



## CDEM Resilience Fund project application form

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

Project title	Digital content for public education programmes
Date of application	20 December 2020

Details on application	
Applicant	Tauranga City Council Emergency Management
CDEM Group/s affected	Bay of Plenty CDEM
Other local authorities, Groups or organisations supporting this proposal	N/A

### Project description

**Executive summary**  
*[200 words maximum description.]*

This application seeks to develop a suite of modern and interactive digital and print ‘readiness’ products to support community resilience education programmes. Our public education approach focuses on **reframing the conversation** (focusing more on relevant and directly relatable impacts/ consequences rather than hazards themselves e.g. no power, no water, no transport, no shelter etc.) and **making preparedness relevant and easy** (encouraging people to take small steps to be more prepared and protect the things they love, in a way that works for them/ their whanau).

Product design, development and delivery will be a collaborative approach with a local communication company(ies) and the University of Waikato Tauranga campus, to offer learning in practise opportunities for tertiary students. This approach supports our ‘buy local’ recovery workstream and strengthens our relationship with the University of Waikato to highlight the diverse opportunities within emergency management as a career field.

Product/ collateral design and development will use community champions (e.g. sports teams, local kaumatua, local ‘celebrities’ etc.). Sector specific products (e.g. webinars, vlogs etc.) will be co-designed and developed with sector-based ‘actors’ (e.g. ECE, migrant communities, businesses etc.) to increase relevance.

### Challenge/opportunity

*[200 words maximum description.]*

This project seeks to empower and enable individuals, whanau and organisations to increase their resilience through taking practical readiness steps. Many of our community are not ready or don’t know what to do, and most expect to be helped/ supported during emergencies. We need to shift this perception through innovative, relevant and engaging public education products/ collateral, to increase the number of households and businesses who:

- are aware of why they need to be prepared;
- understand how to prepare; and
- have taken steps to be more prepared.

To be effective, community education must have cut through in our communications dominated world. Limited development has occurred with current public education material. Digital products need to be more innovative and audience targeted. Current products are hazard centric and in ‘geek speak’. We know that personal stories are a more compelling method to motivate people to act when the audience has a connection to the storyteller.

This project is an opportunity to create resources tailored to sectors (e.g. CALD, disability, youth and older persons, specific priority sectors, such as education and businesses etc.) using their own members to provide relevant messaging in their own context.

This project will leverage off existing relationships within the team/across Council to support the engagement and to secure champions, and will use a range of free channels that Council has access to.

## Alignment with identified goals and objectives identified in the CDEM sector

[200 words maximum description.]

This project directly supports the achievement of two objectives of the BoP CDEM Group Plan:

- Reduction 1 – Build the community’s knowledge and understanding of their hazards and risks so they can make informed decisions.
- Readiness 1 – Build and improve knowledge and skills within communities and businesses to prepare for, get through and recover from emergencies.

It also contributes to achieving the following objectives of the National Disaster Resilience Strategy (NDRS):

- 13 – Enable and empower individuals, households, organisations, and businesses to build their resilience, paying particular attention to those people and groups who may be disproportionately affected by disasters.
- 14 – Cultivate an environment for social connectedness which promotes a culture of mutual help; embed a collective impact approach to building community resilience.

It directly contributes to the What Can I Do elements of the NDRS such as:

- understand your risk;
- reduce your risk factors;
- prepare yourself and your household;
- plan for disruption;
- learn about response and recovery;
- make a plan and practice it; and
- strengthen societal capacity.

## Dissemination of benefits to sector

[200 words maximum description.]

The professional developed products will be made available, where participants allow, to interested CDEM Groups.

Public education products will be created and tailored for all members of the community and these products can be used and/ or modified by other cities and regions in NZ.


By applying a ‘**social marketing**’ lens to this public education project, transforming people’s perception and behaviour around readiness and emergencies will be less “Civil Defence” and more people orientated, realistic and relevant; in turn creating more buy in from the public to take readiness actions.

## Project design

Project Manager	Jo Lynskey, Tauranga City Council
Other Project Members	Iwi ECE CALD community members University of Waikato
External providers/contractors	Communications Content Manager, production contractor, University of Waikato, Community champions

## Deliverables

Milestones	Date for completion	Cost
Project content co-design	April-May 2021	\$30,000
Engagement of production company	May 2021	
Delivery <ul style="list-style-type: none"><li>• Filming, editing, marketing ‘sprints’</li></ul>	May-June 2021	\$90,000

Identified risks					
Risks	Suggested management				
<ul style="list-style-type: none"> <li>• Failure to attract community champions</li> <li>• Slow production development</li> <li>• Project not funded</li> <li>• Limited/ no support from University of Waikato</li> </ul>	<ul style="list-style-type: none"> <li>• Early engagement, multiple approaches to variety of champions, flexible storylines and champion use, whole of council approach to engaging with champions (leveraging future events).</li> <li>• Concurrent delivery of digital media and hard-copy print.</li> <li>• Downscale project to co-design with development to be conducted in out-years as thematic workstreams over concentrated single project.</li> <li>• Scale reduction to priority communities (CALD, migrant, disability, youth and aged); prioritised hard-copy product.</li> </ul>				
Funding request and use					
CDEM resilience fund contribution	\$100,000				
Local authority/ organisation contribution	\$20,000 Staff time Research and content management Digital storage (website development) Community engagement and champion connections				
Other sources of funding or support	University of Waikato marketing and communications students for in-practice learning opportunities				
Budget <i>[Please supply spreadsheet]</i>	Communications Content Manager 0.2FTE for three months and copy/design development support \$30k Product development via graphic design/ production/ media agency (including costs for advertising and production) \$90k				
Applies if application exceeds \$100,000 over the life of the project	Do you wish to attend a hearing in support of this application? <table style="display: inline-table; vertical-align: middle;"> <tr> <td style="text-align: center;">Yes</td> <td style="text-align: center;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input checked="" type="checkbox"/>				
Application confirmation					
Approval of: General Manager: Community Services					
CDEM Group comment					
Comment					