



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Public Education Information Baseline
Date of application	11 April 2011
Details on application	
Lead local authority	West Coast Regional Council
CDEM Group	West Coast CDEM Group
Other local authorities or Groups supporting the proposal	Buller District Council Grey District Council Westland District Council
Project description	
Executive summary [200 words maximum description.] <p>Recent events have, once again, highlighted the importance of the benefits of 'being prepared'. The West Coast CDEM Group is seeking to undertake the development of a Public Education Programme to determine a work programme of activities to increase public awareness and preparedness levels. An understanding of the level of knowledge regarding civil defence emergency management, local hazards, and preparedness amongst the local communities is required to effectively establish this programme.</p> <p>Colmar Brunton currently undertakes surveys of CDEM preparedness on behalf of MCDEM annually. In the past, these have been limited in the number of regions it accurately provides information for.</p> <p>This bid seeks funding of \$21,285 in order to undertake a comprehensive interview/survey process for the West Coast. A total sample of 300 or 500 interviews would have a maximum margin of error of +/- 5.7% or 4.4% respectively (at the 95% confidence level). A sample of 500 would allow more detailed sub analysis by demographic groups. It is also intended to be split across the 3 districts differentiating between urban and rural to ascertain individual district trends. This information will be used to guide the development of a well considered public education programme to provide for the most efficient and effective use of limited time and funding resources available to the West Coast.</p>	
Problem/opportunity [200 words maximum description.] <p>In previous years MCDEM has arranged for Colmar Brunton to undertake surveys on preparedness levels in a national annual survey. Unfortunately, the West Coast has been included within the Canterbury outcomes, which has not been useful to inform decision making processes. However, MCDEM are extending this survey to provide more comprehensive regional information and the West Coast will now be a separate sample group. This is a good opportunity to gain some specific regional information. However, the number of surveys anticipated to be undertaken is between 50 to 100 which is not considered to be large enough to get a comprehensive grasp of the issues on the West Coast.</p> <p>An increased sample size will ensure that more comprehensive results can be obtained. Accessing the resilience fund will enable the West Coast to increase the interview sample size and provide results which can be used with confidence in determining future public education activities throughout the Group. There has been no other assessment of this nature undertaken on the West Coast before.</p> <p>Vanessa Hughes Market Research or Colmar Brunton will be contracted to provide these services with a 'one-off' approval from MCDEM to use the annual preparedness survey should we choose to use Vanessa Hughes Market Research.</p>	

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

This application to the Resilience Fund aligns with the National CDEM Goal "*Increasing community awareness, understanding, preparedness and participation in CDEM*", along with the corresponding National Objectives. The application also provides a foundation towards future work for Objective 3 of the West Coast CDEM Group Plan "*To deliver effective public education programmes that build communities who understand and are prepared to manage the impacts of their hazards and risks*".

The concept of increasing this baseline knowledge was highlighted as an area of future work for the West Coast CDEM Group during the Monitoring and Evaluation process undertaken in January 2011.

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

The main benefits to the sector will accrue to the West Coast CDEM Group through providing information to assist with planning future public education activities. However, increased resilience at the local levels leads to a heightened national resilience.

The service provider will be selected when a final decision is taken on timing. We feel that a survey at the moment will give a skewed result due to the Christchurch and Japanese events so we intend to run the survey early next year.

Project design

Project manager	West Coast CDEM Group Office (Nichola Costley) and Grey District Council (Allan Wilson)
Other project members	Buller District Council and Westland District Council
External providers/contractors	Colmar or independent

Deliverables


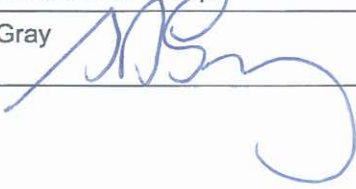
Milestone	Date for completion	Cost
500 interviews undertaken	Early 2012	\$18,140 (incl GST)
Project management, analysis, and report developed on results.		\$1,560
Presentation to West Coast CEG		\$4,850
Total		\$24,550

Identified risks

Risk	Suggested management
Possibly annoy individuals through contacting as part of a survey.	Engaging professional interviewers to undertake the work.
Financial	There is limited financial risk as the consultant will be paid in instalments and on delivery of results.

Funding request and use

CDEM resilience fund contribution	\$24,550
Local authority contribution	-
Other sources of funding	-

Expenditure <i>[Please supply details]</i>	Refer to attached schedule.
Application confirmation	
Approval of Chief Executive	Chris Ingle 
CDEM Group comment	
Comment	<p>This Resilience Fund application seeks to provide information to inform future public education activities and ensure limited resources are used as efficiently and effectively and possible.</p> <p>The application is fully endorsed and supported by the West Coast CDEM Group.</p>
Approval of Coordinating Executive Group Chair	Stuart Gray 

28/3/11

29/3/11