A green line graph with several peaks and valleys, resembling a seismic waveform, extending across the top of the page.

July 2024



Year 8 Report

We can't predict earthquakes, but we can prepare for them.



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Appendices to this report are provided as links to reduced the document size, individually below and together [HERE](#)

Appendix 1 – Ngāi Tahu and AF8 Campaign Report – [HERE](#)

Appendix 2 – AF8 NCEA Resource Report – [HERE](#)

Appendix 3 – A Lot On Our Plates Campaign Report – [HERE](#)

Introduction

This report summarises the AF8 Programme activities for Year 8 (July 2023 – June 2024) across the programme’s three Strategic Focus Areas (SFAs) and provides links to related reports for more detailed information on specific projects.

It has been another busy year for the programme, on top of our own deliverables we’ve also supported National Exercise Rū Whenua in the development of the exercise scenario and science updates. Rū Whenua brought 100s of emergency managers, agency partners and central government leadership together to exercise and workshop how we will respond to and recover from to the next large Alpine Fault earthquake. On behalf of our AF8 Programme partners and communities, thank you to everyone who participated and contributed to Rū Whenua – there will always be more to do, but the proactive measures we take now will make a difference, enabling us to learn from each other and improve our collective resilience at every level.

At the start of the 2024 we launched our AF8 NCEA Curriculum resource, which has been co-designed with teachers for Geography Level 1 internal assessment. It has been extremely well received over just two school terms, being picked up by schools in the South and North Islands, and is also being used in Year 10 social studies classes and as a activity to prepare students for other external assessments.

We were also kept busy running two co-produced social media campaigns. The first in partnership with Ngāi Tahu wove together cultural narratives with AF8 science to raise awareness of the Alpine Fault and encourage preparedness actions. The second in collaboration with East Coast LAB built on two previous campaigns we’ve run together called A Lot On Our Plates (ALoop). These impact of these campaigns is reflected in the online engagement insights summarised at the end of this report and in the linked project reports.

Behind the scenes we’ve also been developing and building the AF8 Research & Readiness (R&R) Hub, which will sit at the heart of the programme’s second SFA and support the coordination of science and planning tools to enable informed decision-making in readiness. This will be soft launched in late-August 2024.

We are also looking forward to sharing our new AF8 Communications & Engagement Framework & Consistent Messaging Guide with our partners in the next few weeks. These documents mark a smarter, more joined-up approach to communicating and engaging people with the AF8 Scenario, and the science and emergency management experience that informs it, across the AF8 Partner Network.

Thank you to you all for your ongoing support and collaboration. Looking forward to more of the same in Year 9 of the AF8 Programme!



Strategic Focus Area #1: Raising Awareness

Raising awareness and increasing understanding of the Alpine Fault hazard risks and consequences, and the AF8 programme.

AF8 NCEA Curriculum Resource – Launch

Co-designed by the AF8 Programme and geography teachers, with sponsorship from Toka Tū Ake EQC

This year marked a major milestone in the co-design of our AF8-based NCEA Resource with the launch of the final product for use in the classroom at the start of Term 1 (February 2024). This project, which has evolved alongside the national NCEA Curriculum Change Programme over multiple years, has been extremely well received so far, with 40+ schools indicating they are looking to use it this school year.

The Alpine Fault and Our Active Faults is an NCEA Level 1 Geography resource aligned to the new New Zealand curriculum and designed to teach students all about the Alpine Fault and our active faults, while also learning transferable geospatial information system skills in ArcGIS Online. The resource is designed to make the AF8 knowledge-base more accessible in schools by aligning it to specific curriculum assessments, to support inter-generational understanding of the Alpine Fault hazard risk, and build collective resilience to future events.

- The resource can be found here: af8.org.nz/the-alpine-fault-and-our-active-faults
- The full project report for Year 8 can be found in the linked appendices: [HERE](#)
- A snapshot of the digital engagement insights for the resource can also be found on [page 11](#).

Thanks to Illuminate Science and teachers from around the country for helping co-design this resource, and to Toka Tū Ake EQC for sponsoring this work. Ngā mihi nui ki a koutou, Brendon Roberston (Mount Aspiring College), Alasdair Lean (Kaikōura High School), Mary Robertson (Kaiārahi Geography), Sarah Cadman and Jemma Hurst (Ashburton College) and Claire Thurlow (Eagle Technology) for your knowledge and support.

Kauraka e Mataku, kia Takatū! Don't be scared be prepared!

Co-produced by Te Rūnanga o Ngāi Tahu and the AF8 Programme, with co-funding from Toka Tū Ake EQC

A second stand out project from Year 8 has been our co-produced video and campaign with Te Rūnanga o Ngāi Tahu's Whānau and Emergency Preparedness Team – *Kauraka e Mataku, kia Takatū! Don't be scared be prepared!* This project has really reinforced the benefits and impact of collaborative projects, where the AF8 Programme partners with others to help raise awareness and prompt action. The video weaves cultural narratives with Alpine Fault science to remind us what the many large earthquakes on the Alpine Fault over the past millions of years have given us – the foundations for the beautiful landscapes of Te Waipounamu (South Island), and also build understanding of what the next large earthquake could take away and challenge us with – so that we can all take action to be better prepared.

We launched the video in late March with two webinars and followed up with an 11-week social media campaign which leveraged both partners channels. Overall the campaign reached a total of 268,294 people across all social media platforms (equivalent to ~25% of the South Island's total population). The video and campaign were also picked up by local and national media outlets, with a total reach of 99,903 across all publications. 500+ comments were received in response to the competition – “*tell us a step you have taken or will take to prepare you whānau for an AF8 earthquake or other emergency event?*” – these ranged from detailed plans, to those who took the campaign as good reminder to update/start preparedness activities. Many of the comments also offered advice to help others get started

- The video can be found here: af8.org.nz/explore-the-science/kauraka-e-mataku-kia-takatū
- The full project report including engagement insights and evaluation can be found in the linked appendices: [HERE](#)

Kā mihi nui ki a koutou, big thanks to all involved for your collective knowledge, time and support.

A Lot On Our Plates Social Media Campaign

Co-produced by the AF8 Programme and East Coast LAB, with sponsorship from Toka Tū Ake EQC.

This year we also ran our third *A Lot On Our Plates* (ALoop) social media campaign with East Coast LAB, to raise awareness of New Zealand's natural hazards and the risks they pose, and encourage people to prepare.

This year's campaign ran for six weeks, with daily social media posts from Monday 8 April to Friday 17 May, and finishing again with an expert panel live streamed on Facebook, answering crowd-sourced questions. The campaign included a variety of content: bespoke graphics, quizzes, videos, animations, stories, and the online expert panel event. The content developed was shared across both programmes' Facebook, Instagram and Threads channels.

Overall engagement throughout the campaign was down on previous years. However, the expert panel event again proved to be a highlight of the campaign with more audience questions than we could answer and good engagement levels. A big thank you to our expert panel science partners for your time and expertise.

→ The full project report for Year 8 can be found in the linked appendices: [HERE](#).

AF8 Communications & Engagement Framework – Version 1

Co-produced by the AF8 Programme and our partners

The AF8 Communication and Engagement (C&E) Framework 2024-2026 provides direction for a unified approach to communication and engagement activities across the AF8 Programme's 'network' of partners. Overall, the AF8 C&E Framework aims to:

- **Ensure** that communication serves as a strategic tool to achieve shared outcomes.
- **Develop** a monitoring framework for communications and engagement as indicators of success.
- **Guide** the 'AF8 network' to coherently and consistently speak with a unified voice.

The AF8 C&E Framework sits under the AF8 Programme Strategy 2022-25 and above the AF8 Consistent Messaging Guide (see next page), AF8 Public Education Toolkit and other initiatives (e.g. the AF8 Roadshow). It outlines how these resources work together, offers guidance on how they can be applied, and outlines the AF8 Programme's role in supporting, facilitating, developing, coordinating and maintaining communications and engagement activities and materials to better support and be supported by our partners.

Version 1 of the AF8 C&E Framework is designed to support consistent communications across AF8 partners and has been co-developed with the AF8 Public Ed & PIM RPG. It outlines 'who' we communicate with and 'why', and summarises 'where' and 'when' this typically happens. It also provides guidance on 'how' we communicate and engage through a series of communication characteristics (e.g. style, tone) that when applied consistently will make our collective messaging stronger. The Framework also includes a set of appendices intended to support communication activities and provide supplementary guidance.

There have been some minor but unavoidable delays to the progress of the Frameworks publication. It is currently in its final review stages and we are aiming for publication in August 2024.

→ If you would like to be notified when the Framework is available, register your interest here: [HERE](#).



AF8 Consistent Messaging Guide – Version 1

Co-produced by the AF8 Programme and our partners

The AF8 Consistent Messaging (CM) Guide 2024-2026 is designed to provide science-based, coordinated messaging to support Alpine Fault hazard risk and readiness communications, including a summary of messaging for specific South Island regional contexts to increase understanding at a local level. The CM Guide objectives are to:

- **Build** capability and support public education and readiness activities.
- **Support** an informed, coherent understanding of the Alpine Fault hazard, and enable consistent messaging inter-regionally and inter-agency.
- **Ensure** public safety messaging is underpinned by robust science, and the research is accessible, applicable and actionable.
- **Connect** public education messaging with response communication, ensuring what we say in readiness supports Public Information Management in response.
- **Enhance** communication aimed at improving our understanding of and resilience to all catastrophic natural hazard events in Aotearoa New Zealand.

While the AF8 C&E Framework outlines the 'who', 'why', 'where', 'when' and 'how' we communicate together, the CM Guide provides the 'what' we communicate to enable consistency. It has been co-developed with the AF8 Public Ed & PIM Group and builds on existing consistent messaging guides (e.g. NEMA's nationally agreed consistent messaging guide 2022) and learnings from previous AF8 communication and engagement activities over the last 8 years. The main focus of Version 1 is hazard risk and readiness messaging. The inclusion of response messaging will be reviewed alongside PIM response planning activities in 2024-25.

There have been some minor but unavoidable delays to the progress of the Guide's publication. It is currently in it's final review stages and we are aiming for publication in August 2024.

- If you would like to be notified when the Guide is available, register your interest here: [HERE](#)

AF8 Regional Impact Animations

Co-produced by the AF8 Programme and our partners, supported by UO Science Communication Intern.

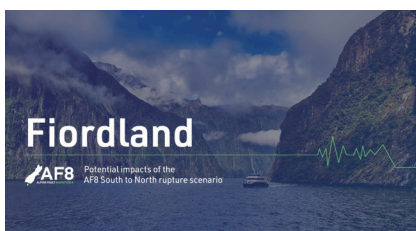
In Year 8 the AF8 Programme has been fortunate enough to work with Science Communication Intern, Jodie Evans (Masters Candidate, University of Otago) to develop a series of animated regional impact videos. These short videos are narrated by previous AF8 Science Lead, A/Prof. Caroline Orchiston (University of Otago) and animated by Jodie, with advice and guidance from the AF8 Programme Manager and Helen Jack (Environment Canterbury).

The videos are based on the AF8 Hazard Scenario South to North rupture, and are designed to fit into the AF8 Science Scenario StoryMap 'Potential Hazards & Impacts' section. There are 9 videos in total, with some regions divided into two parts based on potential local impacts: Fiordland, Southland, Inland Otago, Coastal Otago, Inland Canterbury, Coastal Canterbury, West Coast, Nelson Tasman, Marlborough.

There have been some minor but unavoidable delays to the progress of the animations completion. We are currently working through the last few updates with a view to publishing them for use in August 2024.

- If you would like to be notified when the animations are published, register your interest here: [HERE](#)

Big thanks to Jodie Evans and the University of Otago Science Communication Dept. for your support.



Strategic Focus Area #2: Coordinating Intelligence

Coordinating intelligence for Alpine Fault earthquake response planning and preparedness.

AF8 Research & Readiness Hub

Co-produced by the AF8 Programme and our partners.

The AF8 Research & Readiness (R&R) Hub is being developed to meet the two key objectives of the AF8 Programme's strategic focus on the coordination of intelligence, which are to:

- a) Build and coordinate a central knowledge-base to inform Alpine Fault planning and preparedness activities.
- b) Provide a conduit for the direct application of Alpine Fault related research into practice.

It will bring together relevant science outputs, models and publications, alongside workshop outputs and planning tools into one coordinated online hub, utilising geospatial data and tools wherever possible. The AF8 R&R Hub is hosted on the AF8 Programme's ArcGIS Online platform, managed by the programme on behalf of our partners and the data/information owners.

This is guided by a set of agreed "AF8 Data Sharing & Access Protocols" which make clear the terms for access to the hub content. Version 1 of this protocol is available to download [HERE](#).

The protocols outline how access to the content associated with these products and projects will be managed using the AF8 4-Level Data Sharing & Access Framework, outlined below and in the protocols.

Although there have been some delays over the past 12 months, progress on the AF8 R&R Hub has been advanced over the past few months with the development of a new set of science products for National Exercise Rū Whenua, which was based on the AF8 Hazard Scenario. At the time of writing these products are now being translated into GIS applications for use at planning tools.

These include:

- AF8 Household Impact modelling
- AF8 Transient Population modelling

Also in development:

- South Island Priority Routes Project
- Emerging Research database
- Published Research database
- AF8 Hazard Profiling Workshop outputs

The intention is to have the Hub up and running in late-August 2024, marking the end of the first phase of development. This first phase will likely be released as a 'soft' launch to introduce the hub, and the data and products available to our AF8 partners. Following the soft launch we intend to hold a science-to-practice workshop with our partners to continue iterating the hub and it's contents in 2024-25. The AF8 R&R Hub will evolve and develop overtime as AF8 science and planning progress.

AF8 Research & Readiness Hub			Level 4: Confidential
Level 1: Public	Level 2: Controlled	Level 3: Highly Controlled	
Everyone	Emergency Managers, Science Partners (by invitation)		On Request
AF8 Hazard Scenario AF8 Scenario: ShakeMaps Peer-reviewed & published research relating to the Alpine Fault Emerging research database (unpublished)	AF8 planning products and shared geospatial data. Science research data that cannot be shared publicly but is useful for planning.	AF8 project groups with shared geospatial data. Science research data relevant to project group work.	AF8 Planning Products and Science research data of a sensitive nature that cannot be shared without additional support and/or information.

AF8 Scenario Development Working Group

Led by the AF8 Science Lead with support from the AF8 Science Coordination Group

Late 2023, the AF8 Scenario Development Working Group (SDWG) was set-up to develop and deliver an updated AF8 Hazard Scenario for the National Exercise Rū Whenua Team at NEMA.

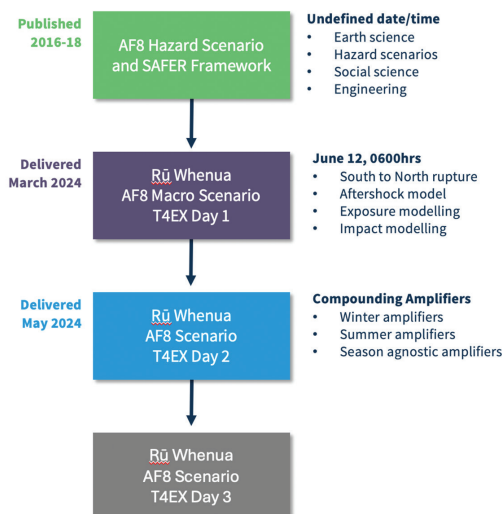
The AF8 Programme's ability to support Rū Whenua is testament to the strong partnership between science and emergency management, which underpins the programme and has been strengthened over the past 8 years by the collective activities of our partners.

The AF8 SDWG is chaired by the AF8 Science Lead on behalf of the AF8 Science Coordination Group, and on behalf of the team we'd like to thank everyone who has supported and fed into the scenario development for the exercise.

The Rū Whenua AF8 Scenario included the following science updates:

- An updated Household Impact Model based on the AF8 Scenario – co-developed with the AF8 Welfare Group and funded by Resilience to Nature's Challenges – Rural.
- A new Transient Populations Model – funded by Resilience to Nature's Challenges – Rural.
- An updated Casualty Model based on the AF8 Scenario – funded by GNS Science – SSIF. (to be shared at Level 4 only).

These updates are now also being worked through and developed into tools for response planning activities and will be hosted on the AF8 Readiness & Response Hub (see previous page).



South Island Priority Routes Project

Co-produced by the AF8 Lifelines RPG and AF8 partners, with support from Waka Kotahi.

Funded by the NEMA Resilience Fund, with support from Canterbury CDEM and the AF8 Programme.

Over the past year, the AF8 Programme has supported the development and delivery of the South Island Priority Routes Project. This is one of several inter-regional projects identified by the AF8 Lifelines Response Planning Group (RPG). The aim was to identify priority sites and routes for restoration following an AF8 Scenario earthquake and was identified as a high priority by the Lifelines RPG. The group applied to the NEMA Resilience Fund in January 2023 and, once funding was approved, the project development started in late 2023.

Eight regional workshops were held across the South Island in late-February and early-March. These brought together regional CDEM and Lifelines representatives, science partners, subject matter experts and Waka Kotahi staff (regionally and South Island-based), to identify and prioritise road routes for restoration following a disaster using the AF8 Scenario as a catalyst while testing thinking against other hazards as well.

A big thank you to the project team led by Martyn Wooster and Mark Gordon of Canterbury Lifelines and the AF8 Lifelines RPG. Thanks to our regional CDEM Lifelines representatives for coordinating and hosting the workshop(s) in your region, and to all the workshop participants for your expertise and contributions.

The outputs from the workshop are now being digitised into the AF8 Research & Readiness Hub and will be made available to the regions in August as part of the AF8 R&R Hub phase one development completion. These will be shared according to the Hub 4-Level sharing framework, and include: GIS viewer, feature layers, background context and project summary, and the final project report.

For access to the Priority Routes project layers and application once they are published, please contact your regional Lifelines Program Lead/Manager.

AF8 Coordination Areas Project

Co-developed by the AF8 Programme with support from FENZ USAR and AF8 partners.

During the response and recovery to the Westport flooding in 2021 West Coast Emergency Management (WCEM) and Fire and Emergency NZ Urban Search and Rescue (FENZ USAR) completed wide area and rapid impact and risk assessment of over 3000 buildings over 1.5 days. To enable such an efficient and effective operation both partners used a Common Operating Picture and Common Operating Platform, which was underpinned, by consistent coordination areas including sectors and sub-sectors. The AF8 Programme and FENZ USAR are using this successful operation to test and refine the AF8 Coordination Areas Guideline and Technical Methodology.

Emergency Management Southland (EMS) supported case studies within Ōtautau, Milford, Gore, Matakura and Invercargill to test existing datasets and the domains where they apply in creating coordination areas at regional to tactical scales. The Southland case studies undertaken with Eagle Technology have been pivotal in drafting and testing the technical methodology for developing the Coordination Areas guidance.

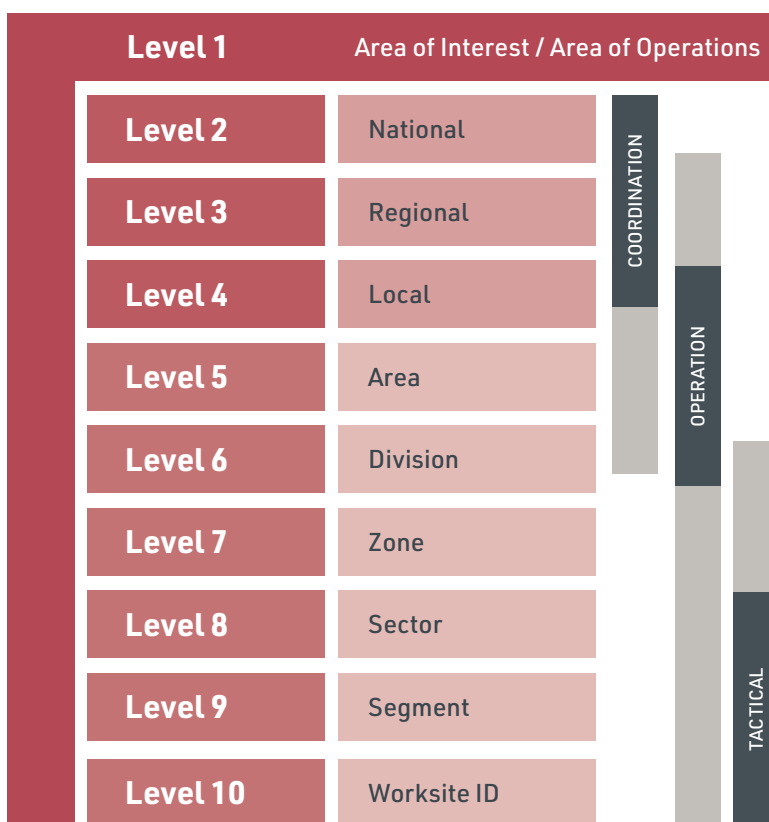
WCEM and the Franz Josef Community Response Group (CRG) have provided insight into how they use coordination areas with their volunteers during response and recovery. This case study has shown the importance of defining *Areas of Interest* and *Areas of Operation* in a community context while also highlighting how this CRG use 'sectors' during response to ensure they understand and monitor the impact to their community, and feed intelligence back into the Emergency Management System and situational awareness.

After analysis with agencies involved in life safety, health and rescue in Emergency Management as well as community volunteer groups we have landed on the most commonly used names and levels of 'sectors' shown in the figure below. This has set the number of Coordination Levels as well as the most consistent and/or more widely understood name for each level which is shown in this diagram.

National, Regional and Local Coordination Areas are well defined and remain static throughout readiness, response and recovery to a event in New Zealand. However Level 5 to Level 10 need to remain adaptable to each agencies role in Emergency Management and their needs. In some cases the areas they cover may be consistent with their partners or they may be bespoke. This is especially true at a tactical level.

We now have enough case studies across Te Waipounamu to finalise the first version of the AF8 Coordination Areas Guideline and the AF8 Coordination Areas Technical Methodology with the Project Reference Group and to push this version out to our partners for feedback and options for refinement.

We thank all of our partners for putting time into this project to come up with the Coordination Levels and their names that best fit the many partners involved in Emergency Management.



Strategic Focus Area #3: Networking & Collaboration

Supporting networks for ongoing collaboration and advocating for a coordinated approach to readiness and response planning for an Alpine Fault earthquake.

AF8 Response Planning Groups (RPGs)

AF8's Response Planning Groups (RPGs) have been at the centre of the AF8 Programme's networking and collaborating activities for the last few years. They have existed in various iterations since 2019, when the 6 South Island Group Welfare Managers began meeting regularly to progress Welfare planning for an AF8 Scenario earthquake. In 2024, we have 4 AF8 RPGs – Welfare, Lifelines, Public Ed & PIM and Intel, comprising relevant regional representatives, NEMA planning representatives, science partners and relevant subject matter experts.

Until now, group membership has been largely self-selected, because most of the groups were initially self-formed. To date, there has been no Iwi representation on these groups. However, with the restart of meetings now confirmed for August, we will be extending invitations to the AF8 Programme's Iwi partners at Te Rūnanga o Ngāi Tahu and Te Taihū to join and/or participate in these groups. It will be up to our Iwi partners to decide which group(s) will add the most value to their AF8 preparedness activities.

The AF8 Programme supports this inter-regional collaboration by coordinating and facilitating meetings, hosting shared Teams/SharePoint document libraries for each group and providing a direct conduit between AF8-related science and emergency management practice.

In the absence of a dedicated inter-regional planners or planning activities, the RPGs have taken a lead in driving readiness, planning and preparedness activities for an Alpine Fault earthquake across the South Island. Demonstrating the positive impact of a collaborative approach to catastrophic and complex event planning. The results of this work include:

- The AF8 Household Impact Model (informed by the AF8 Welfare RPG and updated for Rū Whenua);
- The South Island Priority Routes Project (led and developed by the AF8 Lifelines RPG);
- The AF8 Intelligence Support Plan (led and developed by the AF8 Intel RPG); and
- The AF8 Consistent Messaging Guide and AF8 Communications & Engagement Framework (co-produced with the AF8 Public Ed & PIM RPG).

After some delays and a recent pause in some meetings, the AF8 RPG meetings will start up again in August 2024 and will maintain alignment with NEMA's CatPlan working groups. The objectives of these meetings is to continue to build and strengthen networks between our regional and national partners, provide CatPlan Programme updates to these regional planning groups, review existing collaborative projects and identify new inter-regional opportunities for collaboration

Te Waipounamu Planning Group (TWPG)

In late 2023, a dedicated Te Waipounamu Planning Group (TWPG) also self-formed, and includes planning representatives from across the 6 regions and the NEMA Planning Team. This group sits separate but alongside the RPGs, and although AF8 planning has been the catalyst for this groups formation, it's scope is broader and includes all hazards.

The TWPG reports to the South Island Group Managers and as a priority over the next few months, the group will undertake a South Island-wide stock take of plans to identify gaps and scope common planning initiatives. This work will be carried out by TWPG membership (South Island CDEM planning representatives).

The AF8 Programme will support this work by facilitating meetings, hosting shared Teams/SharePoint document libraries for the group, and, where needed, providing a direct conduit between AF8-related science and emergency management practice.

Governance and Funding

Governance

Governance for the programme is provided by the AF8 Steering Group made up of representatives from the 6 South Island CDEM Groups, the AF8 Programme Manager, AF8 Science Lead, a representative from the National Emergency Management Agency (NEMA), the Director, Resilience to Nature's Challenges (RNC) and Chair of the Southland Civil Defence Emergency Management Group.

In Year 8, the AF8 Steering Group has been chaired by the Group Manager of Emergency Management Southland, Simon Mapp and Group Manager of Marlborough Emergency Management, Brian Paton. On behalf of the programme we thank Simon for his leadership over the past few years. Emergency Management Southland continues to act as the administering authority for the AF8 Programme.

Funding

In Year 8, AF8 was funded by the 6 South Island Civil Defence Groups, with co-funding from QuakeCoRE, Toka Tū Ake EQC, Resilience to Nature's Challenges and NEMA, including:

- QuakeCoRE co-funding to support the programme manager role, and science and risk communication activities, eg. workshops.
- RNC funding to support science research and communication, eg. scientific expertise, research assistants.
- Toka Tū Ake EQC co-funding to support public education activities
- NEMA co-funding to support planning activities and products, eg. coordinated intelligence for planning.



Of special note for this report are our partners at Resilience to Nature's Challenges (RNC), a national science challenge which finished up at the end of June. RNC has funded the majority of the AF8-related science and research utilised by the programme. Ngā mihi nui to everyone who has supported and contributed to the AF8 Programme through RNC over the past 8 years.

Much harder to quantify, but perhaps of greatest value, is the time and expertise given by multiple stakeholders in support of AF8's activities. This collaborative approach is critical to the programme and its objectives, and without this input it would not be progressing at the level it is.



AF8 Programme Engagement Insights

This section summarises the status of the AF8 Programme’s engagement insights for Year 8, covering from June 2023 to July 2024, across a range of initiatives and platforms. In general these reports focus on three key insights, shown here with the metrics used to measure them:

Insights reported	Metric used to measure them
How many people see it	website/webpage or StoryMap views. Reach or impressions on social media.
How many people engagement with it	unique visitors to website/webpages or StoryMaps
Level of this engagement	engaged session, engagement rate, average engagement time and StoryMap interactions.

AF8 Website

The [AF8 Website](#) is the central point for all of the AF8 Programme public-facing information and resources. It has existed since the programme’s inception in 2016 and has continued to grow its reach both nationally and internationally over the past eight years. Moving to a new platform in 2022 has helped boost these numbers. New Zealand-based viewers are our largest geographic audience, which aligns with the programme’s mission: *New Zealand is aware of the Alpine Fault hazard risk and is enabled to take action to build resilience.* International visibility has also increased this year with the USA, Australia and the UK making up 25% of all website viewers.

Overall views and engagement levels

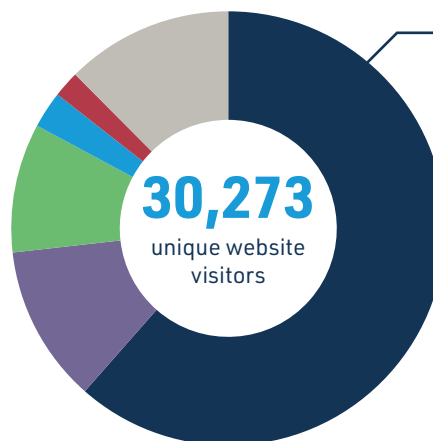
72,577
total webpage views

22,992
total engaged sessions*

53.81%
average engagement rate

Countries our viewers come from

- New Zealand (61%)
- United States (12%)
- Australia (10%)
- United Kingdom (3%)
- Canada (2%)
- Others (12%)



Engagement in New Zealand

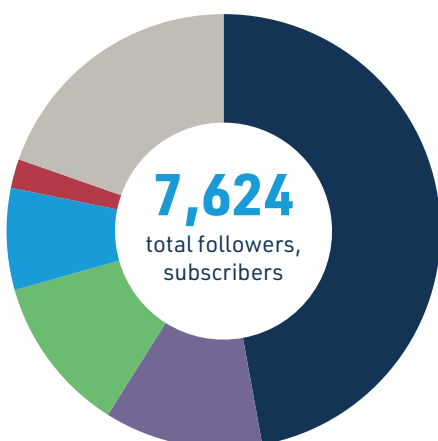
18,614
total NZ visitors

17,074
engaged sessions*

57.86%
engagement rate

AF8 Social media platforms

The AF8 Programme’s social media channels are used to share information and engage with audiences, to better understand their information needs and knowledge. Facebook, Instagram and LinkedIn are our primary channels and this year they reached over 500,000 people collectively. These numbers were boosted by the two co-produced social media campaigns, which naturally increased our online engagement (see pages 2-3)



Followers and subscribers

- Facebook (47%)
- LinkedIn (12%)
- Instagram (12%)
- X (8%)
- YouTube (2%)
- Mailchimp (20%)

484,377
total reach on facebook and instagram

20,406
total impressions on LinkedIn

9,768
total viewers on YouTube

53.3%
average open rate on MailChimp

6,118
total engagement on Facebook and Instagram

4.85%
total engagement rate on LinkedIn

516.1
total hours watch time on YouTube

16.5%
average click rate on MailChimp

AF8 Hazard Scenario StoryMap

The AF8 Hazard Scenario underpins the entire AF8 Programme and continues to provide the foundation for CDEM planning activities and science updates. The [AF8 Hazard Scenario StoryMap](#) tells the story of the AF8 Scenario including the fundamental geology, the potential impacts and how we can be better prepared. The StoryMap was launched in 2022, and was awarded second place at the NZ Esri User Conference 2023 StoryMap competition. It is designed to enable people to explore the AF8 Scenario at their own pace, in their own time, and is a key communication tool for the programme.

In Year 8, it has continued to reach new audiences, thanks in part to National Exercise Rū Whenua in June-July 2024, which increased its visibility, and we regularly receive positive feedback on the StoryMap. Below we've included engagement insights for both the StoryMap itself and the webpage that links to it from our website. This year the AF8 Scenario page of the AF8 website accounted for over 10% of all website views and over 16% of all website visitors. The StoryMap itself also received good levels of engagement, most notably in the clicks on the web and tour maps, which collectively received 43% of all interactions.

AF8 Scenario webpage

7,452
total webpage views
(10.27% of total website views)

5,097
unique visitors
(16.84% of total unique visitors)

AF8 Scenario StoryMap

6,006
total storymap views

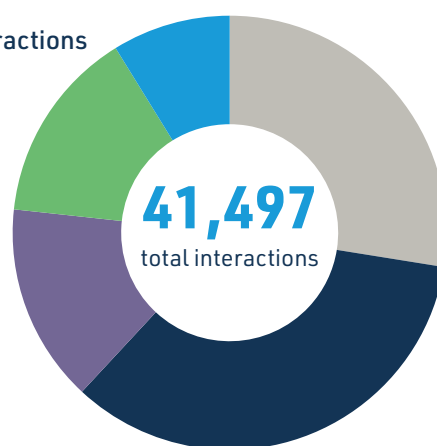
3,925
unique storymap views

4m 30s
average engagement time

50.15%
engagement rate

Top 5 StoryMap Interactions

- WebMap Clicks (34%)
- Starts a session (15%)
- Page Views (14%)
- TourMap Clicks (9%)
- Other events (28%)



AF8 NCEA Curriculum Resource

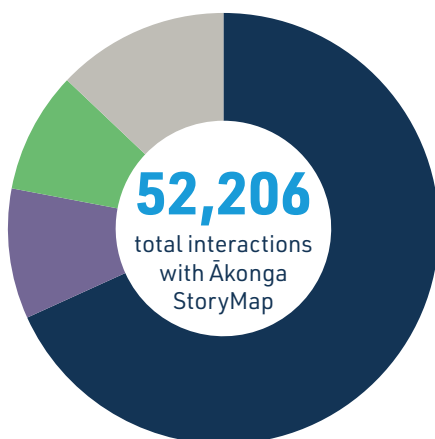
Launched in February 2024, the online engagement reporting on the AF8 NCEA Curriculum Resource ([see page 2](#)) only covers the last 6 months. Despite this, the resource webpage, which acts as a reference point with links to digital and printable materials, already accounts for 5% of all website views and over 6% of all website visitors. Total interactions, along with engagement time and rate, show that the Ākonga (student) StoryMap is being well used in the classroom. It has received 1,381 unique visitors over just two school terms, which is the equivalent of ~60 classrooms full.* These insights match the uptake we have seen from teachers across New Zealand. To date, 40+ schools have registered an interest in using the resource, and those that have used it already providing positive and appreciative feedback.

NCEA Webpage

3,569
total webpage views
(5% of total website views)

1,891
unique visitors
(6.25% of total unique visitors)

- WebMap Clicks (68%)
- Starts a session (10%)
- Page Views (9%)
- Others (13%)



Ākonga StoryMap

4,749
total views

1,381
unique visitors

42.79%
engagement rate

12m 28s
average engagement time

Kaiako StoryMap

457
total views

193
unique visitors

52.28%
engagement rate

2m 23s
average engagement time

*Based on the Ministry of Education's 1:23 teacher to student ratio for Year 11 classes (non-Māori immersion).

AF8-related presentations and talks

The table below shows minimum engagement totals for AF8 presentations (online and face-to-face), since the programme's inception and also for Year 8 (2023/24). These are recorded via a form which also helps keep track of who we are talking to, how people are engaging with AF8 and Alpine Fault information, and what kind of feedback or questions are generated from these engagements.

The Year 8 numbers show a decrease in presentations and talks compared to Year 7. This is because we ran an AF8 Roadshow in Year 7 (meaning more public talks) and we ran more social media campaigns in Year 8 (meaning this year our focus has been on digital engagement)

	Year 1 to date (Jul 2016 – Jun 2024)	Year 8 (Jul 2023 – Jun 2024)
Number of events	479	45
Total Audience numbers	26,758	1544
Average reception rating	4.7/5	4.8/5

It has now gone beyond the capacity of the programme to monitor and record all face-to-face engagements related to AF8. With the publication of the C&E Framework and CM Guide we will be reviewing how we monitor and evaluate face-to-face engagements in Year 9.

Images: ALOOP social media tile (top-left), Marlborough Priority Routes workshop (top-right), End screen from the *Kauraka e Mataku, kia Takatū, don't be scared be prepared!* campaign (below).

