40704 Support strategic communications and public information management during response leadership

Kaupae | Level	5
Whiwhinga | Credit	2
Whāinga | Purpose	This skill standard is for people actively involved in CDEM with existing leadership experience who require preparation for response leadership roles, such as response manager, controller, or recovery manager at the local, regional, or national level.
	People credited with this skill standard are able to support the communication requirements of response leaders including strategic communication at governance level and public information management (PIM).
	This skill standard can be used for assessment within programmes across the Emergency Management sector.

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako | Learning outcomes	Paearu aromatawai | Assessment criteria
1. Examine the communication requirements of response leadership.	a. Analyse and evaluate the communication requirements of different stakeholders throughout the response phases.
	b. Compare public information management and strategic communication requirements throughout the response phases.
2. Outline the development and implementation of strategic communications during a response.	a. Explain the purpose of strategic communications during a response.
	b. Identify strategic communications methodologies.
	c. Identify the role of response leaders in the development and use of strategic communications initiatives.
3. Recognise the role of response leadership in public information.	a. Describe effective public communications during a response.
	b. Outline the role of response leaders in public information during a response.
	c. Demonstrate ability to work with the media during a response.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

• This standard may be assessed in simulated conditions.

• A critical part of leading response in Aotearoa New Zealand is knowledge of and commitment to working with iwi Māori. Assessment of this skill standard must be underpinned by leadership principles and practices reflective of Te Tiriti o Waitangi, to ensure that the indigenous status of Tangata Whenua and the role of Tangata Tiriti are understood.

• Learning outcome 3 must include consideration of communication with iwi Māori.

Ngā momo whiwhinga | *Grades available*

Achieved.

Ihirangi waitohu | Indicative content

Communication requirements during the response phases.

• Stakeholders and their needs during the response phases.

• Lines of communication required for the response level.

• Response leader's role in all communications.

Response leader's role in strategic communications.

• Purpose of strategic communications.

• Strategic communication methodologies.

• Evaluation of case studies.

Response leader's role in Public Information Management (PIM).

• Role of the media.

• Emergency communication methods.

• Local iwi comms, iwi/Māori radio stations, Whakaataa Māori, Te Karere, social media platforms that exist within local iwi and Māori providers.

• Local iwi representatives to tailor messaging.

• Desired outcomes of PIM.

• Consequences of poor PIM.

• Analysis of scenarios.

Rauemi | Resources

Where the resources have been updated, please refer to the latest version.

• NEMA. (n.d.). Public information management. https://www.civildefence.govt.nz/cdem-sector/guidelines/public-information-management.

- New Zealand Government. (2019). Coordinated Incident Management System (CIMS) (3rd ed.). https://www.civildefence.govt.nz/resources/coordinated-incident-management-system-cims-third-edition.
- MCDEM. (2013). Public information management: Director's guidelines for Civil Defence and Emergency Management groups. https://www.civildefence.govt.nz/assets/Uploads/documents/publications/guidelines/directors-guidelines/14/13-pim/dgl-14-13-public-information-management-V2.pdf.

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa | Standard Setting Body	Toitū te Waiora Community, Health, Education, and Social Services Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai | DASS classification	Community and Social Services > Civil Defence Emergency Management > Civil Defence Emergency Management Response
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga | CMR	0223

Hātepe | Process	**Putanga |** Version	**Rā whakaputa |** Review Date	**Rā whakamutunga mō te aromatawai |** Last date for assessment
Rēhitatanga | Registration	1	24 July 2025	N/A
Kōrero whakakapinga | Replacement information	N/A		
Rā arotake | Planned review date	31 December 2030		

Please contact Toitū te Waiora Community, Health, Education, and Social Services Workforce Development Council at qualifications@toitutewaiora.nz to suggest changes to the content of this skill standard.