work may be too big to achieve desired outcome in the timeframe	In the early stages of the project determine the concepts which are a priority to convey and to which audiences.	
We may not get enough input from the audiences required in the user testing stage.	Use networks already set up by Auckland CDEM group to engage participants from a wide range of community groups. Engage participants early in the project.	
Funding request and use		
CDEM resilience fund contribution	\$80,000	
Local authority contribution	\$10,000 and in-kind staff time	
Other sources of funding	/	
Expenditure <i>[Please supply details]</i>	<ul style="list-style-type: none"> GNS Science contribution to Milestones 1-4 - \$75,000 Flights, accommodation, transportation, food, for focus groups - \$5,000 	

	<ul style="list-style-type: none">Auckland Council printing and contribution to Milestone 4 (graphically enhancing communication materials) - \$10,000 (and in-kind staff time)
Application confirmation	
Approval of Chief Executive	
CDEM Group comment	
Comment	
Approval of Coordinating Executive Group Chair	