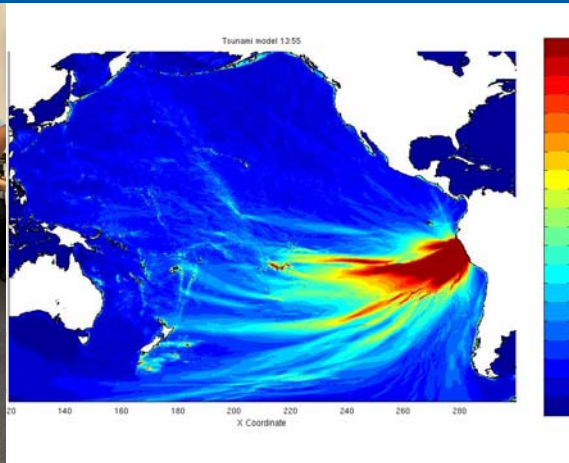


National Exercise Programme



Jo Guard - MCDEM



New Zealand
ShakeOut



Exercise Framework

Principle focus:

- Operational exercising between CDEM Groups

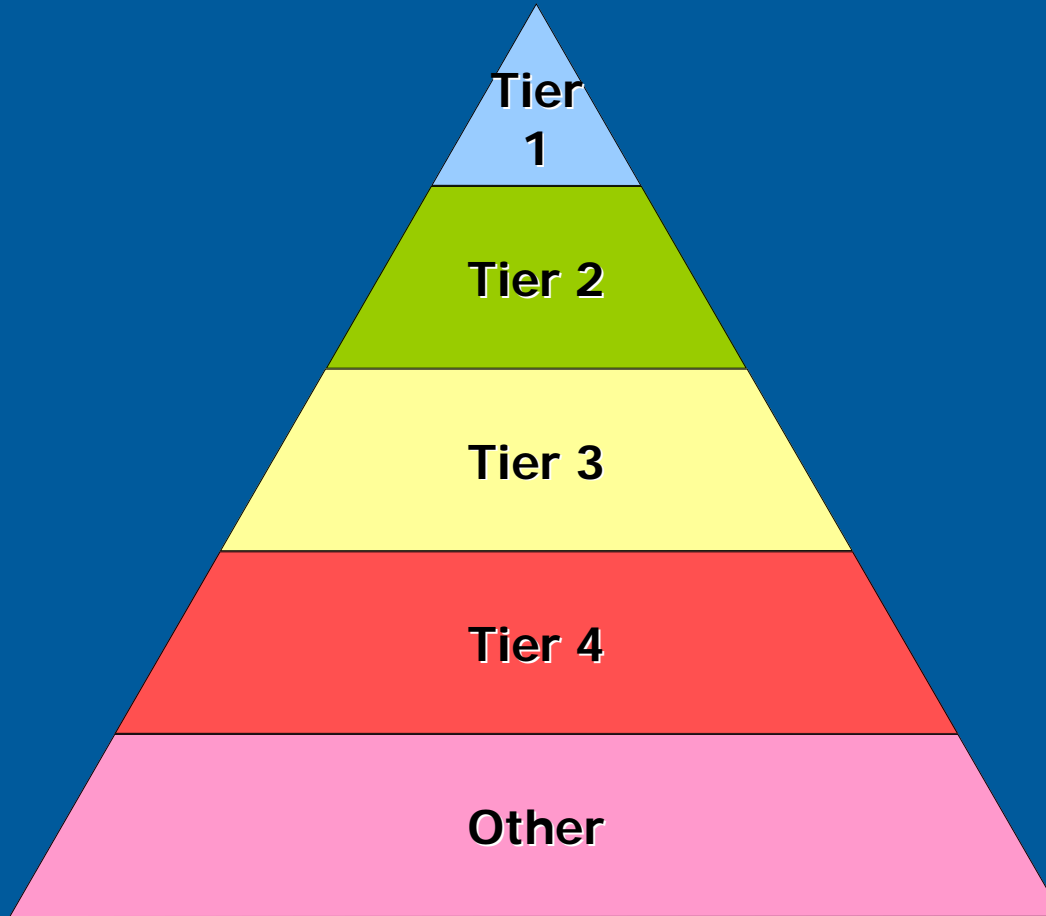
Also recognises requirement to exercise at all levels of CDEM.



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ShakeOut



Exercise Framework



New Zealand
ShakeOut



Exercise Framework

Tier 1: Operational exercising within individual organisations

Tier 2: Operational exercising at CDEM Group level

Tier 3: Operational exercising across CDEM Groups/Specific CDEM Groups & MCDEM

Tier 4: (NEP focus) Strategic exercising of national arrangements – CDEM Groups, MCDEM & DESC

Other: Other agency exercises eg. Ministry of Health, Police, Ministry of Agriculture & Forestry

NEP Governance Group

Representation consists of:

- One rep from **every CDEM Group** (16)
- One rep from **MCDEM**
- One rep from the National Engineering Lifelines Committee (**NELC**)



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ShakeOut



NEP Governance Group

- Sets & reviews 10 year timetable for Tier 3 & 4 exercises
- Determines format, scenario & participants for Tier 3 & 4 exercises
- Reviews the Charter.



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Capital Quake - 2006



Ruaumoko - 2008



Exercise Tangaroa 2010



New Zealand
ShakeOut





New Zealand
ShakeOut

9:26am, 26 September, 2012



Just to recap...



New Zealand
ShakeOut



New Zealand ShakeOut

- A national earthquake preparedness campaign leading up to a nationwide earthquake drill.



New Zealand
ShakeOut



Aim

Everyone who participates in New Zealand ShakeOut is better prepared to 'Get Thru' an earthquake.



New Zealand
ShakeOut



Objectives

People throughout New Zealand understand the right actions to take in an earthquake.

To promote earthquake planning and discussion by individuals, families and organisations in the lead up to 26 September 2012.



New Zealand
ShakeOut



Objectives cont'd

To have one million people participate in the 'drop, cover and hold' drill at 9:26am on 26 September 2012.

To provide targeted resources and activities enabling varying levels of participation.



New Zealand
ShakeOut



3 easy steps to get involved

1. Sign up (go to www.getthru.govt.nz)
2. Spread the word (share with friends, family, workmates, customers & suppliers via word of mouth, Facebook, Twitter, email etc)
3. Drop, Cover and Hold on 26 September 2012.



New Zealand
ShakeOut



Co-branding



www.getthru.govt.nz



Home

How to Get Ready

Disasters

Who to contact

Downloads

[Home](#)



Earthquake



Storms



Flood



Tsunami



Volcano



Landslide



Latest news



If a disaster happened now, would you be ready?

Due to its location and environment, New Zealand faces many potential disasters. In some cases, such as a weather related or volcanic disaster, there may be time for a warning. But an earthquake or a tsunami close to land could strike without warning.

All disasters have the potential to cause disruption, damage property and take lives. So it's vital that you prepare now.

This website will show you how to get ready, so you'll get through.

get ready to

ShakeOut

[click here](#) to join New Zealand's largest ever earthquake drill

9:26am 26 September 2012

English | 简体中文 (Simplified Chinese) | 繁體中文 (Traditional Chinese) | हिन्दी (Hindi) | 한국어 (Korean) | Te Reo Māori | Gagana Sāmoa | Lea Faka-Tonga | عربي (Arabic)

[about this site](#) | [Who to Contact](#) | www.civildefence.govt.nz | newzealand.govt.nz

New Zealand

ShakeOut



Be a part of the ShakeOut
Register Here!

GET READY TO SHAKEOUT!

Thanks to everyone who participated in the *New Zealand ShakeOut* earthquake drill at 9.26am on Wednesday 26 September 2012, the first ShakeOut drill held nationwide in any country!

Over 1.34 million people participated, which is a fantastic response!

Registration has now closed but there is still time to [share](#) your ShakeOut photos, videos and stories.

Further information on preparing for earthquakes can be found at www.getthru.govt.nz.



LEARN THE LATEST

[Observer information and evaluation form](#)
For evaluating your drill at 9:26-28:9

[Post-drill discussion sheet](#) (PDF)
Have a chat with colleagues about how a real earthquake might affect your workplace

[Share your ShakeOut!](#)
Your photos, videos, and stories

[Log in](#) now to print your Certificate of Participation!

PLAN YOUR DRILL

How to plan your drill & get prepared...
Select your category: Go

Regional Earthquake Information...
Select your region: Go

[Countdown to ShakeOut for Organisations](#) (PDF)

[How to trigger the drill \(including using the civil defence siren and sample voiceover broadcast scripts\)](#) (PDF)

Instructions for [people with disabilities or special requirements](#)

[Canterbury: Quake Stories](#)

[FAQ: Frequently Asked Questions](#)

CHECK THE STATS

1.3 million
Participants and Counting!

Click the map for details about each area



PLAY & SHARE



Dedicated website:

shakeout.govt.nz



Loads of resources to help with planning ...



New Zealand
ShakeOut



Be a part of the ShakeOut

Register Here!

Why Participate?

Why Participate?

How to Participate

Resources

News and Events

Share the ShakeOut

Partners

Participant Login

Contact Us

Other ShakeOuts

PARTICIPANTS

1,552 participants are registered in Nelson Tasman

[Participant Totals by Category in Nelson Tasman](#)

Lists of Nelson Tasman Participants:

Select a category...

NELSON TASMAN EARTHQUAKE HAZARDS

Central New Zealand, which includes the Nelson Tasman Region, lies within a seismically active zone. The major fault through the Nelson Tasman region (and in New Zealand overall) is the Alpine Fault. Branching off the Alpine Fault, in approximately a north to northeast direction, are a number of other faults, in particular, the Waimea-Flaxmore Fault system in the east and the Lyell and White Creek faults in the west.



Alpine Fault

There is evidence of repeated movement along the Alpine Fault occurring over recent geologic time, with several surface ruptures occurring over the last 1,000 years. The Alpine Fault has accumulated enough strain to rupture along its whole length within the region and such an event is capable of generating a major earthquake of magnitude 7.1 or greater on the Richter Scale. Studies indicate that there is a high probability of movement occurring on the Alpine Fault within the next 100 years.

In historic times (post European settlement) the Nelson Tasman region has experienced moderate levels of seismicity. The 1929 Murchison Earthquake (7.8 on the Richter Scale) is the only large magnitude shallow earthquake known to have occurred within the region and resulted in observed ground shaking intensities of 7 on the Modified Mercalli intensity scale (MM7) to MM9 across the district. At least four large shallow earthquakes whose epicentres lie outside the region have resulted in observed ground shaking intensities of MM7 or more within the Nelson Tasman region.

The following links provide further regional earthquake information:

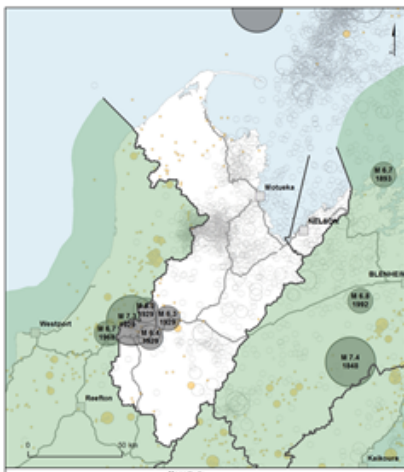
- [Nelson Tasman CDEM Group Plan](#) (draft, 2011, pages 85-88)

Earthquakes and ground shaking can generate a number of secondary hazards including tsunami. Further information about the tsunami risk in the Nelson-Tasman region can be found here:

- [Nelson Tasman CDEM Group Plan](#) (draft, 2011, pages 92-93)

Earthquake hazards in other regions:

Select a region...



Earthquake hazard by region

New Zealand ShakeOut



Custom flyers

Custom Flyers for each Category (PDF files)

[Individuals and Families](#)

[Community Groups](#)

[Pre-Schools](#)

[Businesses](#)

[Schools](#)

[Health and Disability Sector](#)

[Youth Organisations](#)

[Non-Government Organisations](#)

[Tertiary Education](#)

[Animal Shelter/Service Providers](#)

[Government Agencies](#)

[Agriculture/Livestock Industry](#)

[Local Authorities](#)

[Volunteer/Service Clubs](#)

[Iwi](#)

[Science and Engineering](#)

[Iwi \(Te Reo Māori\)](#)

[Media Organisations](#)

[Emergency Services](#)



New Zealand
ShakeOut

Drill planning documents

Drill Planning Documents

[Countdown to ShakeOut for Organisations \(PDF\)](#)

[Drop, Cover and Hold is still the right action to take \(PDF\)](#)

[One million people doing an earthquake drill? How you can help \(PDF\)](#)

[Participation guidelines for Civil Defence Emergency Management Groups](#)

[3 month Preparedness Programme for Organisations \(doc\)](#)

[Champions guideline \(PDF\)](#)



Introduction

Thank you for deciding to promote New Zealand ShakeOut. You are making an important contribution to our aim of having 1 million people do an earthquake drill at 9:28am on 28 September, and making New Zealand better prepared for an earthquake, wherever it occurs. We could not achieve our aim without organisations and individuals joining in, promoting New Zealand ShakeOut and being ambassadors for the campaign.

This guideline provides information to help you spread the word. It includes:

- Things you need to know about New Zealand ShakeOut
- Key messages
- Resources
- Guidelines for volunteers and champions
- Useful contacts
- Example of a plan to engage staff in New Zealand ShakeOut.

Things you need to know about New Zealand ShakeOut

Our aim

Our aim is to have 1 million people do the "Drop, Cover and Hold" earthquake drill at 9:28-28:9 (9:28am on 28 September 2012).

How it will work

The 9:28-28:9 earthquake drill is the focal point of New Zealand ShakeOut because it is a clear, simple action that people can take to help prepare themselves for an earthquake. It is also a first step, and it encourages people to look at their preparedness in more detail.

The drill is supported by a dedicated New Zealand ShakeOut website. The website is where individuals, families, community groups and organisations can sign up to participate and get information. It also includes a whole range of resources that you can use to help promote the campaign. You get to it from www.getthru.govt.nz.

There is also a Facebook page <http://www.facebook.com/NzGetThru>, Twitter account <http://twitter.com/nzgetthru>, paid radio and TV advertising starting in July, and promotional activity.

Crucial to the success of New Zealand ShakeOut is organisations and people joining and encouraging others to be involved. To help that happen, the campaign is working with businesses, local government, schools, central government agencies and other organisations.

We need you to use opportunities in your business, group and community to share the key messages and use the resources.



New Zealand ShakeOut Champion's Guideline

1



New Zealand
ShakeOut



Posters and flyers

Posters/Flyers

Download these PDF files that can be printed as flyers, or printed larger as posters.

Sized for A4 printing:



"Get Ready to ShakeOut"

Black & White Version



"When the Ground Begins to Shake"



"Drop, Cover, Hold"



"Join us for the largest earthquake drill in New Zealand history!"

(Includes "When the Ground Begins to Shake" to print on the back side)

Web banners

Web Banners

You can place one of these ShakeOut web banner images on your web page to encourage participation in New Zealand ShakeOut.

To download, right-click (control-click on Mac) and choose "Save Image As..." or "Download Image"



New Zealand
ShakeOut



Colouring pictures for kids

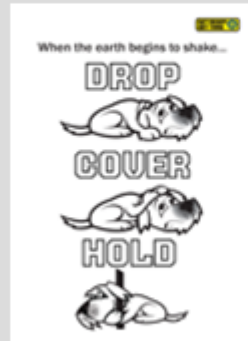
Colouring in Pictures

Download these PDF pictures for children to colour and enjoy.

Sized for **A3** printing:



["Under the Table"](#)



["Drop, Cover, Hold"](#)



["Turtle Safe"](#)



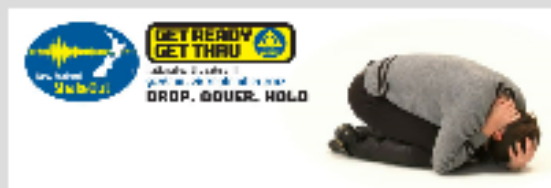
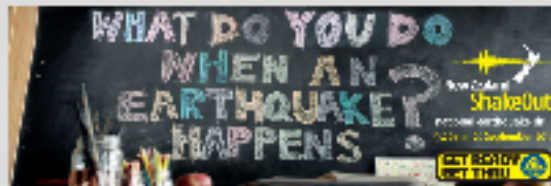
["Turtle Safe Song"](#)



Facebook timeline banners

Facebook Timeline Banner Images

Download banners to put on your facebook timeline.



New Zealand
ShakeOut



Online advertisements

Online Ads

Add some animated ads to your online page. Contact us at shakeout@dia.govt.nz for the assets. And just remember when embedding these banners to your website, please ensure the link goes to the ShakeOut registration page www.shakeout.govt.nz/register.

JOIN **SHAKEOUT** OUR NATIONAL EARTHQUAKE DRILL, SEPT 26
[SIGN UP NOW!](#)



JOIN **SHAKEOUT** OUR NATIONAL
EARTHQUAKE DRILL, SEPT 26

[SIGN UP NOW](#)



JOIN **SHAKEOUT** OUR NATIONAL EARTHQUAKE DRILL, SEPT 26
[SIGN UP NOW!](#)



"Online Ad 728x90"

"Online Ad 300x260"

"Online Ad 468x60"

Desktop backgrounds and screen savers

Desktop Backgrounds and Screensavers

You can place a ShakeOut [screensaver](#) on your web page to encourage participation in the ShakeOut.



New Zealand
ShakeOut



4 minute online video



New Zealand
ShakeOut



And new earthquake TV and radio adverts



New Zealand ShakeOut

9:26am, 26 September, 2012

July 2012

Welcome to our fifth New Zealand ShakeOut newsletter. The National Planning Team issues monthly newsletters and email updates to keep you informed of progress.

We aim to get 1 million people to do the Drop, Cover and Hold earthquake drill at 9:26-26:9 (9.26am on Wednesday 26 September 2012).

Radio and online advertising

You've seen the new TV commercials...now get ready for the new Get Ready radio campaign! The Drop, Cover and Hold radio ads start on 30 July and are available in English, Samoan, Hindi, Cantonese, Mandarin and Korean. ShakeOut specific radio ads will run from 10 September through to 26 September and will air in English.

A range of stations are being used so we get the widest reach for people living in New Zealand (including various ethnic stations).

The Drop, Cover and Hold/ShakeOut online advertising will run from 6 August to 26 September. All ads are now available on the ShakeOut website resources page or contact [Jona Wassilieff@dia.govt.nz](mailto:Jona.Wassilieff@dia.govt.nz) for a DVD of all advertising material.

Coming to a supermarket near you!

Coming to a New World and Pak N Save near you...thanks Energizer for supporting the New Zealand ShakeOut! These nifty stands will also be appearing in Warehouse stores from August.



New ShakeOut promotional resources

We are pleased to announce the addition of some new ShakeOut resources. Get Ready Get Thru frontman Peter Elliott explains what to do in an earthquake (and why Drop, Cover and Hold) in a new 4 minute online video.

There are new colouring-in pictures for kids featuring Stan (from What's the Plan Stan), and Turtle Safe.

Our NZ GetThru Facebook page is gaining popularity! We've created some new Facebook timeline banners which feature images from the new Drop, Cover and Hold TV and online video campaign. We encourage you to download these and use them on your Facebook Page to promote New Zealand ShakeOut. Find all these resources at www.shakeout.govt.nz/resources.

CDEM Groups – who's In front?

2 months to go! The friendly competition for CDEM Groups and Local Authorities heats up as we get closer to September. There are two awards – one for a region and one for Local Authority. The awards are for the highest per capita participation in each of these.

Gisborne is still leading in getting participants registered per capita with 29% of the population participating in New Zealand ShakeOut. They are followed by Wellington (14.5%), Manawatu-Wanganui (14.4%), Marlborough (14.3%), and the West Coast (12.8%).

The top five Local Authorities are Manawatu District with 39.4%, Central Hawkes Bay District (28.5%), Wellington City (23.2%), Stratford District (15.8%) and Grey District with 14.6%. When registering, some participants have chosen not to specify their territorial authority. These participants are included in region-wide and nationwide totals. To keep an eye on the statistics by region check out www.shakeout.govt.nz/participants.php?start=All



Contacts:

Jo Guard 04 495 6818
Anita Komen 04 495 6803

Email Jo or Anita at shakeout@dia.govt.nz

www.getthru.govt.nz

f NZ Get Thru

@nzgetthru



Monthly CDEM Group newsletter

New Zealand
ShakeOut





Thank you for joining us in **New Zealand ShakeOut** – our largest ever earthquake drill!

We have two months to go to New Zealand ShakeOut (26:9-9:26) and you are among more than 530,000 participants already involved - we are on the way to 1 million!

Why Drop, Cover and Hold?

Ever wondered why Drop, Cover and Hold is the right thing to do in an earthquake? Peter Elliott explains why in our new four minute [video](#).



You could be anywhere when an earthquake strikes – at home, at work, at school or on holiday. Know what to do – it could save your life!

New radio ads

Our new [radio ads](#) start at the end of this month. They will be broadcast in English as well as Samoan, Mandarin, Cantonese, Korean and Hindi - for the biggest groups of people in New Zealand for whom English is not their first language. You can find these and our new TV ads on the [resources](#) page of the ShakeOut website (scroll down to the new Drop, Cover and Hold Advertising Campaign)

Regular email newsletter to registrants



**But what was really cool
was how people were
spreading the word across
New Zealand...**



New Zealand
ShakeOut



Collateral & Trade shows



Council will be assessing buildings within next 6 months.

- Assessment identifies potential earthquake-prone buildings and what risk they pose.
- Most buildings will be constructed prior to 1976. Does not include residential unless 2+ storeys and 3+ households.

IDENTIFYING RISK – TAKING ACTION

- Buildings assessed on age, construction (eg parapets, verandas etc), occupancy loads and usage.
- Building assigned a risk category with timeframe for owners to comply with.
- Low risk buildings - 3 years for engineer's assessment; 15 years to fix risk.
- Medium risk buildings - 2 years for engineer's assessment; 10 years to fix risk.
- High risk buildings - 1 year for engineer's assessment; 5 years to fix risk.

DEFINING EARTHQUAKE-PRONE BUILDING

- In summary, a building is earthquake prone if it is likely to collapse in moderate or greater shaking or death.
- A building that fails to meet the standards is defined as earthquake prone.

POSSIBLE ACTIONS

- Finding out if your building is earthquake prone.

BUILDING SERVICES

In a major disaster such as a flood, earthquake, tsunami, or volcanic eruption, help is needed for everyone as needed.

You need to be on your feet.



Photo shoots



Take Part in the New Zealand ShakeOut

 JULY 23, 2012 BY THE FLYING SOCIAL NETWORK

get ready to

ShakeOut

New Zealand's largest earthquake drill

9:26am 26 September 2012

Everyone in New Zealand needs to know what to do in an earthquake so at 9:26am on 26th September The Flying Social Network team will be supporting the New Zealand ShakeOut. This is New Zealand's ... [\[Read more...\]](#)

Social media & forum discussions

Download banners to put on your facebook timeline.

New Zealand
ShakeOut
national earthquake drill
9:26am 26 September 2012



Councils prepare for exercise

By CRIS JOHNSTON

ABOUT 1500 people in the Central Otago and Queenstown Lakes districts have signed up to be part of New Zealand's largest earthquake drill, called "ShakeOut", but emergency management officials are hoping plenty more will register as the September 26 event draws closer.

Organised by Civil Defence, ShakeOut was modelled on similar exercises carried out in the United States, especially in earthquake-prone California. Here, in 2005, 10 million people took part. Queenstown Lakes District Council emergency management officer Jon Mitchell said,

"It was hoped 1 million New Zealanders would 'drop, cover and hold', the action advised in the event of an earthquake, in the September drill, which would take place around the country at 9.35am.

"There are 1174 individuals registered for ShakeOut in the Queenstown Lakes so far," Mr Mitchell said.

"That is an excellent result already, but if we are going to meet our share of the contribution to the national goal of a million participants, we will need to have at least 7000 registered. There's a challenge for us."

The council was promoting participation to families,



Action stations: District councils around the country are getting behind a national campaign to increase earthquake awareness. Last week Central Otago District Council emergency management personnel were put through their paces during a training exercise led by a "controller", council chief executive Phil Mehnert.

PHOTO: SUPPLIED

"We have seen what earthquakes can do in Canterbury and some of us have experienced that first hand. ShakeOut is an excellent opportunity to turn our minds to considering what we can do."

Businesses were advised to understand how the buildings they occupied would perform during an earthquake and to take steps to

employed before one hit, Mr Mitchell said.

In Central Otago, 400 people had registered for ShakeOut, the district council's emergency management officer Hamish Keith said.

"It would be great for Central Otago to be one of the highest participating authorities in the country per capita."

Civil defence meetings for region next month

By CRIS JOHNSTON

A second round of community based civil defence meetings will be held throughout Central Otago next month.

The meetings would be a follow-up to those held in February. Central Otago District Council emergency management officer Hamish Keith said,

"In the past, emergency

community for an earthquake or similar civil defence emergency," Mr Keith said.

With the support of local government and other organisations a community plan would be developed that would be tested during the "Shake Out" event on September 26.

The meetings are to be



News stories & bake-offs

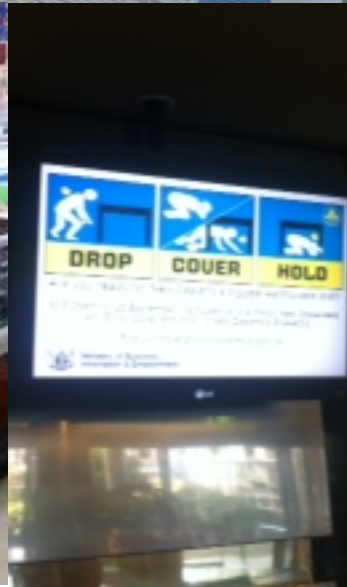


Stan's visits across the country





Mascots, branding and coverage in supermarkets, lobbies and on the roads...



NZTA Variable Message Signs



Broadcasters got involved



Keep Up With
Newstalk ZB
HAWKES BAY • 1278AM



What people did on the day



New Zealand
ShakeOut











Taking it further...

- Many organisations including schools and ECEs conducted evacuations
- People took the opportunity to refresh emergency survival items
- Some organisations conducted table top exercises and/or testing business continuity plans.



New Zealand
ShakeOut



So how did we do?



New Zealand
ShakeOut





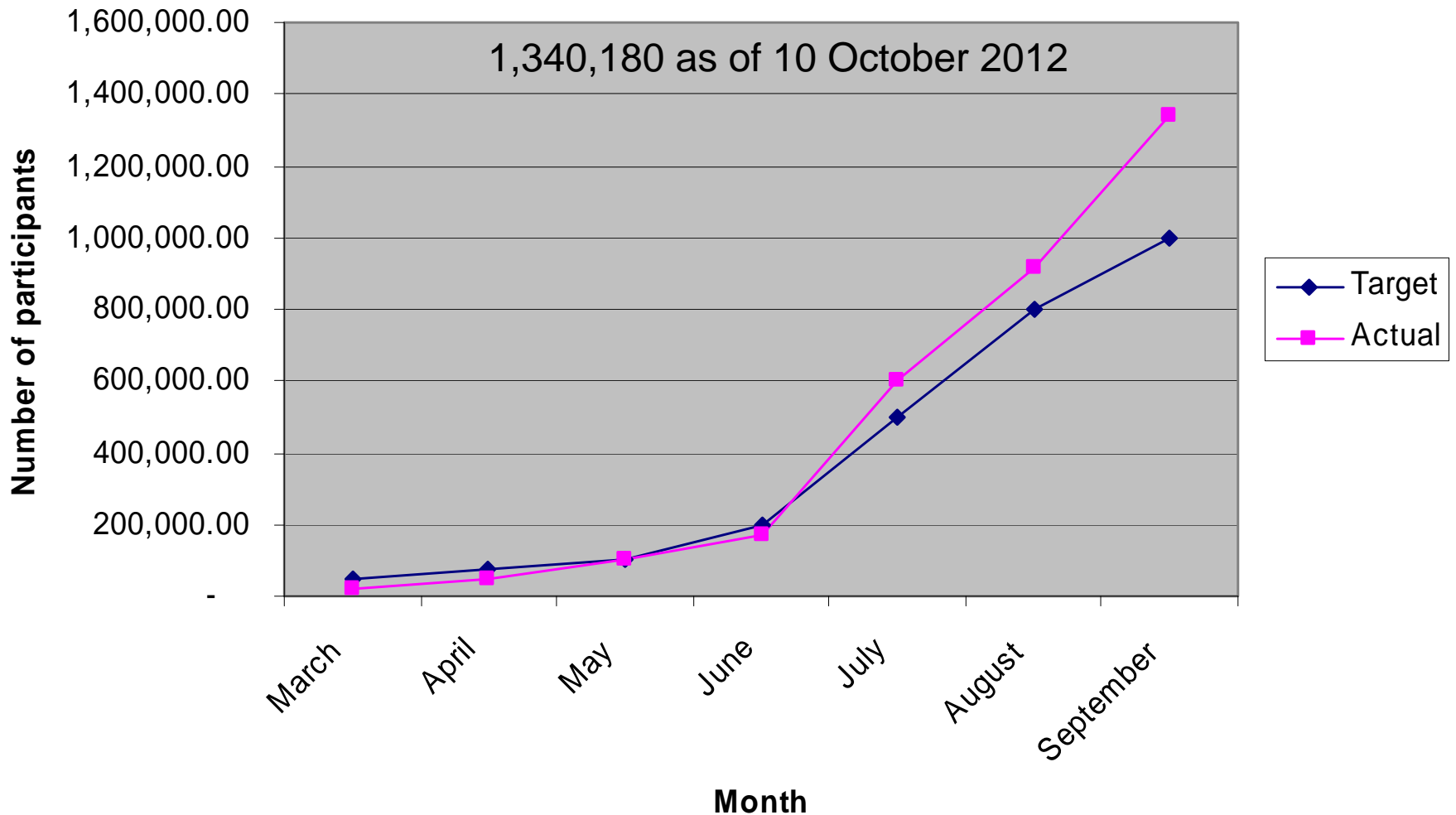
**We hit
target
with 3
weeks
to go!**

Zealand
shakeOut



The final result

Target vs Actual Tracking



Initial findings are that the aim and objectives were met!

- Lots of resources
- Lots of discussion
- People know the right actions to take
- Exceeded 1 million target.



New Zealand
ShakeOut



Evaluation

GNS Science managing evaluation

- Observation forms
- Schools survey on ShakeOut and preparedness
- Longitudinal survey on message retention
- Online statistics (from ShakeOut registration data)



New Zealand
ShakeOut



Observation forms



As at 25 October:

- 2257 by mail
- 371 by fax
- 1507 by email
- 621 online



Snapshot of CDEM Group and Partner Agency Evaluation responses

132 responses



New Zealand
ShakeOut



ShakeOut planning

- National level went well
- CDEM Group level went well
- City & district level went well
- Organisation level went well
- Planning team approachable
- Planning team responded to queries in a timely manner.



New Zealand
ShakeOut



ShakeOut & Get Thru website

- Websites were easy to navigate and the content was useful

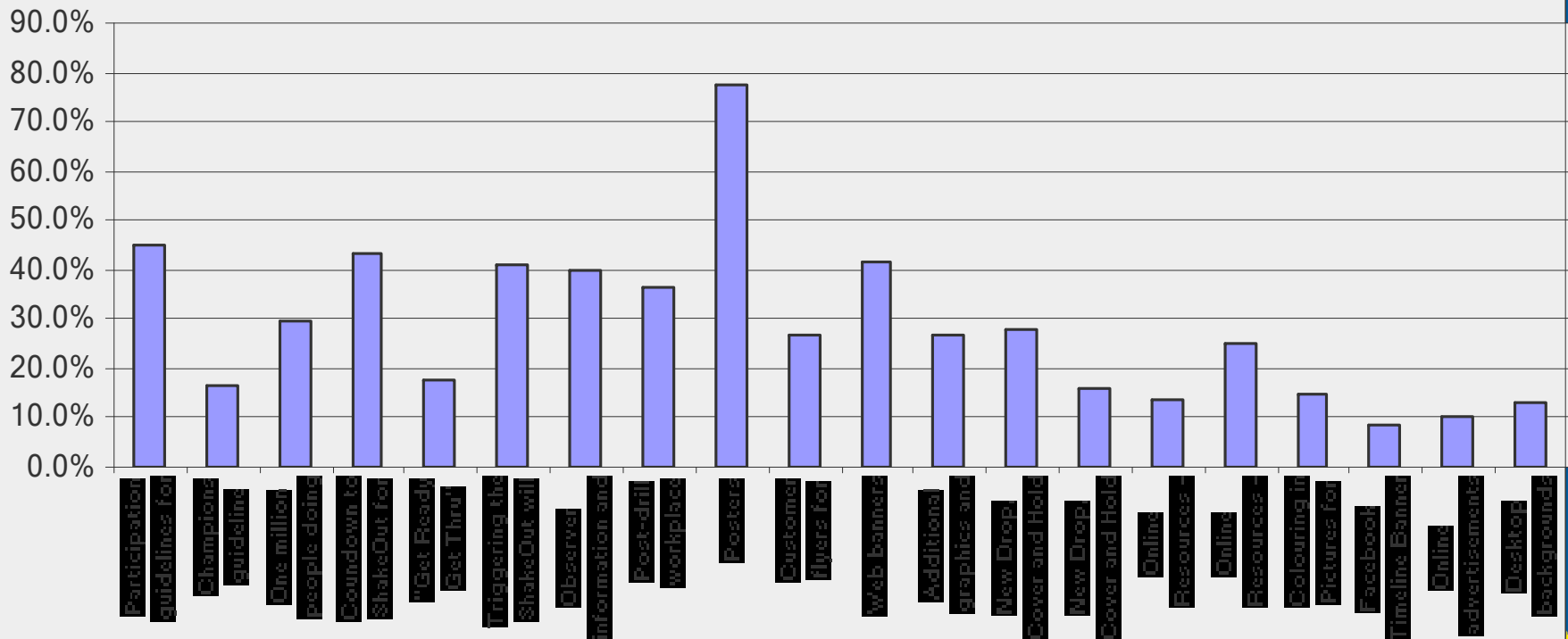


New Zealand
ShakeOut



Resource use

A large number of resources were created for participants to use in the lead-up to New Zealand ShakeOut. Please indicate which resources you used. (tick as many as required)



Communications

Most people found communications useful:

- Newsletter for partner agencies
- Newsletter for people who registered
- E bulletin
- Impact magazine



New Zealand
ShakeOut



Social media

Our foray into social media was more to connect with the public than with partner agencies.



New Zealand
ShakeOut



**Overall, people felt the campaign
was very effective**

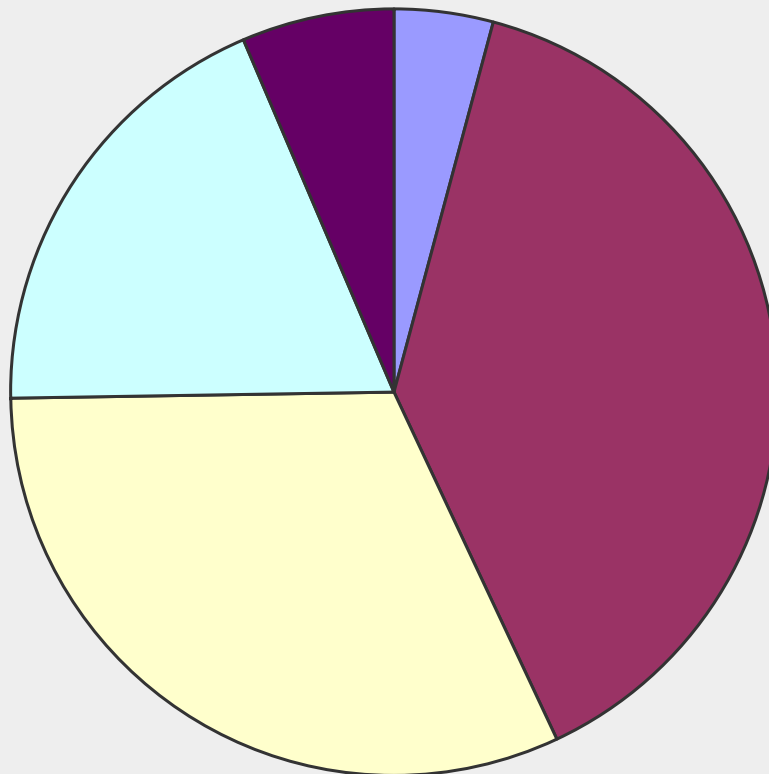


New Zealand
ShakeOut



Should we do this again?

Shall we run the New Zealand ShakeOut campaign again?



- No
- Yes, annually
- Yes, every 2 years
- Yes, every 3 years
- Other (please specify)

What worked well

- Consistent messages from multiple sources
- Central repository of information (website)
- Ease of involvement – flexible levels of participation
- Mobilising the nation to do something together that could be fun with a serious message.



New Zealand
ShakeOut



What we might do differently

- Information on what to do after the shaking stops
- More information for people with disabilities
- Create a lifelines category
- More prescriptive about length of drill and notifying start AND finish.



New Zealand
ShakeOut



What's next?



New Zealand
ShakeOut



South Island Tier 3 exercise

- Led by Canterbury CDEM Group
- All South Island CDEM Groups participating
- Alpine Fault earthquake scenario
- 29 May 2013 from 0900 to 2100 hours



New Zealand
ShakeOut



Exercise Aim

- To assess inter and intra CDEM Group coordination of an Alpine Fault earthquake affecting the whole of the South Island with a national overview.



New Zealand
ShakeOut



Exercise objectives

- Practise management of critical response resources, specifically Group ECC personnel and the welfare of such staff
- Evaluate coordination and cooperation with partner agencies
- Practise EMIS notification systems, situation reporting and action plans.



New Zealand
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Exercise objectives cont'd

- Practising CDEM Group process to access national processes and linkages eg. Public Coordination Group, and national Lifeline Utility Coordination
- Evaluate welfare (Community Wellbeing) arrangements.



New Zealand
ShakeOut



**So get talking to your CDEM
Group representative and stay
tuned for more information!**



New Zealand
ShakeOut



Questions?

Jo Guard

Team Leader National Operations

Jo.guard@dia.govt.nz

shakeout@dia.govt.nz



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