PIM Response Procedure

This template is:

* for use by the PIM Manager and their teams during an emergency
* completed as part of readiness
* intended to be amended to reflect actual processes used by the PIM team
* intended to have text with green highlights replaced with the required information, and yellow highlights deleted

PIM response activation

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| Activation trigger | The PIM Manager:   1. Is informed of the emergency by:  * [insert method – phone call from GEMO duty manager/paged by GEMO activation system] * request for information from media, or * natural indications, such as feeling an earthquake. |
| PIM briefing | The PIM Manager:   1. (if applicable) Replies to the activation to confirm availability. 2. Contacts the Duty Officer on (insert phone number and alternative, or where it is found) to determine:  * the current situation and response, and * any critical information for the initial message.   The Duty Officer:   1. Briefs the PIM Manager on the emergency. 2. If the duty PIM Manager does not respond within [insert time], the Duty Officer/activation system contacts the back-up person on the roster insert phone number and alternative, or where it is found). |
| Decision regarding initial message | The PIM Manager:   1. Contacts the Controller on (insert phone number and alternative, or where it is found, ), or (for slow onset emergencies) meets them in person, to determine whether the initial message will be:  * released as a:   + *Request for broadcast*, or   + media release * sent out:   + immediately, or   + once the PIM team has set up. |
| Briefing spokesperson | The PIM Manager:   1. Briefs the spokesperson (initially often the Mayor) so they can respond to media questions when the initial message is released. |

Initial message

Note: this may occur after the PIM team is set up (see next section) during slow onset emergencies, such as flooding.

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| Preparing the draft | The PIM Manager, in consultation with the Controller:   1. Prepares the draft of the initial message:  * using the templates provided [where] * referring to the requirements in 3.4.2 *Key messages* on page 34 of the *Public Information Management Director’s Guideline*. |
| Approval | The PIM Manager:   1. Has the initial message approved according to the requirements of either:  * [which] CDEM Group message approval process [available where] * *Request for broadcast procedure* (only applies if ECC) [available where]. |
| Sending initial message | The PIM Manager   1. Distributes the:  * (if ECC, and applicable) *Request for broadcast* to the relevant broadcasters after discussing with the National PIM Manager [accessed how]. * media release to the relevant media in the contact database [accessed how]. |

Setting up PIM team and workspace

Note: this may occur before the initial message is sent, during slow onset emergencies such as flooding.

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| Setting up PIM team | The PIM Manager, or a person delegated by them:   1. Determines the PIM team members required for the initial PIM response. 2. Contacts the team members. 3. Gives them the PIM workspace address which will be one of (in order of preference):  * (EOC) * alternate address * other suitable (ad hoc) address as directed by the PIM Manager.  1. Tells them the access requirements of [who holds keys/swipecards and where are they located]. 2. Asks them their expected time of arrival, and records it. 3. Sets up a short-term roster. |
| On arrival | Whichever PIM team member arrives first at the PIM working space:   1. Accesses the:  * working space, using the [key/swipecard held where] * PIM response resources (may be a ‘PIM response box’) described (where) using the [key/swipecard held where].  1. Informs the PIM Duty Manager that they have arrived on site and briefly updates them on the current situation there (is the building safe, are other EOC members present?). 2. Sets up the physical resources (desks, computers, whiteboards), if necessary. 3. Sets up an attendance log using the [what] template [held where]. 4. Sets up:  * daily PIM tasks checklist using the [what] template [held where]. * task log using the [what] template [held where]. |
| Communication with GEMOs, EMOs, and emergency services | The PIM Manager (or person on site delegated by them):   1. Assigns the tasks of setting up communication links, and making contact, if appropriate, with:  * NCMC (if appropriate) [ insert email addresses, phone numbers, or list that contains them all] * any activated EOCs/ECCs [ insert email addresses, phone numbers, or list that contains them all] * CDCs [ insert email addresses, phone numbers, or list that contains them all] * emergency services (those operating at same level (regional/local) as PIM Manager). |
| Communication within the [EOC/ECC] | The PIM Manager (or person on site delegated by them):   1. Assigns the tasks of setting up communication with the [ECC/EOC] CDEM roles that need to liaise with PIM, including: (insert contact details such as role specific cellphone numbers/ specific role emails etc. for each role)  * National PIM Manager * Planning * Intelligence * Operations * Logistics * Welfare * Information points [list their addresses]. |
| Communication with Media | The PIM Manager (or person on site delegated by them):   1. Assigns the tasks of setting up communication with media agencies, including:  * [insert details of media agencies, including contact information]. |
| Communication with key community links | The PIM Manager (or person on site delegated by them):   1. Assigns the tasks of setting up communication with key community links, including:  * [insert details, including contact information. Be sure to include:   + contacts for groups that can get messages to users of other languages, tourists, people with disabilities, and other people who may be isolated from information   + distant communities whose members may be affected by the emergency]. |

On-going PIM tasks

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| Tasks listed in PIM response checklist | The PIM Manager:   1. Carries out the tasks described in the *PIM Response checklist* [held where], under the headings:  * On-going response work * Daily PIM checklist. |

Winding down

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| Debriefings | The PIM Manager:   1. Ensures all PIM personnel are debriefed before they return to their business as usual duties, and 2. Participates in CDEM debriefings |
| Archiving records | The PIM Manager:   1. Ensures all records are archived according to the requirements of the Public Records Act 2005 by following the [what] procedure [held where]. |
| Prepare for anniversaries | The PIM Manager:   1. Prepares for anticipated anniversaries by storing relevant information where it will be easily accessed, including the details of key contacts. |