

11th Annual

# Emergency Management Conference

28 & 29 February 2012, Amora Hotel, Wellington

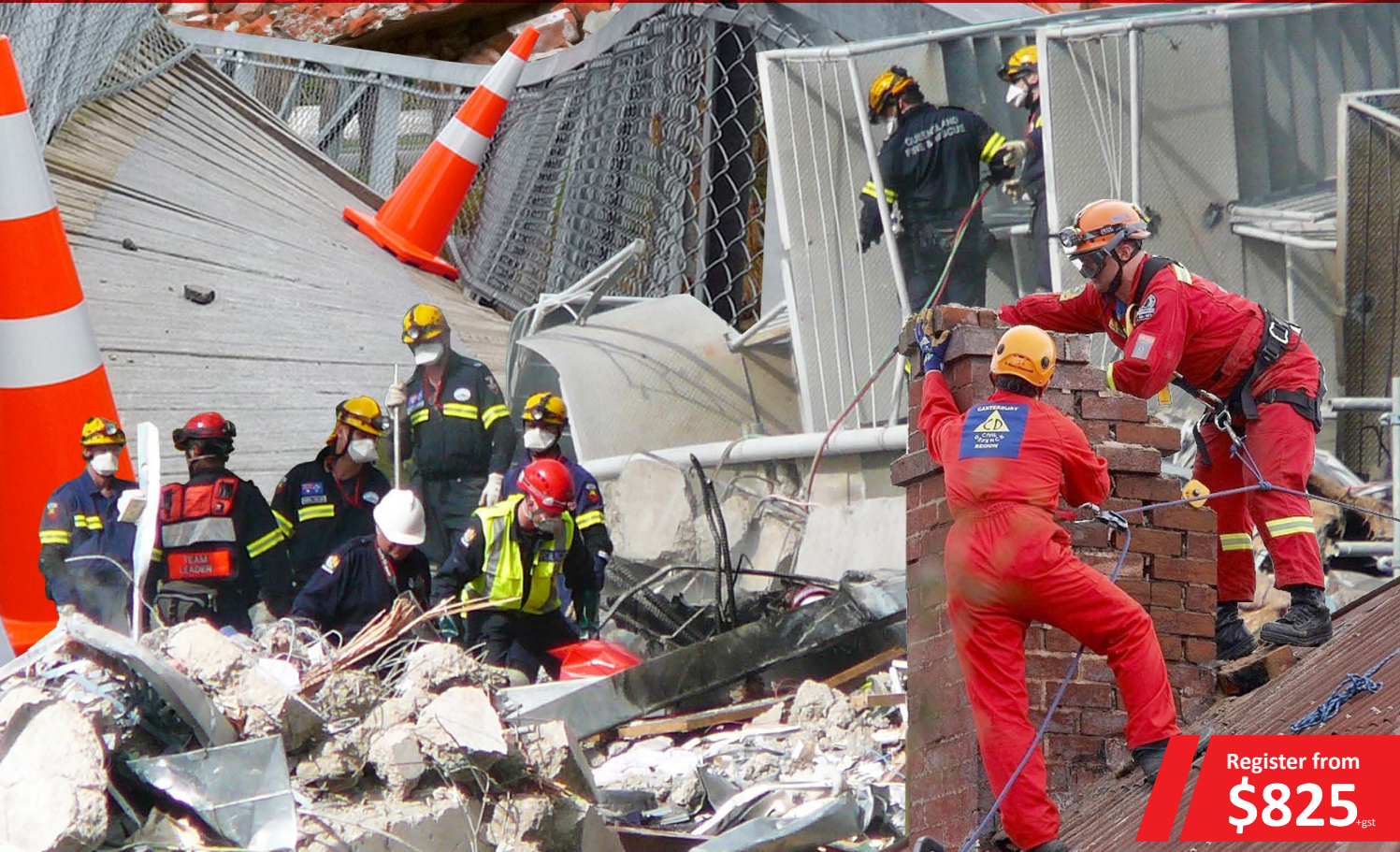


**Our community, our response**  
**Lessons identified from Christchurch**

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Ministry of Civil Defence & Emergency Management  
Te Rākau Whakamarumaru



Register from  
**\$825**<sup>+gst</sup>

- The response – a local perspective
- Buildings and earthquakes
- The response – a national perspective
- Managing welfare and social services at a local level
- Inter-agency coordination
- A future look at city council planning
- Christchurch earthquake – a utility perspective
- Communicating with and managing the media

### New this year - Pre and Post event Masterclasses

- The 'how to' of social media in emergency management response
- Media training for clear, concise messages during crisis
- Situational awareness – Making good decisions in times of emergency

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## DAY 1: 28 February 2012

### 8.30 Registration and coffee

### 9.00 Opening remarks from the Chair

**Clive Manley**, *Manager, Civil Defence and Emergency Management, Auckland Civil Defence Controller, Auckland Council*

### 9.10 Ministerial Address: The Canterbury earthquakes

The February 2011 earthquake has proven again the crucial importance of preparedness. The Minister of Civil Defence will deliver a Ministerial Address and touch on the following issues:

- Lessons identified
- The government's role in response and recovery
- What are the challenges in the near future for emergency management in New Zealand?

**Please note: Due to the timing of this year's conference the Minister will be confirmed post election.**

### 9.45 Keynote Address: The response – a local perspective

This session will focus on Christchurch City Council's internal viewpoint of the emergency response to the February 2011 earthquake.

- How effectual was this response?
- Key lessons identified
- Local coordination issues
- Community resilience
- Information management
- Where to from here for Christchurch?

**Mayor Bob Parker is under invitation**

### 10.40 Morning tea

### 11.00 Buildings and earthquakes



Understanding how buildings behave during an earthquake in different regions has now become crucial information that we all need to understand. This information explains why there is more damage to certain buildings. This session will focus not only on how buildings behave but also how New Zealand infrastructure behaved in the Christchurch setting.

- Is our building code the right one for our country?
- What is realistic for New Zealand to do to prepare itself for future events?
- Future building (code) requirements to suit New Zealand emergency management preparedness measures

**Richard Sharpe**, *Technical Director, Earthquake Engineering, Beca*

### 12.00 Keynote Address: The response – a national perspective



The National Controller will discuss the co-ordination of the national response to the Canterbury earthquakes. This session will take a look at the learnings from Canterbury which has provided invaluable input into the management of future events.

- Managing a succinct national coordinated response
- Communicating across agencies for effective response
- Key lessons identified

**John Hamilton**, *Director, Ministry of Civil Defence & Emergency Management*

### 12.50 Lunch

### 1.50 Managing welfare and social services support at local level

Effective management, coordination and delivery of emergency welfare is a crucial part of emergency response and recovery; and one of the biggest challenges for Local Government in looking after its community. How can this outcome be achieved at local level?

- How can we marry existing social services support and networks with CDEM?
- How can emergency welfare support transition from response to recovery more quickly and efficiently?
- Is CDEM Welfare enough or is community social services support much wider than this?
- Does it matter if you are a big council or a small one?

**Sandra James**, *Community Team Leader, Waimakariri District Council*

### 2.40 Panel discussion from the impacted area: Inter-agency coordination



There were many issues identified that stemmed from inter-agency coordination. What are these issues and what actions will be taken to enhance greater collaboration between the different groups?



This session will focus on the different agencies involved and their viewpoint during the Christchurch response.

- Inter-agency training and practice for greater cohesion
- Information management
- Engagement with partner agencies for key relationship building
- Communicating with the public
- Embedding national & group plans into local practice

**Spiro Anastasiou**, *Strategic Communications Manager, Ministry of Health*

**Lincoln Papali'i**, *Senior Community Development Manager, Christchurch City Council*

**Jane Lodge**, *Welfare & Recovery Manager, Auckland City Council*

**Jim Stuart Black**, *National Manager Special Operations, New Zealand Fire Service*

**Murray Sinclair**, *Manager, Civil Defence and Emergency Management, Christchurch City Council*

### 3.40 Facilitated Q & A with the inter-agency panel

### 4.00 Afternoon tea

### 4.20 A future look at Auckland City Council's emergency planning



So many lessons identified in such a short space of time have also allowed Auckland City Council to take on board important knowledge. Although Auckland does not face the same threat as Wellington does with an occurrence of future earthquakes, the size of the population does pose significant challenges when responding to an emergency. This session will focus on Auckland City Council's emergency management planning that has taken place post Christchurch.

**Clive Manley**, *Manager, Civil Defence and Emergency Management, Auckland Civil Defence Controller, Auckland Council*

### 5.00 End of day one & networking drinks

**9.00 Welcome back from the Chair**

**Clive Manley**, *Manager, Civil Defence and Emergency Management, Auckland Civil Defence Controller, Auckland Council*

**Understanding the Christchurch response**

**9.05 Communicating hazards and risks**

What happened in February 22 2011? This session will focus on the science behind the devastation. The fault that led to the earthquake and what damage has occurred since the major one in February.

- Why was there so much damage to the Canterbury region?
- Liquefaction and the behaviour of buildings and infrastructure
- The continuing aftershocks: their frequency and strength
- Understanding the probability of the risks occurring

**Kelvin Berryman**, *Manager: Natural Hazards Research Platform, GNS Science*

**10.00 Christchurch earthquake – a utility perspective**



- How did the regional and national lifeline utilities cope with the February quake?
- What was the extent of the network impacts?
- How quickly were they up and running again?
- What were the key interdependencies between utilities?
- Case study examples of the benefits of prior mitigation work
- Which elements of utility response plans proved to be of the greatest value to them?

**Dave Brundson**, *National Engineering Lifelines Coordinator*

**10.50 Morning tea**

**11.10 Communicating with and managing the media**

After the February earthquake Christchurch had a large contingency of both national and international media arrive. This was partly to do with the amount of international people missing. A week after the quake there were more than 1000 accredited media personnel in the Christchurch region. Understanding that the media is also an important stakeholder that needs to be managed is key to communicating out to the public. This session will provide you with an understanding from the media's point of view regarding what they want to know and how they will then communicate this information publicly. This session will also provide you with practical advice about how to manage the media in a crisis.

- Assessing what information should be provided and how to communicate this to the media
- Meeting the needs of different media groups
- Managing the government's media messages
- Issues that were identified from the Canterbury disaster

**Meaghan Miller**, *Communications Manager, Queenstown Lakes District Council*

**Community resilience spotlighted**

**12.00 Community resilience spotlighted: The strength of the Student Army**



There were many communities in the Canterbury region doing their best to make a difference to their communities immediately following the February earthquake. This showed the strength, initiative and resilience that New Zealand communities have within them. This session will focus on how the student army was instrumental in getting their community up and running again.

- How did this volunteer movement start?
- The work the students undertook
- The use of Twitter – and its reach in the initial stages of response and recovery
- The impact of Facebook on the response effort

**Sam Johnson**, *Student, University of Canterbury; Member, Riccarton-Wigram Community Board*

**12.45 Lunch**

**1.40 Lyttelton's community response**



Canterbury communities have proven what communities working together can achieve. Volunteers can and did provide invaluable assistance during the crisis in Christchurch. It is however important that there is coordination in the effort so that manpower and different skill sets can be taken advantage of. How can this be harnessed to produce an even more effective response directly following an emergency?

- Lyttelton's grassroots response
- Taking community resilience seriously
- Who should be responsible for coordinating the volunteer groups?
- The importance of coordinating the volunteers for greater effectiveness
- The balance between the role of the council and community resilience
- Lessons taken from Canterbury

**Hon Ruth Dyson**, *MP, Port Hills*

**2.20 Pre-emergency planning and preparedness - the role spatial data plays in post disaster recovery**

The Canterbury earthquake highlighted the need for response organisations to have clear plans in place for effective emergency management. This session will look at how response organisations can ensure maximum readiness and how immediate access to the right tools and data post event allows for proactive rather than reactive response.

- Emergency Services Mapping and Location Data
- Pre-arranged programmes and Service Level Agreements (SLAs) with geospatial data and solutions providers that are triggered in the event of an emergency
- Coordinated national service and supply contracts

**Mike Donald**, *Managing Director, Terralink International*

**2.45 Afternoon tea**

**3.05 Public engagement for thorough emergency preparedness**

The community response from different suburbs in Christchurch has been extraordinary but much of this, as with any grassroots movement, was organised and delivered without any pre-planning or formal preparedness. The impact that a community could have during the response of an emergency could be immense if there was sufficient planning with the public prior to an event.

- Building a community network for future events
- Incorporating the public when preparing for crisis
- Best scenario communication tools for public awareness

**Jason Dawson**, *GM, Community Relations, Northland Regional Council*

**3.40 Closing Keynote: Inspirational community involvement**



Sir Peter Leitch, the Mad Butcher, is a true entrepreneur with an incredible spirit of giving back to the community. He has been on the ground in support of Christchurch following the earthquakes. He flew Emergency Services workers out of Christchurch to watch a league game in Auckland to give them a bit of a break. He has been part of the Rise Up Christchurch Telethon Appeal. He connects with people and embodies the spirit of community resilience. Listen to this closing inspirational keynote and take home with you an understanding of what you can do in your community to make a difference.

**Sir Peter Leitch**, *The Mad Butcher*

**4.30 Closing remarks from the Chair and end of conference**

# Masterclasses

## 1 Preconference Masterclass Monday 27th February 9.00am – 12.30pm The 'how to' of social media in emergency management response

During the emergency management response phase we have all seen how effective social media can be as a tool, to not only communicate information out to communities but also to gather information and use this information to respond accordingly. But are you maximising this medium? Do you really understand how this can really aid your response effort? This half day Masterclass will provide you with the know-how necessary when the next crisis occurs.

- Getting to grips with Twitter and Facebook
- What should you be using these tools for?
- How do you influence chatter?
- What are the tools for emergency management to understand "chatter"



**Natalie Sisson, Social Media Specialist**

Natalie Sisson is a passionate Integrated Marketer with over 10 years of corporate experience in marketing, communications, brand and product management for some major companies in New Zealand, England and Canada across the widest variety of industries. Natalie is a lover and early adopter of online tools with a 5+ year addiction to social media. Natalie also offers social media personal training, a Social Media Club and Social Media for Business Workshops around the world.

## 2 Preconference Masterclass Monday 27th February 1.30pm – 5.00pm Media training for clear, concise messages during crisis

In a crisis you may need to respond to the media and provide information in a short space of time. Reacting to unexpected inquiries without perhaps understanding the ramifications of your information may impact on your organisation negatively. This Masterclass will provide you with the important knowledge that you need to respond in a pressured environment to communicate out to the public.

- Managing an unexpected enquiry
- What the media needs during a crisis
- How to manage a flood of enquiries
- How to write a brief news release
- Why it pays to engage, rather than avoid the media
- How to deal with misreporting
- How to prepare for an interview
- How to control an interview
- How to answer questions when you don't have the answer
- Your rights
- How to complain
- Live role play (on-camera with volunteers)



**Greg Ward, Communication Specialist**

Greg is New Zealand's communications specialist. He's an international broadcaster (BBC radio and TV) with expertise in media training. A former senior journalist and newsreader with TVNZ and Radio New Zealand, Greg is now recognised as this country's leading media coach. He trains executives, newsmakers and presenters throughout New Zealand and Australia. The training focuses on media management, interview skills and crisis management. Greg has been the BBC's correspondent for nearly 20 years, and frequently appears live on BBC radio and TV as a reporter and news commentator. Greg's recent World Service reporting included live coverage of the Pike River mining disaster and the aftermath of the two Canterbury earthquakes.

## 3 Post-conference Masterclass Thursday 1st March 9.00am – 5.00pm Situational awareness – Making good decisions in times of emergency

Making good decisions in an emergency requires more than timely and accurate information. It requires decision-makers to be able to analyse a range of information from many sources, interpret the information and understand its potential effects on the operation they are managing. When it has been reviewed, information must then be circulated between all agencies involved in the operation so that everybody is working from common understandings and assumptions regarding the unfolding situation when planning activities. In emergency management this shared set of knowledge is known as a Common Operating Picture.

Being 'situationally aware' is about contributing to the development of the "Common Operating Picture" and being fully aware of all aspects of the operation as the situation develops. This means that event developments can be accurately forecast, requests for information can be quickly answered and that all agencies involved in the operation are working towards shared objectives.

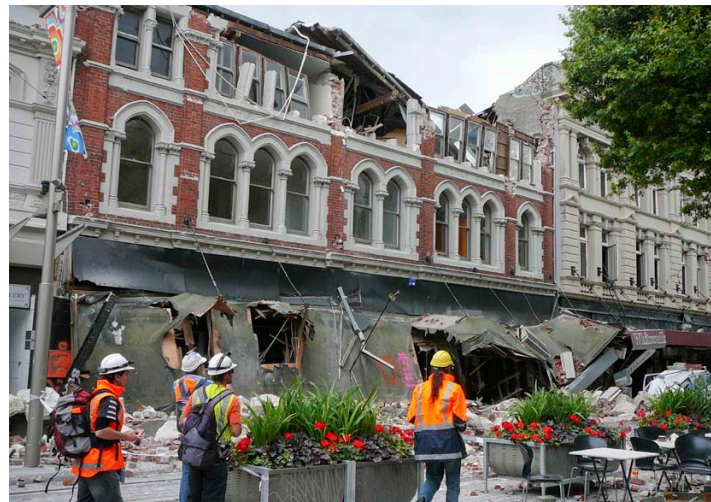
Modern technology has increased both the amount of information that can be gathered and the speed at which it can be analysed. This means that emergency managers need to be challenging current practices and looking for new ways to collect intelligence and manage information.

- Perception of environmental elements
- Hone your ability to; collect the correct information; analyse it; and project what will happen next
- Learn what the appropriate actions should be taken
- Strategies for identifying key information



**Karen Stephens, Director, Kestrel Group**

Karen's 15 years in the crisis management, business continuity and emergency management field has taken her around the world, managing assignments in the US, Europe, Asia, Australia and New Zealand. She developed her expertise in these areas as a senior consultant with PricewaterhouseCoopers, delivering assignments to major clients, developing business continuity and crisis management methodologies, and training other consultants at a number of the international PricewaterhouseCoopers offices. As a Director of Kestrel Group, Karen works with large government agencies through to small not for profit organisations as well as corporates, including Fonterra and Telecom.



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## Our community, our response Lessons identified from Christchurch

### Introduction from the Ministry of Civil Defence



For many of us this will be the continuation of the conference we were attending at the time of the 22 February 2011 earthquake that struck Christchurch. As you would expect the agenda for this version now has quite a different theme and is designed to provide you with a range of insights and observations drawn from those who have played a role in the response and the recovery or who have researched some aspects. The conference gives us all the opportunity to compare notes and discuss how we might learn from the experience and develop plans and processes that make the next response to an emergency better than the last.

I take this opportunity to thank Conferenz for the manner in which they supported the CDEM in February 2011 as we all abandoned them. They have provided attendees credit toward this conference and done sterling work to reschedule the conference and develop a revised programme.

Lastly, while we gather in Wellington to listen, discuss and learn, spare a thought for the many in Christchurch and Canterbury who continue to face a long and demanding struggle to regain some sense of equilibrium. All that we do in civil defence emergency management, in readiness, response and recovery, is focussed on people and their communities.

**John Hamilton, Director, Ministry of Civil Defence & Emergency Management**

### MasterClasses

The Christchurch experience has taught us a lot. It has also identified areas requiring further professional development: Social Media, Communications and Situational Awareness are the focus of these three Masterclasses design to give you the tools and support you need to respond effectively in the next event.

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Masterclass 1 & 2 (each half-day)			\$495 +GST
Masterclass 3 (full day)			\$895 +GST

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