



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Business Continuity Planning – Expand project to Medium to Large Business
Date of application	13 February 2013
Details on application	
Lead local authority	Whangarei, Kaipara and Far North District Councils
CDEM Group	Northland CDEM Group
Other local authorities or Groups supporting the proposal	Northland CDEM Group members
Project description	
Executive summary	
<p>The preservation of business and jobs needs to be made a higher priority during response to emergencies, and links between the response and businesses be improved; <i>(Highlighted as major recommendation in Cabinet Response of CDEM's response to Christchurch Earthquake)</i></p> <p>Northland businesses are proudly resilient and practised for weather events, enduring on average one major storm each year. Historically these storms have been of short duration, interrupting business and infrastructure for one or two days.</p> <p>However Business owners and operators are openly aware that they are ill prepared for an event lasting longer than one or two days and in truth the consistency of weather events has in some businesses built complacency.</p> <p>The Northland Small Business continuity program introduced in 2012 has proven to be successful with positive feedback from attendees and increasing numbers as positive word of mouth spreads. These workshops have been undertaken into business centres around Northland, engaging the whole region.</p> <p>The NZ Fire Service and Northland Chamber of Commerce have supported the project assisting with promotion and workshop presentations. Branded collateral: "Business Ready" has been developed around the workshops with branded satchels, kits and plans to populate. We have also been able to work in conjunction with another project (Visitor Action Plans) and engage the tourism and accommodation sectors.</p> <p>While initially targeting the small business demographic, there has been strong interest from larger business. These medium to large organisations openly recognise they are ill equipped for an event of any duration beyond a few days, but are keen to gain knowledge and undertake planning.</p> <p>There has also been interest from local business branches whose National offices have developed detailed Business Continuity procedures but there is a need to personalise the plans for the local situation, including:</p> <ul style="list-style-type: none">• Staff contact details• Local evacuation routes• Information sharing• Understanding of local risks <p>As a part of the Northland work programme under Community Education/Participation we would like to initiate a Business Continuity Plan Kit to be introduced to medium to large Northland businesses in a workshop format.</p>	

We believe this will contribute significantly to the Northland CDEM Goal of "Working together to create resilient communities in Northland."

Problem/opportunity

This "Northland Bigger BCP" project aims to address the large number of medium to large Northland businesses wanting both entry level and specialist information on Business Continuity Planning. A project aimed at small business is currently being undertaken in the region and has identified real interest from larger business owners, operators and management. The Northland economy is reliant on these businesses both as large scale employers and their financial input into the region.

Throughout the first project stage we had a focus on small businesses (< 4 employees), this included an assumption that the content would be too entry level for larger business and government agencies. Initial marketing was undertaken across the whole Northland business sector and surprisingly there was a large amount of interest and enrolments from these larger groups. On completion of the half day Northland BCP workshop they found the "grass roots" approach helpful and achievable, allowing them to understand and engage in the process of business continuity planning rather than being intimidated by academic protocols and lengthy procedural handbooks. There is however demand to expand this to the next level.

This next level would include specific materials addressing the needs of medium to large business and the opportunity to gain additional information in key areas of Business Continuity Planning including: information and IT Back up, communication with staff and suppliers, developing a program of regular exercises across organisations and maintaining and updating plans

Unlike the small business operators (who have been challenging to engage) there is a genuine understanding of the need for BCP's in this sector but up to this point there has been little local information for them to access.

Initiating a simple to follow Northland SME and Large Business Continuity Plan Kit, developed with local needs in mind and introduced within the workshop environment will ensure participation and deliver the message directly to the target audience.

Projected

In addition to this would be the development of alliances to "champion" and grow the program in the future. These alliances would include business mentors, consultants and service providers ie: Accountants, Lawyers, Business Groups etc

The estimated cost for "consultant fees" to: modify, develop and print the collateral/kits to Northland conditions, market and administer the workshops and achieve the target would be \$40,000 over and above the resources available from the Regional and District Councils.

Alignment with identified goals and objectives


This project is aligned with the following three goals identified in the Northland CDEM plan -

- Increasing community awareness, understanding, preparedness and participation in CDEM
- Enhancing capability to manage civil defence emergencies
- Enhancing capability to recover from civil defence emergencies.

Dissemination of benefits to sector

Benefits to the wider CDEM Sector include:

- A stand-alone kit and workshop outline that could easily and inexpensively be adapted for any region.
- Existing printed collateral and marketing planning
- Feedback and results, including the lessons learned in implementing the program.

Project design		
Project manager	Coordinating Executive Group	
Other project members	Kaipara, Whangarei and Far North District Councils, NZ Fire Service, Northland Chamber of Commerce and various business networks .	
External providers/contractors		
Deliverables		
Milestone	Date for completion	Cost
<ul style="list-style-type: none"> Funding approved Expand collateral package and workbooks to include specific information relevant to larger business. Workshops introduced across region. Develop a regional half day presentation on BCP with specialist speakers Develop relationships with business mentors & consultants with a view to them undertaking work plans with clients Address BCP at Northland CDEM Forum (approx. 190 attendees) 	May to June 2013 August 2013	Estimated costs \$9,000
	November 2013 to June 2014	\$13,000
	February 2014	\$6,000
	June 2013 – May 2014	\$10,000
	May 2013	\$2,000
Identified risks		
Risk	Suggested management	
Business Communities not engaged	Engage partners and utilise existing business networks ie: Chamber of Commerce, BNI, Business Consulting firms etc.	
Funding request and use		
CDEM resilience fund contribution	\$40,000	
Local authority contribution	Various depending on plan development.	
Other sources of funding	Sponsorship /Partnership contribution	
Expenditure <i>[Please supply details]</i>	Not applicable	
Application confirmation		
Approval of Chief Executive		
CDEM Group comment		
Comment	Community Education /Participation Plans are a priority project identified in the Northland CDEM Group Plan and the CDEM Group endorse this project.	
Approval of Coordinating Executive Group Chair	