

IGNITE

Te Hiringa o te Tangata | Issue 33 | March 2025

Retardant training a united
effort for the South Island

Award-winning community enrichment
inspires future firefighters in Northland

Cross-agency collaboration
for new drug driving campaign



Ignite is the official magazine for Fire and Emergency New Zealand.

Te Hiringa o te Tangata – To have drive, zest, determination. To have heart and soul.

Ignite represents the voices of our people across the motu who dedicate themselves to protecting life, the environment and property in their communities.

It is produced by the Fire and Emergency Communications and Engagement Team, National Headquarters, Spark Central, 42–52 Willis Street, Wellington 6011.

Contributions to Ignite

Contributions to be considered for publication are welcome and may be submitted to: strategiccomms@fireandemergency.nz
Photos need to be at least 1MB.

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- Kia tika | We do the right thing
- Manaakitanga | We serve and support
- Whanaungatanga | We are better together
- Auahatanga | We strive to improve



Tēnā koutou

Thank you for taking the time to read Issue 33 of Fire and Emergency's magazine Ignite.

It is great to kick off the first issue of the calendar year with stories that focus on growing our people.

We work and volunteer in a complex operating environment, and I believe it is important to foster a culture where curiosity and the drive to learn are encouraged. This way, we can be ready for anything that comes our way. Continuous learning helps us stay up to date with the latest skills and techniques used in our various fields, inspires our own new ideas, and helps us adapt to change. Many of the stories in this issue are great examples of continuous learning in action.

Another common thread in each story, whether it's highlighting the inventive ways our USAR teams train, a great update about the Paearu Mahi project, or teaching young people fire safety through a cadet programme in Te Tai Tokerau, is Manaakitanga – we serve and support. These stories all showcase how we are working together to improve and strengthen what we do, by being proactive and responsive to the needs of others, including our teams and our communities.

Manaakitanga was woven into this year's Waitangi Day events too. During the dawn service, I had the pleasure of sharing karakia with attendees before the day really



kicked off with a BBQ breakfast, cooked by our people. Each year at Waitangi, crews from across Te Tai Tokerau share fire safety and risk reduction kōrero through community focused activities, while helping us strengthen our ongoing partnership with Māori as tāngata whenua. It's always an honour attending Waitangi to mark this and it was great to get out to see some of the amazing mahi our Te Hiku people are doing with their communities.

Staying up north, in this issue we take a closer look at our Te Hiku Region in our new regional focus section. We featured Te Ihu, our largest Region based on geographic size, in our last Ignite magazine and this time we're focusing on the Region with the largest and most diverse population across the motu. It's an interesting read and I trust it gives you a sense of some of the challenges and opportunities this Region faces. In our next issue, we will be looking at Te Ūpoko, so keep an eye out to see what's happening in this Region.

Ngā manaakitanga
Kerry Gregory
Tumu Whakarae | Chief Executive
Toihau a-Motu | National Commander

Contents

- 4 Message from the Minister
- 5 Developing our leaders
- 6 Paearu Mahi project moves into business as usual
- 7 Retardant training a united effort for the South Island
- 8 Region focus: Te Hiku
- 9 Award-winning community enrichment inspires future firefighters in Northland
- 10 The Lawn Brigade – A story of Kiwi ingenuity
- 11 Innovation leads to improved ability to engage with communities
- 12 Cross-agency collaboration for new drug driving campaign
- 13 Kāpehu, your compass for conflict
- 14 Get to know our Executive Leadership Team



- 15 Community at the heart of Waitangi Day 2025
- 17 Assessing our motor vehicle crash rescue capability
- 18 What's happening with...
 - Station trials taking place for new decontamination process
 - Fleet replacement programme progresses
 - Body builds underway on our new aerial appliances
 - Gas Detection Project
 - Whanaungatanga amongst frontline emergency services with the Public Safety Network programme
- 22 New campaign urges Kiwis to spot the signs of wildfire danger
- 23 Rubble pile becomes training site for Urban Search and Rescue

HE KARERE NĀ TE MINITA MESSAGE FROM THE MINISTER

Brooke van Velden
— Minister of Internal Affairs

As this issue of Ignite was in production, I met with the wonderful team at Fire and Emergency New Zealand in Paihia as they prepared to engage with the community at Waitangi for a couple of days. I am very thankful that I get to meet some extraordinary people who are working hard to keep New Zealanders safe.



The wonderful team at Paihia Fire Station



2024 Investiture ceremony – Fire and Emergency personnel honoured

It is a source of pride to me that Fire and Emergency falls into my portfolio as the Minister of Internal Affairs. The work that you do as staff and volunteers of Fire and Emergency has a material impact on the communities you serve.

In my role last year, I visited the Port Hills fire event in February with my colleague Hon Mark Mitchell, Minister of Emergency Management and Recovery, and I was encouraged at the way Fire and Emergency and other key agencies worked so closely together to respond and support affected communities in their time of need. It was impressive to see the collaborative approach across the emergency management system in real-time action.

Without a doubt, Fire and Emergency will need to be financially sustainable, now, and into the future. This means planning and delivering investment where it is most needed — in the front-line. Visiting the St Heliers station, the National Coordination Centre and the Communications Centre in Wellington has helped me to see firsthand what is required

to be prepared to respond to emergencies, to support responses across the country, and the challenges you are facing to ensure you can continue to deliver your core services when and where they are needed.

It was also a delight to have popped into the vibrant Fire and Emergency stand at the Waikato Fieldays event at Mystery Creek last year. It was great to see so many locals engaging with the Fire and Emergency team, even when the rain was bucketing down!

I had a wonderful time chatting to everyone and engaging with the locals who really trust and admire all of you.

Of course, Fire and Emergency is unique in that it relies heavily on the time, energy and expertise of volunteers. It is a highlight of my role to attend the investiture ceremony of those honoured for their service to their communities as part of Fire and Emergency. I am looking forward to attending more this year. I am also looking forward to hearing more about the ways that Fire and Emergency is working to recruit and retain volunteers.

I was also privileged to attend the New Zealand Search and Rescue awards where three teams of Fire and Emergency personnel were recognised for their contribution to the rescues at Abbey Caves in Northland. I am humbled by the way you step up and respond, no matter the situation you encounter.

Thank you all for your service. I am looking forward to hearing, and seeing, what you achieve in 2025 and beyond.

TE WHAKAWHANAKE I Ō TĀTOU KAIHAUTŪ DEVELOPING OUR LEADERS

Manu Clarkson, Station Officer Blue Watch at Redwood Station, Christchurch, recently completed our Lead Teams leadership development programme and shared his experience with Ignite.

What's your role at Fire and Emergency?

After 20 years as a professional firefighter in Christchurch, I've recently been promoted to Station Officer. I'm lucky to work with a fantastic and experienced crew.

How would you describe your leadership style?

My leadership style is flexible and adaptable. On the incident ground, I can be an autocratic leader when clear, direct decisions are needed. At other times I delegate jobs to use my team's strengths which builds motivation, trust and confidence. Around the station, I use transformational and coaching leadership by getting to know people personally and creating a positive environment.



What advice would you give to someone aspiring to a leadership position in Fire and Emergency?

Be a genuinely good person and practise what you preach. Use a growth mindset to learn from setbacks.

We deal with people during their greatest time of need, so effective communication is vital for a positive outcome.

Above all, understand you are responsible for taking care of those in your charge and set the standard to make sure everyone goes home safe and happy after every shift.



How do you look after your health and wellbeing as a leader?

I don't sweat the small stuff and I enjoy time with family and friends.

How has the Lead Teams programme changed or influenced your leadership style?

It has influenced me a lot! I used to believe that leadership came naturally, but I learned that it can be taught. The course changed how I communicate, helping me understand different styles and how to adapt mine to fit others.

Were there any surprising insights you gained during Lead Teams?

That leadership can be taught and before you lead others you must learn to lead yourself.

Can you describe a successful outcome that has come from applying something you have learnt from the Lead Teams?

I recently completed a 75-day fitness challenge focused on forming good habits, inspired by a Lead Teams session. It really hit home for me how the habits we form shape who we are.

What's next for your leadership journey?

I want those around me to thrive under my leadership. My goal as a leader is to put the team first and make people feel accepted and valued.

Scan here to visit the Leadership Development Portal page and read the full interview with Manu.



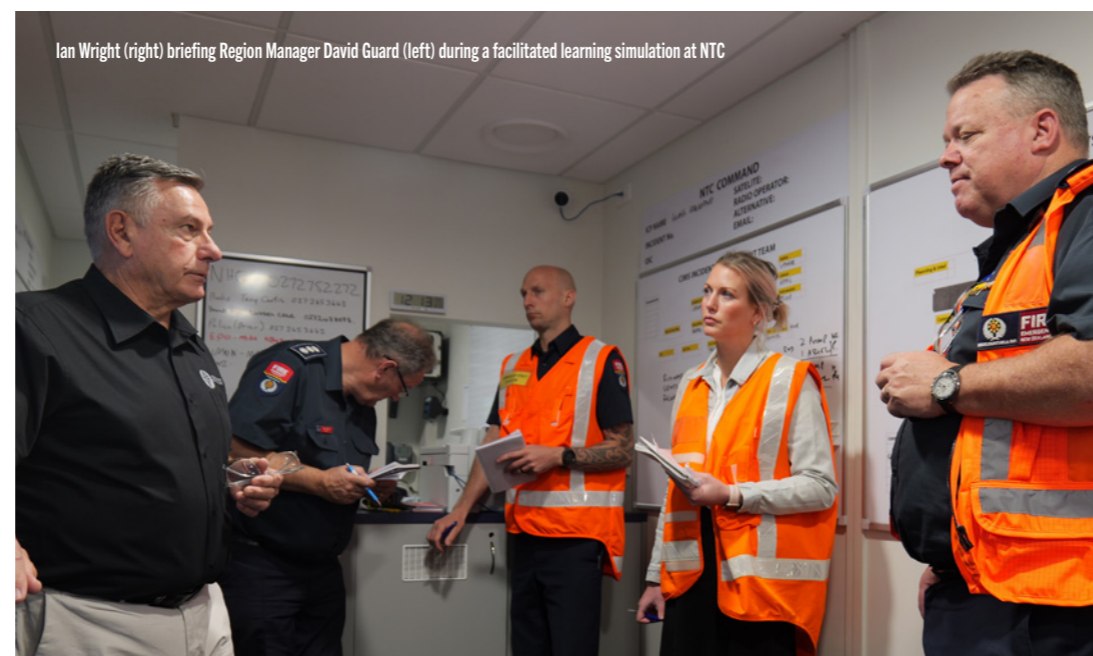
An important part of leadership is creating a learning culture which involves owning, and learning from, mistakes made. In Issue 32 of Ignite we made a mistake and we'd like to correct it.

In our Q&A with Lead Teams participant, Amy Harpur, we incorrectly published one of Amy's answers as 'When it comes to giving feedback, I learned 'the platinum rule' at a Lead Teams session: "treat others as you wish to be treated". This was incorrect. It should have read 'When it comes to giving feedback, I learned 'the platinum rule' at a Lead Teams session: "treat others as they wish to be treated". An important part of our Lead Teams course is encouraging leaders to understand the needs of those they lead. We apologise to Amy for this error.

KA HŪNUKU TE PAEURU MAHI HEI ORA AI PAEARU MAHI PROJECT MOVES INTO BUSINESS AS USUAL

The Paearu Mahi pilot is complete, and the project has now been handed over to Learning and Development to deliver as part of business as usual. The programme is a series of learning, development and assessment steps to assure the incident leadership competency of our senior ranked officers.

What does this mean for our people? We spoke to personnel who have been involved in the pilot to hear their thoughts.



Ian Wright (right) briefing Region Manager David Guard (left) during a facilitated learning simulation at NTC

IAN WRIGHT

Group Manager – Wellington District, Paearu Mahi pilot participant

'It's a definite step up from Senior Station Officer level training and covers the move from tactical to strategic incident command.'

'The programme's ethos is to provide a safe and supporting environment for participants while delivering a challenging training and assessment experience that replicates the pressure and stress of a real-life incident.'

DARRYL PAPESCH

Manager Operational Assurance – National Headquarters, Paearu Mahi pilot participant

'In the past our operational reviews haven't really taken into consideration the leadership component of an incident. Going forward, the Operational Assurance team will be responsible for measuring the benefits of the programme, as those who go through it go on to lead incidents.'

'We'll be applying an After Action Review (AAR) process to report on this to the Service Delivery Leadership Team, ensuring continuous improvement in these critical roles.'

GEOFF PURCELL

District Manager – Counties Manukau, Fire Emergency Commanders Association (FECA) President, Paearu Mahi pilot assessor

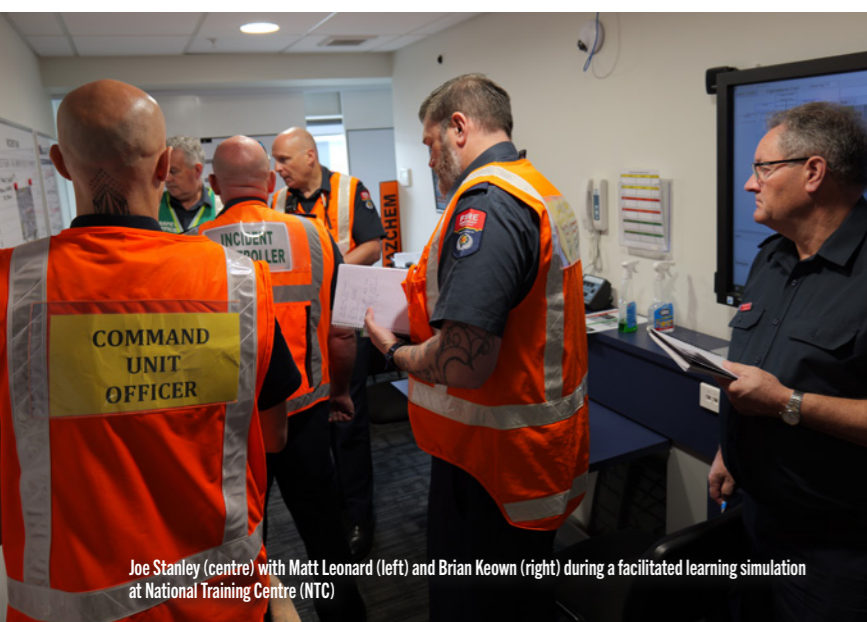
'FECA has worked with the project team to develop a really robust programme that provides assurance to the National Commander that our senior ranked officers are competent to lead our more serious incidents.'

'The Paearu Mahi assessment process is rigorous but fair, as it should be for our next generation of Assistant Commanders and Commanders.'

With the successful completion of the Paearu Mahi pilot, Learning and Development is now integrating this critical programme into business as usual. As we move forward, we are working closely with Regions and Districts to prioritise learners for the next cohorts which will commence in March and April 2025.

The residential component will take place first in June and assessments will take place in September and October. This structured approach ensures our senior ranked officers continue to develop and demonstrate the incident leadership competencies required for complex emergency responses.

You can continue to follow the future of the project and the rest of the great mahi that our Learning and Development Directorate does here.



Joe Stanley (centre) with Matt Leonard (left) and Brian Keown (right) during a facilitated learning simulation at National Training Centre (NTC)



HE MAHI TAPATAHI NGĀ WHAKANGUNGU KĀKAHU TAIPURU AHI MŌ TE WAIPOUNAMU RETARDANT TRAINING A UNITED EFFORT FOR THE SOUTH ISLAND

Everyone was seeing red at the Alexandra airfield when about thirty members of the South Island's "Red Crew" retardant cohort assembled for their annual training before Christmas.

Otago, Southland, Canterbury and Mid-South Canterbury Districts have all developed capability in the use of retardant as a wildfire containment measure and exercise together annually.

Southland Group Manager, Hamish "Grizz" Angus, said the joint training enabled members from every District, including four observers from Te Ūpoko, to benefit from the expertise of "retardant gurus" like Bruce Janes from Canterbury and Martyn Bennett from Mid-South Canterbury, who are among New Zealand's most experienced retardant practitioners.

Members of the Te Kei air cohort attended the Alexandra training day for the first time. Their involvement reinforced the important relationships between personnel "mixing up a brew" on the ground, those identifying the areas to be targeted on the fireground, and the pilots dropping retardant with pinpoint accuracy. The retardant is ammonium phosphate known as Phoschek, a colourless

fertiliser harmless to people and the environment. Red dye is added before being mixed with water so pilots and firefighters can see where it's been spread. The retardant is usually dropped from fixed wing aircraft to cover a large area quickly but can also be spread from a helicopter with a monsoon bucket or by ground crews to target a small area.

Grizz Angus says that when correctly mixed and applied, fire retardant is a versatile and efficient tool that complements physical firebreaks and containment lines created by heavy machinery. It can be applied on terrain that is difficult for ground crews to reach and can also protect vulnerable or sensitive areas with high cultural, environmental or economic values.



Mixing up the first "brew" of Phoschek, which Otago Aerospread dropped in three passes over the Alexandra airfield

ARONGA Ā-ROHE:
REGION FOCUS:
TE HIKU



Ron Devlin
Te Hiku Region Manager



‘Tautumai ki Te Hiku o te ika a Maui – welcome to Te Hiku, the tail of the fish of Maui.

A Region of extremes, Te Hiku stretches from North Cape Otou and Cape Reinga Te Rerenga Wairua in the Far North to Pukekohe, between the shores of the Manukau Harbour and the mouth of the Waikato River, in the south.

It’s a busy, complex, and ever-evolving space that our people work and operate in. I’m immensely proud of all that they do serving their communities and contributing to create an environment where everyone feels valued, safe, and supported.’

- Te Hiku is home to New Zealand’s largest city, Tāmaki Makaurau Auckland, as well as many remote rural areas.
- As of January 2025, Te Hiku is home to 592 career firefighters and 1707 volunteers.
- Age and ethnicity-wise, Te Hiku has the country’s most diverse population, which contributes to the Region’s continual growth and change. As a majority non-Pākehā city, Auckland’s growth is being driven by Pacific, Māori and Asian youth populations.
- In recent years, the Auckland Central Business District residential population has significantly reduced, while other areas in the Region have experienced growth of over 20 percent. Suburbs in the wider Auckland area such as Papakura in Counties Manukau has seen over 4,500 new homes built in the past five years, creating many new neighbourhoods. We are prioritising collaborating with our strategic partners such as Auckland Council as major transport and infrastructure projects progress across the city.
- With the growth of our Region, people are living further away from their places of work, making volunteering more complex during the standard 9-5 working day and causing smaller towns to struggle to attract dwindling numbers of locals to make up brigades.
- Te Hiku responds to the most incidents in Aotearoa New Zealand out of all five Regions. This included 4761 medical emergencies (33%), 2,665 transport accidents (29%) and 5,509 fires (29%) in the year ended June 2024.
- Each year there is a surge as some of our population moves north over the summer period. This places pressure on teams in Northland and so for the first time during the 2024/2025 wildfire season, Te Hiku had fire contractor agreements in place, resources pre-deployed to remote areas, and a small Incident Management Team ready to be stood up immediately as required.
- Te Hiku is welcoming a new Tāmaki Makaurau Auckland Local Advisory Committee (LAC) in 2025 to help deepen insights into the diverse needs of our communities.



NĀ NGĀ HAUMAKOTANGA Ā-HAPORI WHAI TOHU I WHAKAAWE
I NGĀ KAIPATU AHI O TE HIKU O TE IKA
AWARD-WINNING COMMUNITY ENRICHMENT
INSPIRES FUTURE FIREFIGHTERS IN NORTHLAND



New recruits Ayesha Neeley, Archie Stewart and Kobe Taylor, with Station Officer Roger Dephoff, are excited to start volunteering with the Brigade. Photo by Denise Piper Northern Advocate

Ko te piko o te māhuri, tērā te tupu o te rākau.
The way in which we nurture our young will determine how they grow.

An innovative cadetship programme for senior secondary school students in Northland is integrating Fire and Emergency skills, tasks and training into a New Zealand Qualifications Authority (NZQA)-accredited course that is increasing volunteers and encouraging taitamariki (young people) to become firefighters.

The Kawakawa Volunteer Fire Brigade was recognised with the Highly Commended Award in the Community Enrichment category at the 2024 Te Hiku Ngā Tohu Raukura Awards for its involvement in the Fire Emergency Services (FES) Cadets programme.

The programme began as a pilot run by members of the Brigade for Year 10 students at Bay of Islands College following a conversation that aimed to raise the profile of volunteer firefighting amongst local taitamariki.

Joining forces with the College, in 2023 the Brigade co-launched the pilot to introduce students to the principles and practices of fire safety and emergency response.

Using Fire and Emergency facilities, safety gear and uniforms, the course teaches practical skills in fire safety and emergency services, as well as focusing on skills like leadership, communication and personal growth.

The students take part in NZQA-accredited modules that can be used as credits for their National Certificate of Educational Achievement (NCEA) qualifications.

At the start of 2024, the programme was expanded to include Year 11, 12 and 13 students and has continued each term since.

Kawakawa Volunteer Fire Brigade Station Officer, Roger Dephoff, says since its inception the cadetship has demonstrated remarkable success, equipping students with essential skills and laying the foundation for a new generation of emergency services volunteers.

He says its impact is also being felt beyond the classroom, igniting a wave of enthusiasm and engagement within the community.

‘At least two parents of participating students have joined the Brigade, and others are encouraging their whānau to join too,’ says Roger.

Three students who have recently turned 16 have also joined the Brigade.

Overall, he says, the programme’s impact on the community has been profound.

‘In addition to the students’ increased skills and knowledge, it’s fostered stronger ties between the College, the Brigade, and the local community. It has not only enhanced the students’ educational experience, but has also contributed to a greater sense of community cohesion and resilience.’

Moving forward, Roger says they’re committed to maintaining the high standards of the cadetship programme and are exploring new opportunities for growth and development.

He says the Brigade will be back at Bay of Islands College this term and other Northland brigades have expressed their interest in starting their own programme.



FES Cadets at their final class for 2024.

THE LAWN BRIGADE – HE KAUPAPA AUAHA KIWI THE LAWN BRIGADE – A STORY OF KIWI INGENUITY



Eighty percent of our workforce are volunteers, and we couldn't operate without them. Self-employed volunteers and employers of volunteers are integral in helping our volunteers respond.

The Lawn Brigade is a unique case – it was founded and is run almost entirely by volunteers from the Ōmāpere Volunteer Fire Brigade.

Āmai Rawiri was born and raised in Ōmāpere, where his dad was a firefighter. After seven years living away from home, Āmai moved back and signed up with the Brigade.

At the time, the Brigade had just five operational members. Living in a small rural town means job opportunities close to home are scarce and the Brigade struggled to get new recruits.

In March 2023, Āmai and fellow volunteer Rihari Bowater-Gudsell got together to figure out how to not only create mahi for themselves, but to also bolster the Brigade's numbers and ability to serve Ōmāpere.



'We brainstormed a few ideas, and realised we both already had lawn mowers, so we thought, let's do it,' Āmai says.

The name The Lawn Brigade was settled on; a nod to them both being volunteer firefighters. By the next day, they'd booked their first job.

Fast forward to January 2025, The Lawn Brigade has nine regular employees, and the Ōmāpere Brigade has 13 members, seven of whom are employees of The Lawn Brigade.

Since its inception, the business has completed 1200 jobs, and the Brigade has responded to 64 callouts.

'It's rewarding to know we've created work for people in Ōmāpere, while also supporting the Brigade to respond.'

For other people considering becoming a self-employed volunteer, Āmai has one piece of advice: 'Go for it! You never know until you do it.'

Our Proud Employer campaign recognises our self-employed volunteers and employers of volunteers as essential parts of our support crew.

Over the past four years, we have promoted our Proud Employer mark that is used on businesses' signage, websites, social media channels or uniforms, so the public can recognise their contribution to keeping their local community safe.



Counties Manukau Senior Advisor Community Readiness and Recovery, Kirk David, operating the new Kitchen Demonstrator Unit at a community event in Ōtara, Tāmaki Makaurau Auckland.

NĀ TE AUAHATANGA I HIKI I TE ĀHEINGA KI TE WHAI WĀHI ATU KI NGĀ HAPORI INNOVATION LEADS TO IMPROVED ABILITY TO ENGAGE WITH COMMUNITIES

A quarter of all house fires start in the kitchen. They are extremely dangerous and very avoidable.

Fire and Emergency's Kitchen Demonstrator Units are a vital tool that we use to show the public just how fast a kitchen fire can spread and how to extinguish them safely.

While dramatic in appearance and good at getting messages across about kitchen fires, smoke alarms and escape plans, the Counties Manukau Community Readiness and Recovery team were finding their old kitchen was becoming something of a headache.

Large and cumbersome, weighing 2.5 tonne and twenty years old, the kitchen was becoming increasingly harder to take out into communities, particularly those that were more isolated.

Counties Manukau Senior Advisor Community Readiness and Recovery, Laura Lindsay, recognised the need to do better.



The new Kitchen Demonstrator Unit compared to the old.

'With Fire and Emergency heading down the route of smaller vehicles and reducing its carbon footprint, I knew that something smaller, lighter and safer was the answer,' she says.

Fast-forward past months of research and development, the first brand new Kitchen Demonstrator Unit 2.0 has hit the road in Te Hiku.

As well as being less than half the weight and towable by car, it has a smaller carbon footprint, is easier to clean, and has a much safer starting mechanism for creating those spectacular and eye-opening oil fires.

Since December, the new kitchen has been in action at events across Counties Manukau, and there are now also two more 2.0s on the road in Manawātū and Taranaki.

All three can now get to events that would have been too difficult to attend previously. Laura says that from the outset, the goal was to create a model that would work for everyone.

'We're currently collating feedback, but responses are overwhelmingly in favour of the new model and its specifications,' she says.

Region Fleet Coordinator, Gary Hands, says Laura and the team approached Fleet for support with the project. 'By engaging with Fleet early in the project, we were able to achieve a significant improvement from the old model that is fit for purpose, compliant and at a much more user-friendly weight first time, with no significant alternations required post build.

Working with Gary, Laura is hoping to create a standardised Kitchen Demonstrator Unit design based on the pilots' specifications, which, once approved, could be delivered to Districts to use across the motu.

Laura's mahi and success with the Kitchen Demonstrator Unit project were recognised at the Te Hiku 2024 Ngā Tohu Raukura Awards, co-winning the Safety, Health and Wellbeing category.



TE MAHI NGĀTAHI A NGĀ POKAPŪ MŌ TĒTAHI TAKE NUI CROSS-AGENCY COLLABORATION FOR NEW DRUG DRIVING CAMPAIGN

A car lies upside down on a country road. Two people are trapped in the front seats, dazed, injured... or worse. The sound of sirens can be heard in the background. A police officer rushes towards the scene, radioing in to request back up. And cut!



The production crew worked with emergency personnel on different actions and placements during the scene, taking on board our advice about how we would respond in this type of incident.

That was the scenario facing our firefighters recently when they took part in filming for a New Zealand Transport Agency Waka Kotahi advertising campaign targeting drug driving.

In 2021, 128 people were killed and 177 people were seriously injured where a driver was affected by drugs and/or alcohol. As part of the agency's ongoing focus on road safety, NZTA's new campaign shares the sobering consequences that driving while impaired from drugs can have.

Led by Papatoetoe Station Officer, Mike Brooke, firefighters from Counties Manukau filmed the ad on a rural road in Hunua, Auckland.

Rehearsals of the carefully choreographed action took up much of the time, with fine tuning of everyone's movements required to achieve a single 30-second shot, or take, to create a real-time scenario for the ad.

To ensure authenticity, Ōtara Senior Station Officer, Tony Searle, was on set as technical advisor, working closely with the director so that our people, processes, and trucks were portrayed accurately.

In addition, Counties Manukau Group Manager, Chris Delfos, was key in pre-production, arranging the two fire appliances, a rescue tender and support pump that were used.

Mike Brooke says that recreating the scene and its many moving parts was an eye opener.

'It's surprising how many people are involved in a 30-second commercial,



To ensure accuracy, two fire appliances were used for filming, a rescue tender and support pump, emulating how we would be called out to this type of incident.

the actors are just the tip of the iceberg in the whole production.'

He admits that it wasn't too arduous though, with the crew well looked after by the production crew.

National Manager Communications and Engagement, Amanda Duncan, says it is a privilege to be a part of NZTA's important road safety programme.

'NZTA is focused on reducing the number of serious crashes on our roads. Any reduction from a campaign like this has a positive flow on effect for Fire and Emergency because it means our crews will respond to fewer crashes and, hopefully experience less trauma from these sobering incidents.'

She says that any help we can provide to other agencies that are undertaking proactive mahi like this is important because it is not only whanaungatanga in action, but it helps keep our communities safe.

Thank you to everyone involved in the filming, especially our firefighters Mike Brooke, Steve Ko, Owen Pati, Abdula Hikmet, and Shan Phares.

Look out for the campaign across TV, cinema, online video, social media and website channels, or check it out here:



TE KĀPEHU, TŌ ARONGA I NGĀ WĀ UAU KĀPEHU, YOUR COMPASS FOR CONFLICT

Where there is smoke there is fire. Walking on eggshells, tension, eye rolling, muttering and silence can be signs that conflict is smouldering in your team.

Figuring out how to deal with conflict can be challenging. With many people operating at capacity, plus pressures at home, being able to address issues can feel too hard. The danger of avoiding conflict, rather than managing it, is allowing it to fester and grow, causing further difficulties.

So, what can you do? By embracing conflict as an opportunity for growth and change, you can choose to address issues early, making it easier to resolve and reducing the potential damage it causes.

Strong conflict management skills are essential. That's where we can help. You can learn and adapt these through confidential coaching provided by Speak Safe @ Fair Way. Our expert Kāpehu practitioners help you figure out the problem, what skills you might need to solve it and the actions and options that might be available so you can plan your next step. This is provided in one-on-one sessions at a time that suits you, often the next day.

Here's what people who use the service say:

"I have found this so helpful with structuring what I am going to say."

"I really appreciate being able to sense check that with you. I can't talk to the team about this, and I don't want to take it home."

"Really good service you are providing."

"Feeling so much better, so difficult when trying to think what to do, how to do it, what are my options. Thank you for listening and your time and insight."

"That has been really useful to frame my next step and lens to look through."

Get in touch: Contact Speak Safe @ Fair Way to get started and use Kāpehu to soundboard your issues with an experienced coach!

Freephone: 0800 677 697

Email: speaksafe@fairwayresolution.com

fair way
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IN DISPUTE
RESOLUTION

kia tau
YOUR EXPERTS
IN DISPUTE
RESOLUTION



**We're there for you when you need us,
with practical hands-on help and support.**

In 2023 alone, our members and their families received \$15k to help recover from the effects of a disaster.

New Zealand
**Firefighters
Welfare Society**

Proudly supporting our members & their families,
through the tough times and the good times.
www.firefighters.org.nz

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KIA MŌHIO MAI KI TŌ MĀTOU KĀHUI KAIHAUTŪ MATUA GET TO KNOW OUR EXECUTIVE LEADERSHIP TEAM

Kerry Gregory

Chief Executive and National Commander

What's one thing you are most proud of from 2024?

I am extremely proud of the work that everyone in our organisation does, either directly or indirectly, to support communities across the motu. The work we all do makes a true difference, and being the Chief Executive of Fire and Emergency is something I was proud to be every day in 2024 and will continue to be in 2025.

What was one thing you learned in 2024?

As a leader and a human being, every day is an opportunity to grow and develop, so narrowing down to one thing is difficult. The one that first springs to mind for 2024 is the importance of putting concerted time and effort into focusing on your own health and wellbeing. Life and work can be so busy, and time seems to get faster every year. You have to make the time to do the things and spend the time with those who matter most to you.

What is one thing you're looking forward to this year?

There are a lot of challenges coming our way this year, and I am excited to tackle these head-on and to move our organisation forward. We will be putting significant effort in this year to be really clear about our strategic direction, ensure

we have the right processes and systems to invest in the right things at the right time, and be more planned in our approach, continue to evolve our organisational culture, and to be really clear and defined about what operations we need to deliver and where.

What's something you'd like to do differently in 2025?

From a professional perspective, I want to spend more time ensuring Fire and Emergency is well positioned in the wider emergency management and government sectors. I want to spend more time in the Districts and also meet with key stakeholders at both a national and local level so we can work with others to better serve Aotearoa New Zealand.

From a personal perspective, I want to further embed my key lesson from 2024 and focus on the things and people who matter most.

My favourite thing to do outside of work is...

My favourite thing to do outside of work is spend time with my mokopuna (grandchild). It is incredible how much you can learn from a six-year-old child, particularly about living and appreciating the here and now.



Piki Thomas

Deputy Chief Executive
Kaupapa Māori and Cultural
Communities

What's one thing you are most proud of from 2024?

Easy – standing up our Rautaki Māori | Māori Strategy to provide safer communities for all was a proud moment. This recognises the significant amount of mahi already achieved across the organisation and lays the platform for where and how we can support safer communities.

What was one thing you learned in 2024?

The need to embrace and adapt to change – Auahatanga. The world we live in is changing at an exponential rate in every way. This is reflected in the way we're resourced and deliver our mahi. Ka mate kāinga tahi, ka ora kāinga rua or be adaptive and have alternative plans.

What is one thing you're looking forward to this year?

Continuing to be a part of an awesome organisation that is well respected and trusted by the community. And seeing the Warriors win the NRL & WNRL of course!

What's something you'd like to do differently in 2025?

Hauora (wellbeing). I often reflect on Dr Sir Mason Durie's Te Whare Tapa Whā model of holistic wellbeing (physical, mental/emotional, spiritual and social wellbeing) and am reminded of the importance of focusing on hauora. This includes my personal hauora and that of the organisation as well.

My favourite thing to do outside of work is...

I enjoy the precious time I get with my mokopuna (grandchildren) even when they go missing while under my care... but that's a story for another time.



Find out more
about our Rautaki
Māori on the Portal



Darryl Purdy

Deputy Chief Executive
Finance and Business Operations

What's one thing you are most proud of from 2024?

The huge effort everyone made across the organisation to manage our financial resources to plan in 2023/24. Fire and Emergency's business as usual expenditure that year was on budget, which is a major achievement across three quarters of a billion dollars in operating expenditure.

What was one thing you learned in 2024?

Because I commute for a couple of hours each day, I listen to a lot of podcasts, TED Talks etc. One of the things that stuck during the year was from a psychiatrist and brain disorder specialist who had looked at 83,000 brain scans! He said, 'How do you know, unless you look?' It was a reminder not to assume or presume, but to look for the evidence, find the material, and ask the questions.

What is one thing you're looking forward to this year?

Continuing the progress on improving our processes, systems, technology and work products. It's been great to look back on the changes we have made since integration, and I look forward to further improvements in the coming year.

What's something you'd like to do differently in 2025?

I would like more space in my calendar to work on things, although that is very challenging, and I have not been successful so far! Less assuming and presuming and more looking.

My favourite thing to do outside of work is...

In my downtime I'm riding the exercycle and following the American sports cycle. At the time of writing this in January, I am watching the US college football playoffs and the NFL wildcard games.



Continued on next page



KO TE HAPORI TE ARONGA NUI O TE RĀ O WAITANGI 2025 COMMUNITY AT THE HEART OF WAITANGI DAY 2025



As the sun rose over the Treaty Grounds in Waitangi, Chief Executive and National Commander Kerry Gregory, delivered a poignant karakia as part of the 2025 Waitangi Day celebrations.

Kerry's karakia encouraged peace and goodwill for all under the guidance of our ancestors. He also asked for strength and resilience for anyone who is experiencing or impacted by difficulties at this time.

His role in delivering karakia at Waitangi signals how important it is to prioritise our ongoing relationship with Māori as tangata whenua in all our mahi.

Soon after the dawn service concluded, crowds began to stream onto the Treaty Grounds where they were treated to live fire demonstrations, fire safety kōrero and encouraged to put together an escape plan by our team.

Deputy Chief Executive Kaupapa Māori and Cultural Communities, Piki Thomas, says that our presence at the celebrations at the Waitangi Treaty Grounds is a chance

to kōrero with members of the public about fire safety, risk reduction and strengthening our ongoing partnership with Māori as a key stakeholder in all the mahi we do.

'The celebrations at Waitangi are the largest national community engagement event that allows us to align our Rautaki Māori Strategy, risk reduction and volunteer attraction messaging.'

'The events at the Treaty Grounds are also a chance to connect with our Te Tai Tokerau community and deliver important fire safety messaging to them.'

It is a great privilege that we are invited to play a part in Waitangi Day celebrations every year. It's an opportunity for us to 'live' our values and acknowledge that our unity is our strength – Whanaungatanga.



Steph Rotarangi

Deputy Chief Executive Service
Delivery Design and Deputy National Commander

What's one thing you are most proud of from 2024?

In my role I'm lucky enough to witness and reflect on a lot of important and impactful mahi. It's genuinely hard to call out one thing. That said, our response to the Wairoa floods was personally special for me. Our local volunteers, specialist water teams, surge firefighters and Urban Search and Rescue crews, with their skills and can-do attitude, contributed significantly to this small Hawke's Bay community and reflected a lot of behind the scenes work across the Service Delivery Design team to enable safe and improved specialist response.

What was one thing you learned in 2024?

I've learnt a lot about training! The Learning and Development Directorate is a new portfolio for me and extremely important for enabling safe and successful Fire and Emergency operations. Thanks to the team for bringing me onboard and helping me get myself up to speed.

What is one thing you're looking forward to this year?

We are motivated in Service Delivery Design to improve frontline safety, and we have a lot of delivery planned in 2025. Improved personal protective clothing, risk reduction training, aviation contracts, incident and emergency management training, personal gas detection monitoring equipment, hazard awareness training, implementing a learning management system, improving our frontline's progression training, and a review of our required respiratory protection equipment, to name just a few projects.

What's something you'd like to do differently in 2025?

I will be aiming to provide more transparency to our frontline about our operational priorities and focus areas. Our approach to planning for future operational capability (what we do and where) is a big focus for me in 2025.

My favourite thing to do outside of work is...

Outside of work I spend as much time as I can with family, and I volunteer for a couple of quite different charities. One involves cooking meals or baking for people who need some support, and the other is a nationwide disaster relief organisation made up of former emergency service and defence personnel.



Sarah Sinclair

Deputy Chief Executive Organisational Strategy
and Capability Development

What's one thing you are most proud of from 2024?

I'm most proud of my team, and the way they leant into the many challenges of the year.

What was one thing you learned in 2024?

I learned not to assume that people know what the Branch does, or even what Fire and Emergency does, when communicating.

What is one thing you're looking forward to this year?

Delivering some key projects to support the organisation – we have a lot of things underway!

What's something you'd like to do differently in 2025?

I'd like to spend more time on things that are important, and less time on things that are urgent but less important.

My favourite thing to do outside of work is...

Professionally, my favourite thing outside of work is engineering and I make time to support a couple of industry groups.

At home my hobby is food: cooking, eating and sharing with family and friends.



Janine Hearn

Deputy Chief Executive People

What's one thing you are most proud of from 2024?

I am most proud of the progress we have made in working to create a safe, positive and inclusive environment for all of us who are part of Fire and Emergency. We still have a way to go but through the Eke Taumata team, and our amazing Advisory rōpū, we have made some great progress.

What was one thing you learned in 2024?

Patience.

What is one thing you're looking forward to this year?

Having our new payroll and Human Resources Information System (HRIS) systems well progressed, so we can implement them in 2026.

What's something you'd like to do differently in 2025?

I'd like to spend much less time in meetings, and much more time working on things that make a real and meaningful difference for our people.

My favourite thing to do outside of work is...

My favourite thing to do outside of work is spend time in my pottery studio creating ceramic works of art (well, I live in hope they turn out to be works of art but that doesn't usually happen).



Find out more
about Eke Taumata
on the Portal



Bryan Dunne

Deputy Chief Executive
Office of the Chief Executive

What's one thing you are most proud of from 2024?

I'm very proud of how we were able to show (and tell) Fire and Emergency's performance story to Parliament's Governance and Administration Committee and do so openly, frankly, and fearlessly – not once, but three times last year! We were able to show the impressive contribution that everyone in our organisation makes to our communities across the motu.

What was one thing you learned in 2024?

Check, don't assume.

What is one thing you're looking forward to this year?

Getting to meet more of our people in Regions and Districts.

What's something you'd like to do differently in 2025?

I'd definitely like to spend much less time in meetings and much more time working with teams in the Branch and across Fire and Emergency to better align what we all do to our strategic direction.

My favourite thing to do outside of work is...

Outside of work I like to participate in longer-distance rowing events. Our most recent event was a 36km race in Australia. I came very late to rowing, starting only about five years' ago. I train with a group of similar "late developers" and we are known as Dad Squad. Being Wellington based means we spend more time on rowing machines than on the water (hence I have not described training as my favourite thing).



National

TE AROMATAWAI I TŌ MĀTOU ĀHEINGA KI TE WHAKAORA I NGĀ WAKA KUA AITUĀHIA

ASSESSING OUR MOTOR VEHICLE CRASH RESCUE CAPABILITY

In November, the Equipment and Logistics team brought internal and external representatives together at the National Training Centre (NTC) to participate in a motor vehicle crash (MVC) rescue forum.

Participants included members of the United Fire Brigades' Association (UFBA), New Zealand Professional Firefighters Union (NZPFU), MVC specialists and suppliers of our rescue gear and MVC equipment amongst others.

Manager of Equipment and Logistics Capability, Rob McMahon, said the team wants to approach our MVC rescue capability in a new way – rather than focus generally on what tools we need, we should be looking at what capability we need to do the job.

'At the moment, all our pump rescue tenders (PRTs), no matter what sort of calls they get, carry the same tools: a cutter, a spreader, three rams, and hoses and a pump. We want to identify whether this is necessary and the most effective way for us to operate.

'Should we be looking at other levels of capability, such as light rescue, whereby an appliance carries the capability to pop a door to gain access to someone trapped, before the heavy tools arrive? Are there circumstances in which a truck needs to carry bigger tools than our current ones? Could we have non-PRTs deployable with equipment that is kept on station and not carried on the truck?'



Rob said the forum was also an opportunity to trial some battery powered tools provided by Holmatro, our MVC equipment manufacturer as the rescue gear market is moving towards being battery powered.

'The tools that were on show at NTC are a bit heavier and bulkier than our current ones, but they are stand-alone and do not require a hose and pump to power them. They are quieter and easier to move around. Each tool comes with a battery plus a spare and the charger would be wired into the truck and charged on station.'

Training was another aspect considered at the forum and our MVC rescue instructors and subject matter experts will be considering our training requirements and the prospect of how battery powered tools could work for our people.

'It was great to see all of the different parts of the organisation come together, including our unions and associations and supply chain partners, for an overall approach to the different elements of motor vehicle crash rescue capability,' says Deputy National Commander Brendan Nally.

'Rather than operating in silos, everyone was there together to help take us forward on what is becoming a bigger part of the job of being a firefighter, and it was clear that the people involved are dedicated and passionate about what they are doing.'

E AHA ANA TE... WHAT'S HAPPENING WITH...



KUA TĪMATA NGĀ WHAKAMĀTAUTAU Ā-WHARE MŌ TE TUKANGA PURETUMU HOU STATION TRIALS TAKING PLACE FOR NEW DECONTAMINATION PROCESS

The Decontamination Project is defining the decontamination capabilities needed for Fire and Emergency, including low/no-water solutions for Stage 2 decontamination and warm water shower solutions for Stage 3 decontamination.

Decontamination National Advisor, Ben Colbert, said Fire and Emergency's default practice is to shower anyone considered contaminated, whereas modern practice is to check for contamination, use a combination of low/no water treatments and confirm the success of the decontamination before releasing the person.

'We are trialling low/no water techniques as they will deliver better outcomes for those impacted by hazardous substance incidents. These also align to modern good practice.'

'In March and May 2024, the project conducted Working Group Trials to evaluate and refine low-water/no-water decontamination techniques. These methods are now being tested in Station Trials.'

Decontamination SIMEX

The Decontamination Project ran its first SIMEX on 28 November 2024 at Trentham Military Camp under the guidance of the Institute of Environmental Science and Research (ESR). The project team was joined by crews from Kilbirnie, Wellington City, and Thorndon Stations to conduct exercises involving Caesium-137 and Technetium-99m. These exercises simulated a transport crash involving a nuclear densometer and a fire at a research facility, requiring the decontamination of personnel and equipment involved in both incidents.



Ben said the Station Trials will assess the effectiveness of the recommended detection equipment and decontamination methods in real incidents and simulated exercises (SIMEX).

'The Station Trials started in October 2024 and will run until 30 April 2025, at Kilbirnie Station in Wellington and Napier Station in Hawke's Bay. Additional training has been provided to select supporting stations within each District, conducted by Working Group members and designated Station representatives.'

'The Trials will enable operational firefighters to use the recommended equipment and decontamination methods at actual incidents. Given the typically low frequency of hazardous substance incidents at any station, we are also incorporating SIMEX to enhance testing opportunities.'

'These Trials mark a significant shift in our decontamination practices.'

KA HAERE TONU TE WHAKAHOU I NGĀ WAKA FLEET REPLACEMENT PROGRAMME PROGRESSES

The Fleet Replacement Programme has been set up to go to market for the next generation of the Type 1 and 2 (including 4x4 version) appliances, rural single and double cab appliances and the Type 4 appliance.

The plan is to go to market in June, starting with the Type 1 and 2 pumping appliances.

Between December 2024 and February 2025, the Programme team went out to our volunteer brigades with a survey asking them for their views on their Type 1 and Type 2 appliances. We asked them what features they would like to retain and where there may be areas for improvement. This feedback will assist the programme to identify what we require in our Types 1 and 2 for the future. A big thank you to all those brigades who completed the survey.

We've recently placed an order for fourteen Type 3 Appliances. Read more here:



We will be regularly sharing progress of the programme as we go along. If you have any questions, please email fleetreplacementprogramme@fireandemergency.nz



Type 1



Type 2



Rural crew cab



Type 4

KUA TĪMATA NGĀ WHAKATIKATIKA I NGĀ WAKA WHAI ARAWHATA BODY BUILDS UNDERWAY ON OUR NEW AERIAL APPLIANCES

Late last year, our new Type 5 Large and Type 6 Aerial appliances arrived at R.A. Bell in Brisbane, Australia, and our three new Type 5 Medium appliances arrived at Fraser Engineering in Wellington for their body builds.

Work has been underway since to finalise the detailed designs of lockers, layouts, and equipment with the project team, which includes a representative from each of the five stations that will be receiving these appliances once they are built.

The locations are:

- 📍 Parnell Station (Auckland) – Type 5 Large
- 📍 Hamilton City Station (Hamilton) – Type 6 Aerial
- 📍 Thorndon Station (Wellington), Christchurch City Station (Christchurch) and Dunedin City Station (Dunedin) – 1 x Type 5 Medium each

Representatives of the project team and the five stations attended a two-day workshop at Fraser Engineering in late January to discuss key areas of refinement such as cab layout and storage.

Senior Firefighter and project team member, Adam Wright, from Auckland said it was invaluable to have everyone in the same room to make sure our requirements for the appliances are communicated clearly to the suppliers.

'We had some great discussions and made a lot of progress on nailing down what we need for these appliances.'

'Some of the issues we covered were deck access ladder handles; positioning of lights and cameras; the flow sensor on the main boom; location of driver's PPE; ventilation and drainage of lockers for fuel/wet equipment; and positioning of cab equipment.'

Adam said with almost every inch of real estate on these trucks being used, the workshops gave operations and fleet personnel the opportunity to understand each other's concerns and priorities.

'This allowed us to work towards functional solutions that allow the appliances to operate in even the most confined rescue situations.'

Dunedin City Station Senior Station Officer, Anthony O'Neill, was also at the workshop.

'It was great to firstly see these appliances in the flesh as well as be able to talk to and answer questions from Frasers.'

'From the robust and productive discussions held with Frasers and others involved in the project, I believe we all have a clear understanding to move forward.'

TE RONGO I TE HAUREHU GAS DETECTION PROJECT

Over the past year, the Gas Detection Project has delivered Ventis Pro5 personal gas monitor (PGM) equipment and training to 51 fire stations across the motu. The use of these PGMs and the data gathered from their rollout has provided valuable insights into the risks our frontline personnel may be exposed to while responding to incidents.

Over September and October 2024, a Firefighter Behaviour Study was undertaken to help validate the data captured through the ongoing use of PGMs.

Operational Engagement and Change Manager for the Gas Detection Project, Cam Grylls, said the study involved the observation of crews by an occupational hygienist via 'ride alongs' across several operational shifts, at various locations throughout the motu.

'Our firefighters were observed for location of the PGM on their personal protective clothing, the consistency of use of the monitors, and what actions our firefighters took upon a low or high alarm.'

'The results of the behaviour study combined with the data we gathered have been invaluable in helping us assess the future gas detection capability required for Fire and Emergency.'

Also delivered by the project over the last year was training on the Tango TX1 monitor to ten natural environment stations and crews for use during initial response to scrub fires or wildfire.

Cam said members of the project team were able to capture data at two natural environment long duration events when they were deployed to the Waipara/ Glenavin fire in Canterbury in September and the Bridge Hill fire, also in Canterbury, in December.

'The project team worked closely with the Incident Management Teams (IMT) to issue PGMs to firefighters, heavy machinery operators, and members of the IMT at both events. Data and observations from these events will help to inform our future capability.

'Feedback from crews using the Tangos has been overwhelmingly positive.'

The third win for the team over the past year was the completion of training in Districts on the use of the MultiRAE Lite Blue survey detector for Hazmat to detect Chlorine and Ammonia and the allocation and delivery of one MultiRAE Lite to each District.



Personal gas monitors (PGMs) are intended to monitor the environment around a worker to ensure they are not being exposed to uncontrollable gaseous hazards. At fires, this presents primarily as Carbon Monoxide (CO) and Hydrogen Cyanide (HCN) (referred to as the toxic twins), or flammable gases during a response at any incident type. Firefighters also attend medical incidents involving suicide which can involve gas poisoning by CO and Hydrogen Sulphide (H2S).

The 5-gas detector for use in the built environment (Ventis Pro5) detects carbon monoxide, flammable gases, hydrogen sulphide, hydrogen cyanide, and oxygen.

The single gas detector for use in the natural environment (Tango TX1) detects carbon monoxide.

The MultiRAE Lite Blue survey detector for Chlorine and Ammonia detection is used on Hazmat/command units.



WHANAUNGATANGA I MUA I NGĀ OHOTATA ME TE WHATUNGA HAUMARU TŪMATANUI

WHANAUNGATANGA AMONGST FRONTLINE EMERGENCY SERVICES WITH THE PUBLIC SAFETY NETWORK PROGRAMME

The Public Safety Network (PSN) programme is delivering a single nationwide secure digital radio service and prioritised cellular capability across Aotearoa New Zealand, connecting our frontline emergency services and enabling us to work more effectively together at emergencies.



Fire and Emergency is working alongside Next Generation Critical Communications (NGCC) and the other participating agencies – New Zealand Police, Hato Hone St John and Wellington Free Ambulance – as the programme continues to progress.

For Fire and Emergency, this includes replacing analogue Land Mobile Radios (LMR) with new devices that can access the PSN network, enhancing the existing tablets in appliances to include new messaging functions, deploying tablets and installing smartphones in a greater number of red fleet appliances, and providing access to PSN cellular roaming and priority for all our cellular devices through installation of PSN SIMs.

Left: Officially launching the PSN Cellular Priority service in December 2024. L to R: Next Generation Critical Communications (NGCC) Lead Entity Director, Steve Ferguson, Minister of Internal Affairs, Brooke van Velden, Minister for Emergency Management and Recovery and Police, Mark Mitchell.

Below: The technical testing team.



PSN Land Mobile Radio (LMR)

Following a proof-of-concept PSN LMR appliance installation review by Fire and Emergency PSN Operational Working Group members in September, we have installed test equipment in several of our appliances and stations in Mid-South Canterbury and our technical testing team has completed an initial cycle of equipment testing in the area.

Testing will continue throughout 2025, working towards operational trials that are currently anticipated to take place in late 2025 or early 2026.

Planning and preparation is also underway for subsequent regional migrations across the motu, starting with Canterbury and Wellington. A PSN equipment allocation policy has been developed, and the programme is now developing a regional view of allocations based on this.

PSN cellular services

Following the launch of the PSN Cellular Roaming service in 2023, the PSN Cellular Priority service was introduced late last year. This service gives phones or devices of our first responders with PSN SIMs and PSN Cellular Priority Voice (for voice calls) preferential access to the Spark and OneNZ cellular networks when there is network congestion or degradation.

Along with Police and other agencies, Fire and Emergency will migrate cell phone users to the PSN Cellular Priority Voice service in the first instance. Following further testing, we will consider migration of phones and devices to the PSN Cellular Priority Data (for cellular data sessions) service.

Personal alerting

Funding is being provided by the programme to accept an offer from Spark to extend commercial paging for three years, and to assist us to move to a system of increased use of our Availability and Messaging System (AMS) with infill paging and siren use as back-up.

A project team has been stood up to progress the project, and technical analysis is underway to identify areas that may be most affected by the removal of Spark paging. This year the team will be engaging with stations, including in-person visits, to gather feedback and verify whether data and analysis developed to date aligns with the experiences of our people on the ground.



E WHAKAHAU ANA TE WHAKATAIRANGA
HOU I TE IWI KIA MŌHIO KI NGĀ
TOHU O TE MŌREAREA AHINIWHA

NEW CAMPAIGN URGES KIWIS TO SPOT THE SIGNS OF WILDFIRE DANGER

A HOT VEHICLE ON
DRY GRASS IS A
WILDFIRE RISK

SPOT THE SIGNS
STOP WILDFIRE
CHECKITSAIRIGHT.NZ



Fire and Emergency promotes the planting of low flammability plants to help prepare for coming wildfire seasons. To make it easier for the public to select low flammability plants best suited for their property, we have released a new online plant directory, where people can search for specific plants to check their flammability or filter based on flammability rating, plant type, use, and origin.



In late 2024, Fire and Emergency launched its new wildfire campaign 'Spot the Signs, Stop Wildfire'.

Designed to become the new long-term wildfire prevention and readiness messaging platform, it encourages the public, especially land managers, and international and domestic tourists, to learn how to spot potential fire danger.

Universally understood as a system for highlighting dangers and threats, the 'signage' visual treatment is already well connected with wildfire risk in Aotearoa New Zealand through our current Fire Danger and Fire Season signs across the motu. The new campaign aims to encourage vigilance and personal responsibility and is designed to inspire action from our audiences.

The campaign features a series of images showing risky actions with a set of physical signs pointing to the risk. The messages focus on relevant wildfire season activities including mowing, vehicles in dry grass and the use of gas cookers. The 'signage' visual treatment has also been introduced across digital advertising that triggers messaging related to lighting fires and extinguishing of burn piles, based on the current Fire Season and when the local Fire Danger level is High, Very High or Extreme.

The campaign has been tested with our key audiences – farmers and lifestyle block owners – and performance will be continuously monitored.

The campaign features across print, digital, social, radio and outdoor channels including on truck backs, gas bottles and petrol nozzle tags and will run until autumn 2025.

'With 97 percent of Aotearoa New Zealand's wildfires caused by people, it is crucial that we ensure our wildfire campaign continues to get the public's attention and teach them to spot potential fire danger,' says Senior Marketing Advisor, Ashleigh Romanos.

'The new campaign prioritises the clear communication of key information, is functional, and gets to the point, keeping our audiences focused on what matters.'

The wildfire assets
can be found on the
Portal here:



KA NOHO TE PUTUNGA KŌHATU HEI
WĀHI WHAKANGUNGU MŌ TE TIRA RAPU
ME TE WHAKAORA Ā-TĀONE

RUBBLE PILE BECOMES TRAINING SITE FOR URBAN SEARCH AND RESCUE

A partnership between Fire and Emergency Southern Urban Search and Rescue (USAR) and construction company Fulton Hogan has seen a rubble pile transformed into a top-class training site.

USAR Southern Training Co-ordinator, Scott Shadbolt, says the USAR team has had access to a rubble pile at Pound Road in Christchurch for many years, as well as at other sites around the city.

'The rubble pile was a quarry that was initially excavated for sand. Fulton Hogan told us that the team was happy to move the original rubble pile to a section of their property that had already been reinstated and, if we were keen, they could build something more useful. We were indeed keen.'

'The quarry was open to many local contractors to dump 'clean fill', which includes items that are ideal for USAR such as concrete panels, pipes, and culverts. Fulton Hogan started to store these types of items instead of dumping them into the hole.'



'These free items have built the bulk of our training props. We have supplemented these with some custom-made panels to support our International Search and Rescue Advisory Group (INSARAG) classification requirements of thickness and strength of concrete.'

Our USAR team has 'heavy' team status, which it first achieved in 2015 and maintained successfully in 2024 through INSARAG's external classification system. They are tested every five years to maintain this status.

Other agencies including Civil Defence, New Zealand Defence Force (NZDF), NZ USAR Search Dog Association, and Fire and Emergency's Christchurch City crews have also used the site for training sessions.

The team has some thanks to hand out.

'We want to acknowledge and thank Squad leader, Tim Price, who has done an excellent job of coordinating Fulton Hogan resources, and Taskforce members' time and skills while respecting budgets to compile a first-class training site. Tim's sole motivation is to build a site that is effective and appropriate to train our people to do what is required.'

'The two Fulton Hogan representatives who have treated us so generously are Quarry Manager, Ross Debenham, and Loader Driver, Graham Poole. While the company in general has been outstanding in every way with their support of USAR, these two have been constantly available and generous with their time, and their support has been the difference to making this so successful.'

'While the USAR Southern Team use this site often, we also look forward to sharing it with all our USAR teams for any other training as and when appropriate,' says Scott Shadbolt.

New Zealand Defence Force (NZDF) thanks Fire and Emergency for use of Pound Road in Christchurch.

Late last year, the NZDF used the Pound Road facility for their annual Medic Match. This event saw 20 competitors from across the NZDF and the Australian Defence Force compete for three days in a variety of physical and mental challenges. Following the Medic Match, Lieutenant Colonel Glen Whitton wrote to Scott Shadbolt:

'I would like to pass on my sincere thanks for your invaluable support during Medic Match 2024. Thanks to your contribution, I am confident that the events and activities this year tested the competitors to the fullest extent of their abilities ... the USAR training centre activities were excellent.'

Learning and Development Acting National Manager Nick Pyatt says he is pleased to see innovative training methods used to further the skillset of our USAR personnel.

'Opportunities to conduct offsite training are crucial for our people to carry out realistic scenario training. Innovations in training delivery that contributes to our success is a win for Fire and Emergency and the communities we serve.'

The fact that the site will be used by USAR teams around the motu is an example of Whanaungatanga in action. We are at our best when we build strong partnerships and share our successes with others.'

**COOKING ON AN
UNSTABLE SURFACE IS
A WILDFIRE RISK**

**SPOT THE SIGNS
STOP WILDFIRE**

CHECKITSAIRIGHT.NZ

