

New Zealand Shake Out™



National Earthquake Drill 9:15am, 15 October 2015

Just four weeks to go!

Over 930,000 New Zealanders are set to ShakeOut at 9.15am on 15 October. In 2012 we reached the millionth sign up with 22 days to go and it looks like we're on track to beat that this year. But can we meet our 1.5 million goal by drill day? You can help!

Latest video featuring Taika Waititi

Taika Waititi, director and star of *Boy* and *What We Do in the Shadows*, is the latest famous Kiwi to lend his support to the ShakeOut campaign with a video released yesterday on Facebook, You Tube and Twitter.

Taika joins Peter Jackson and Richard Taylor, Jeremy Borland, *The What Now Crew*, Jeremy Corbett and *Masterchef* winners Kasey and Karena in donating their time and talent to make a video to promote ShakeOut. We're delighted to have such high-calibre Kiwis involved. Please share the videos as widely as you can.

The videos are all available to share on our YouTube channel and on the NZ Get Thru Facebook page.

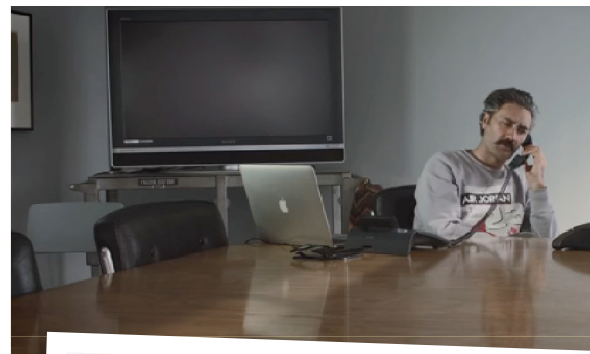
Coming soon: Disaster House

Waikato Civil Defence has been making headlines with their social media activity – check out the Tracey and Wayne saga on Facebook – and earning praise for engaging younger people in emergency preparedness.

Their approach to ShakeOut is equally innovative with the launch of Disaster House at 9.15am on 15 October. Matthew Pryor, Emergency Management Coordinator - Community Resilience, says the idea is to get younger people thinking about disasters by showing what happens after an earthquake.

"Disaster House 2015 will show you exactly what it will be like to survive with no power, water, internet, cellphones or shops. From 15 to 18 October, three people are going to be locked down in a secluded house somewhere in the farmland of the Waikato. They will be surviving for three days on what they manage to grab from their homes in 10 minutes – and then we will video them and broadcast their antics on YouTube twice a day."

Follow Waikato Civil Defence on Facebook, Twitter, Instagram, YouTube and SnapChat so you can see all the action in the house, and vote for your favourite housemate. They are offering prizes for those wanting to stage their own Disaster House at home.



Shaking it at the Wanganui Home and Lifestyle Show



Blue shirt on and flyer in hand, Senior Emergency Management Officer, Tim Crow (AKA ShakeOut Man!) encourages local residents Michael and Jacquie to get on the NZ ShakeOut train.)

Over the weekend of 30-31 August the Wanganui CDEM Team got 'shaking' and introduced the ten thousand plus visitors to the Wanganui Home and Lifestyle Show to New Zealand ShakeOut.

"Events like this are a key part of our community engagement programme" said Matt Smith, Emergency Manager.

"Spending time face to face and individually with people to promote the resilience message is always valuable and the New Zealand ShakeOut event is a practical, simple and fun event for people to take part in".

Originally the stand was going to be 100% New Zealand ShakeOut, but having had a large flood/storm event in June there was the opportunity to talk about the history of flooding on the Whanganui River and encourage people to register for New Zealand ShakeOut as well.

"The promotional items MCDem produced to support NZ Shakeout were a huge hit," said Anthony Edwards, Emergency Management Officer.

"By Sunday morning there was just a few balloons and a few luggage labels left".

National advertising campaign

Our television advertising has started with 15 second Kids Know ads, with added ShakeOut voice over, playing throughout September. In October we will launch our new 30 second ShakeOut ads.

Radio advertising has started on NZME stations with live-cross giveaways and promotions on ZM and 15 second advertising. 30 second advertising will start on NZME and Mediaworks stations across the country from 5 October. The ads are on the resources page you are welcome to use them in your own advertising. We've booked advertising on Rhema's network in the week leading up to the drill and on Maori Media, we're also including translated advertisements in ethnic publications.

Digital advertising started in August, with our celebrity videos being promoted on Facebook and playing as pre-rolls on Stuff, Yahoo, TVNZ On Demand and 3 Now.

Resources

The resources page of the ShakeOut website is growing by the day, as we add guides, posters, factsheets and more to help people plan their drills, get prepared and share the ShakeOut. Here are some of the latest additions

For planning drills

- Triggering Your Drill Guide
- Holding your Drill and Follow Up Activities Guide

For schools

- ShakeOut Lesson Plan for Schools
- Ana's Jelly Earthquake Story

For businesses

- Personal Workplace Emergency Plan
- We've Registered Poster
- Scripts for Broadcast in Public Spaces

For speakers of other languages

- Translated posters and banners in 8 languages

For people with disabilities

- Get Ready for an Emergency Pictorial Resource
- Advice for people with disabilities

Visit www.shakeout.govt.nz/resources for these and more resources.

ShakeOut contacts

National Coordinator
Bridget Cheesman
shakeout@dpmc.govt.nz

Northland
KimAb@nrc.govt.nz (Kim Abbott)

Auckland
Jamie.Richards@aucklandcouncil.govt.nz

Waikato
Matthew.Pryor@waikatoregion.govt.nz

Bay of Plenty
Naomi.Luckett@boprc.govt.nz

Gisborne
Leanne.Williams@gdc.govt.nz

Hawke's Bay
helens@hbrc.govt.nz (Helen Shea)

Taranaki
Ben.Ingram@trc.govt.nz

Manawatu-Wanganui
Matthew.Smith@wanganui.govt.nz

Wellington
Kerry.McSaveney@gw.govt.nz

Nelson-Tasman
Michelle.Griffiths@ncc.govt.nz

Marlborough
Gary.Spence@marlborough.govt.nz

West Coast
chris@wrc.govt.nz (Chris Raine)

Canterbury
Jessica.Petersen@cdemcanterbury.govt.nz

Otago
Peter.Taylor@orc.govt.nz

Southland
Craig.Sindair@civildefencesouthland.govt.nz

Chatham Islands
rana@cic.govt.nz (Rana Solomon)