



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Get Ready @ Home (GR@H) design and development
Date of application	28 February 2011
Details on application	
Lead local authority	Horizons Regional Council
CDEM Group	Manawatu-Wanganui
Other TAs or Groups supporting the proposal	All TAs of the region
Project description	
<p>Executive summary</p> <p>The basic concept of the GR@H project is a free home visit by a suitably experienced person (Get Ready Ambassador) to walk homeowners through potential improvements at home that will make their home a safer place to be and get their family more prepared for disaster. The programme isn't just talking about hazards and handing out brochures though, it goes further by showing the homeowners what can be done in <u>their</u> home. For example if earthquake is a hazard, checking that the hot water cylinder is secured, that the house is tied to the piles, and that large furniture items are quake safe.</p> <p>Depending on the expectations of the local authority delivering the project and the sponsors and partners that have joined the project other areas could also be assessed, for example:</p> <ul style="list-style-type: none"> • Working smoke alarms and home sprinklers (NZFS) • Medical alert (St John) • Personal security (Police and local alarm company) • Trips and falls (ACC) • Swimming pool safety (Territorial Authority and Water Safety NZ) <p>Once potential issues have been identified there are a variety of options available, depending on how the Group has tailored the project for local delivery. As a basic start, information can be left with the homeowner that describes what needs to be done and how to do it. Some other options include:</p> <ul style="list-style-type: none"> • Referral to a local builder for contracting to the home owner – for the larger and more complicated projects • The homeowner could be referred to a local building supplier (who sponsors the project) to purchase supplies and fitments (at a discounted rate) to remedy the problem. The homeowner could choose to do the work themselves or the Get Ready Ambassador, if funded to do so, could return and do the work for them. • Sponsors could just pay for the product and the Get Ready Ambassador does the work before leaving... e.g. fitting a smoke alarm or connecting a mains fail telephone <p>This 'GR@H design and development' project is the first stage of the project. 'GR@H design and development' is a brainstorm, research, design and packaging project that can then be used as a menu of options and resources for every CDEM Group in the country wishing to deliver a programme of community risk reduction and resilience building.</p> <p>'GR@H design and development' is a four month project jointly funded and supported by Horizons Regional Council (on behalf of the CDEM Group) and the CDEM Resilience Fund. The output of the project is a resource containing hazard information, brochures, promotional material, ideas for funding, in-kind sponsorship, and delivery methods in both hard copy and DVD for local editing and tailoring. The resource will be consistent with MCDEMs consistent messaging guidelines and draw on other accepted resources, standards and techniques, e.g. EQC quake safe and BRANZ advice.</p>	

The salary and production costs are estimated to be \$40k and it is this component that will be sought from the CDEM Resilience Fund. The management and corporate support required to enable the project will be Horizons Regional Council's contribution to the project.

Problem/opportunity

Generic education about measures that can be taken in the home are quickly forgotten or need to be heard several times before a conscientious homeowner takes action... or they are affected by a disaster that prompts them to act. Rather than generic advice given at public gatherings or as part of a static display, actively promoting individual risk reduction at the persons home will provide a measurable difference in risk reduction.

Partnering with agencies with similar objectives will improve potential resourcing, reduce disruption to the homeowner and enhance our messages of preparedness. Local businesses will have the opportunity to be actively involved in community risk reduction through sponsorship. Emergency services can be seen to be working collaboratively to improve home safety.

Alignment with identified goals and objectives

One of the goals of the National CDEM Strategy and Manawatu-Wanganui CDEM Group Plan is to reduce the risk from hazards.

Two of the CDEM Group's drivers are risk awareness, avoidance and management; and community awareness and preparedness

Dissemination of benefits to sector

The production of a resource that can be shared with all CDEM Groups and the Ministry is the primary outcome of the project. A folder containing printed material developed during the project and a DVD or CD with editable versions of the material will also be provided. A batch of 50 folders will be produced and the entire production resource will also be lodged with MCDEM should further production runs be desirable.

Project design

Project manager	Shane Bayley
Other project members	
External providers/contractors	To be hired for the project if funding is approved

Deliverables

Milestone	Date for completion	Cost
Detailed project scope developed Project officer engaged Resource structure determined Design elements determined Content research completed Peer review undertaken Production run finished	February 2012 30 June 2012	

Identified risks

Risk	Suggested management

Funding request and use

CDEM resilience fund contribution	\$40,000 to cover gross salary and production costs
Local authority contribution	In-kind: office and meeting space, computer and IT support, management support, administrative support, access to GIS, communications, vehicle etc
Other sources of funding	nil
Expenditure	
Application confirmation	
Approval of Chief Executive	
CDEM Group comment	
Comment	Project endorsed by CEG and contributing members.
Approval of Coordinating Executive Group Chair	

