



Mountain to Sea

Te Kaunihera-ā-Rohe o Ngāmotu

NEW PLYMOUTH DISTRICT COUNCIL

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2nd Best Region in the World to Visit (Lonely Planet 2017)

PROACTIVE MARKETING AND COMMUNICATIONS PLAN EMERGENCY AND CRISIS

Objectives

In an emergency or crisis NPDC will act swiftly to mitigate risk to human life, the environment and its assets while keeping in mind legal and reputation considerations. This plan outlines how NPDC will proactively engage with the community during such an event.

Strategic approach and linkage to NPDC Strategy

The vision of NPDC is to Build a Lifestyle Capital, underpinned by People, Place and Prosperity. Working with a range of stakeholders to manage the risks outlined above, will ensure this aim is achieved. A multi channel approach will be used to inform and assure the public during such an event, with timely and accurate information key priorities along with mainstream language for a public audience.

Operational management

The External Relations Manager who sits on the Executive Leadership Team has overall responsibility for managing the response. The associated Marketing, Design and Communications hub team would deliver the response and a roster would be established to ensure around the clock public information. The team would work in conjunction with NPDC's Civil Defence Emergency management team, and the Taranaki Emergency Management Office team.

A full list of definitions and NPDC's incident response structure can be found on the NPDC intranet site. Additional information can be found on NPDC's website in tandem with the Taranaki Civil Defence Office website.

Media policy

The same media policy will apply when managing an emergency or crisis, including approvals. The Mayor and Chief Executive (plus delegates) would be the primary spokespeople. Regular media briefings and updates would be a priority. All media queries would be managed by NPDC's media desk.

Public engagement channels

The following process would be undertaken when communicating during an emergency/crisis:

- Develop Key Messages (proactive story, high level and colloquial)
- Develop a visual approach (video, imagery, infographic)
- NPDC's Marketing and Communication Channels include: twitter, facebook, app, website, media releases, advertising, Call Centre and community letter drops
- Key stakeholders would also be updated swiftly and regularly.

The NPDC website would be the primary source of information.

Monitoring and Measurement: (what does success look like, what are the metrics?)

Immediate monitoring of all media channels would commence and any misinformation would be swiftly corrected. The effectiveness of each channel would be assessed, including public feedback.