



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Marlborough Public Awareness Campaign
Date of application	11 th April 2011
Details on application	
Lead local authority	Marlborough District Council
CDEM Group	Marlborough CDEM Group
Other local authorities or Groups supporting the proposal	Marlborough is a unitary authority
Project description	
<p>Executive summary</p> <p>Section 17 of the Civil Defence and Emergency Management Act 2002 requires CDEM groups to promote and raise public awareness in the groups region.</p> <p>The Ministry of Civil Defence Emergency & Management Capability Assessment of July 2010 considered Marlborough's CDEM to be underperforming with respect to public education and awareness.</p> <p>Subsequently Marlborough's CDEM Group Plan 2010-15 has identified the development of a comprehensive public education strategy as one of the main objectives for the next five years. The development of a range of creative and attractive public display and information materials will be key contribution to the strategy.</p> <p>To enhance public awareness the group would like to target the larger communities such as Blenheim, Picton, Renwick and Havelock. The CDEM group staff and volunteers regularly attend A&P shows and all manner of public displays. The group holds minimal display material and would like to purchase appropriate professional display material. Including an earthquake simulation room. We would like to build a scaled down room on rollers similar to the one at Te Papa museum in Wellington to demonstrate to the public what it feels like to be in a building during an earthquake. The building would be portable and would be demonstrated at public festivals/shows, schools, gatherings and at A & P shows etc. This type of display would help raise awareness and attract the public to take a look at other readiness information material.</p> <p>Last year Marlborough received a funding grant of \$30,000 from the MCDEM resilience fund to target small communities in Marlborough to develop community response plans. This project is still ongoing.</p>	
<p>Problem/opportunity</p> <p>Marlborough could become isolated very quickly from our neighbouring CDEM groups in a major event and our community needs to be aware they could be on their own for some time.</p> <p>Our larger communities Picton, Blenheim & Havelock can, and have, been isolated from one another during storm events caused by flooding and slip. A major earthquake on the Alpine Fault remains the greatest threat to the region</p> <p>Public awareness is essential to ensure all our communities can cope on their own. Evidence suggests that the public are not as prepared for a major emergency event as they need to be and significant work is required to raise the general level of public readiness.</p> <p>Additionally many seasonal workers who come to Marlborough each year to work in vineyards, many cannot speak English. The strategy recognises the need to produce</p>	

information in a variety of languages.

The main opportunity is public participation and a community that is prepared to look after themselves during a prolonged event.

Alignment with identified goals and objectives

The group has a requirement under Section 17 of the Act to promote and raise public awareness on civil defence preparedness.

The Ministry of Civil Defence Emergency & Management Capability Assessment of July 2010 recommended for Goal 1 - "To increase community awareness, understanding, preparedness and participation in civil defence and emergency management." Marlborough's key performance indicators for Public Education Programme and Readiness and Response Promotion were rated by the Ministry at 40% and 20% respectively. Obviously this is one aspect which Marlborough needs to improve on.

The Capability Assessment recommended the group should develop "a comprehensive public education strategy." This recommendation has been incorporated as a key objective in the Marlborough CDEM Group Plan.

The Marlborough CEG discussed future work programmes at its meeting on Wednesday 30th March 2011. A number of options were considered, one option was further public education in the larger communities. The final decision by the CEG chair and the Emergency Management Staff was that public education/awareness is the most critical issue to be addressed in the region.

Staff from the Emergency Management office will undertake most of the planning, preparation and procurement. Outside contracted services will provide construction and specialist materials/skills.

We have had offers of assistance from engineering staff at Safe Air to assist with the building of a scaled down earthquake simulation room which would be mounted on rollers to simulate an earthquake. The room will be portable and durable with an expected life-span of 10years

Dissemination of benefits to sector

Marlborough Emergency Management staff attend many festivals, A&P shows, are very active during Get Ready, Get Thru Week and are actively involved in the Clued-Up Kids initiative. The public education strategy being developed will incorporate these activities with the works of other emergency services to ensure cohesive and coordinated approach across the region. The strategy will also identify any gaps in the targeted communities and seek to address the shortfall.

We are aware that the up take on the Get Ready Get Thru programme can be improved and we need to keep pushing the message at our own local area. The use of interesting, innovative and exciting display material will be of great assistance in drawing attention to the readiness message.

We aim to have a community that is more resilient and better prepared to look after themselves and their neighbours following a major event. More public awareness will assist the Group to manage an event with the community prepared and able to fend for themselves over an extended period.

Project design

Project manager

Ross Hamilton Emergency Services Manager

Other project members

John Foley Emergency Services Officer.
skilled volunteers

External providers/contractors	Engineers & building suppliers to construct the earthquake simulation set. Ministry of Social Development, Printing firms	
Deliverables		
Milestone	Date for completion	Cost
Improved public awareness materials and resources. Not just during 2012 but for many years when visiting shows and public displays	June 2012	\$10,000 for scaled room on rollers to simulate shaking. \$10,000 for displays and additional publicity material (hand outs). \$5,000 staff time
Identified risks		
Risk	Suggested management	
Failure to appeal/attract certain groups or elements of the community.	Materials will be used in the comprehensive public education strategy identified in the Group CDEM Plan.	
Failure to maintain support for public education	Public education included in the Group Plan. Legal obligation under S.17 of the CDEM Act	
Poor community up-take or lack of interest by public at shows.	Attract public at shows with competitions, give-aways, exciting and innovative displays.	
Failure to meet the budget	Emergency management staff will monitor progress on the project and intercede to ensure the project is delivered on budget	
Funding request and use		
CDEM resilience fund contribution	\$20,000	
Local authority contribution	\$5,000, Staff time , Skilled volunteers Volunteers will attend shows and public displays etc.	
Other sources of funding	Organisations that bring seasonal workers to Marlborough. MED being one organisation.	
Expenditure	\$10,000 materials and building of room on rollers and electric motor to run. \$10,000 for display materials,give-aways and information in other languages. \$5,000 Staff time and volunteer expense (ongoing)	
Application confirmation		
Approval of Chief Executive	Approved	
CDEM Group comment		
Comment	Received by delegation from CEG meeting of 28March 2011.	
Approval of Coordinating Executive Group Chair	Approved pursuant to covering letter	

Record No. 1159912

