

1 EMERGENCY CONTACT PROCEDURE

1.1 Duties of the Emergency Contact Duty person

This is a description of what is involved when a person is the Emergency Contact for the weekend:

- The Emergency Contact Duty Person will ideally be a club member who is on duty for the weekend of the tramps and must be contactable most or all of the time, in particular on Sunday night when trip leaders will be calling/sending a txt to say their group is out safely.
- You should not be doing a remote day walk or anything else that could potentially involve you needing rescuing yourself.
- The Emergency Contact Duty Person receives the Intentions sheets by email from all trip leaders by Thursday night. The plans should include the PLB letter, good weather plan, alternative plans and the emergency contact numbers for all people on the trip. (Do not be afraid to chase this up, if a leader doesn't get in touch by Friday lunch time). Give the Emergency Contacts Co-ordinator a call if you need help chasing up leaders for their intention forms.
- The Emergency Contact Duty Person should retain a copy of this information at home (with them at all times, this can be in the form of an email as long as you can access the information quickly if you are out and about).
- The people on the trip would give the Emergency Contact Duty Person's details to their family/flatmates. This is who should be rung if there is an incident or party is late returning to Wellington.
- The leader may decide to change the trip plan on Friday night. Where possible, the leader should make a call to the Emergency Contact Duty Person, to inform them of the change of plan.
- **If an incident arises, follow the procedures set out below.**
- Never speak to the media without consultation of the committee. Say you can't talk right now, take their numbers and say a committee member will call them back.

Club Committee Contacts :

Role	Name	Phone	Email
President			president@wtmc.org.nz
Vice President			vicepresident@wtmc.org.nz
Chief Guide			chiefguide@wtmc.org.nz
Assistant Chief Guide			assistantchiefguide@wtmc.org.nz
Emergency Contact Coordinator			emergencycontacts@wtmc.org.nz

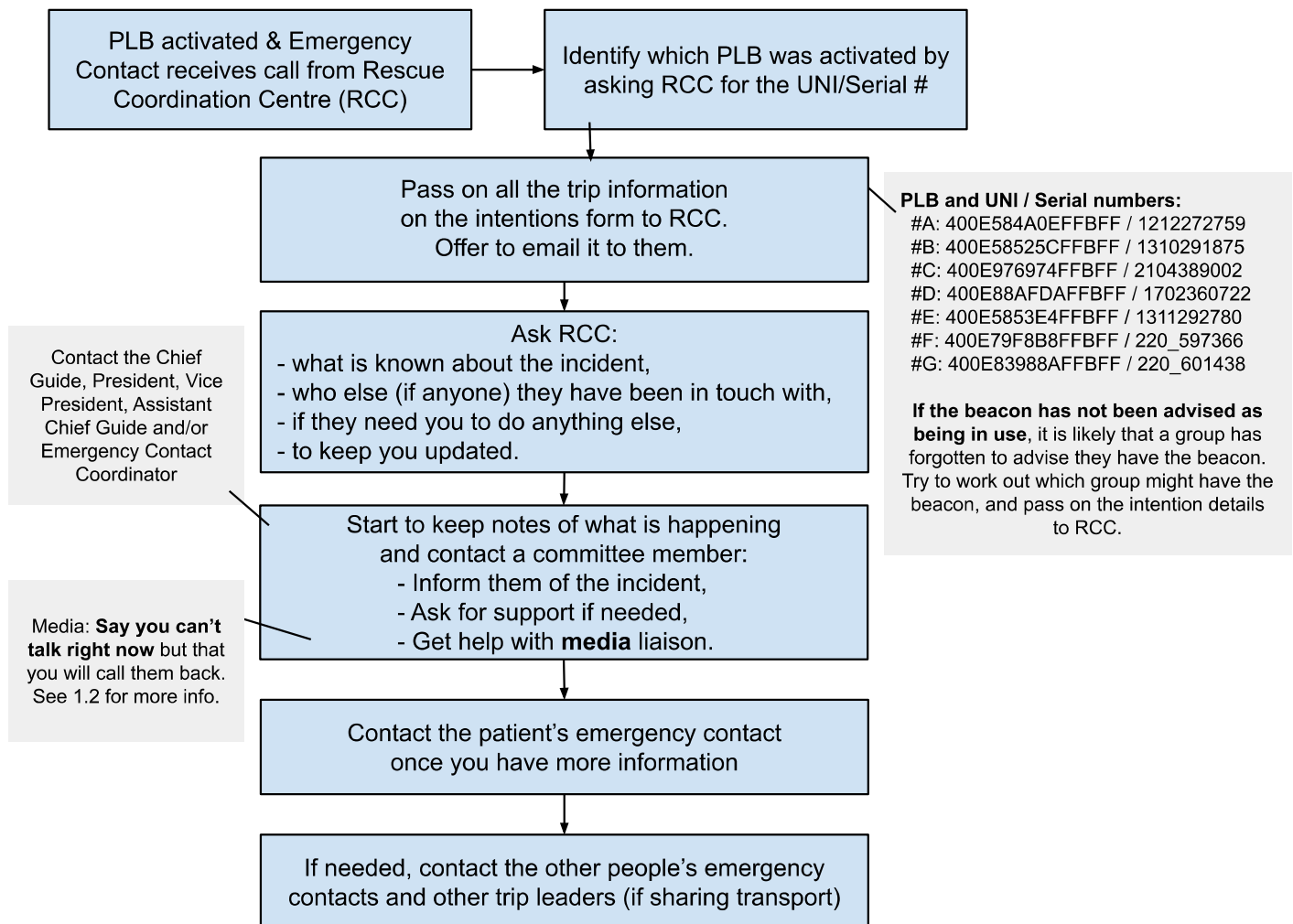
1.2 Calls from the media

What to do if the Emergency Contact is called by the media:

1. **Say you can't talk right now**, but that someone from the club will call them back.
2. **Get their contact details**, who they are working for + what type of media, what they want to talk to you about and when their deadline is.
3. **Buy time** - They will likely press you for information on the spot, but be clear that you can't talk right now. (This is to buy you time to contact others, understand what the situation is and prepare the key messages).
4. **Let the Committee know the details** (i.e. President, Vice-President, Chief Guide or Assistant Chief Guide) and they will pick up the enquiry from there.

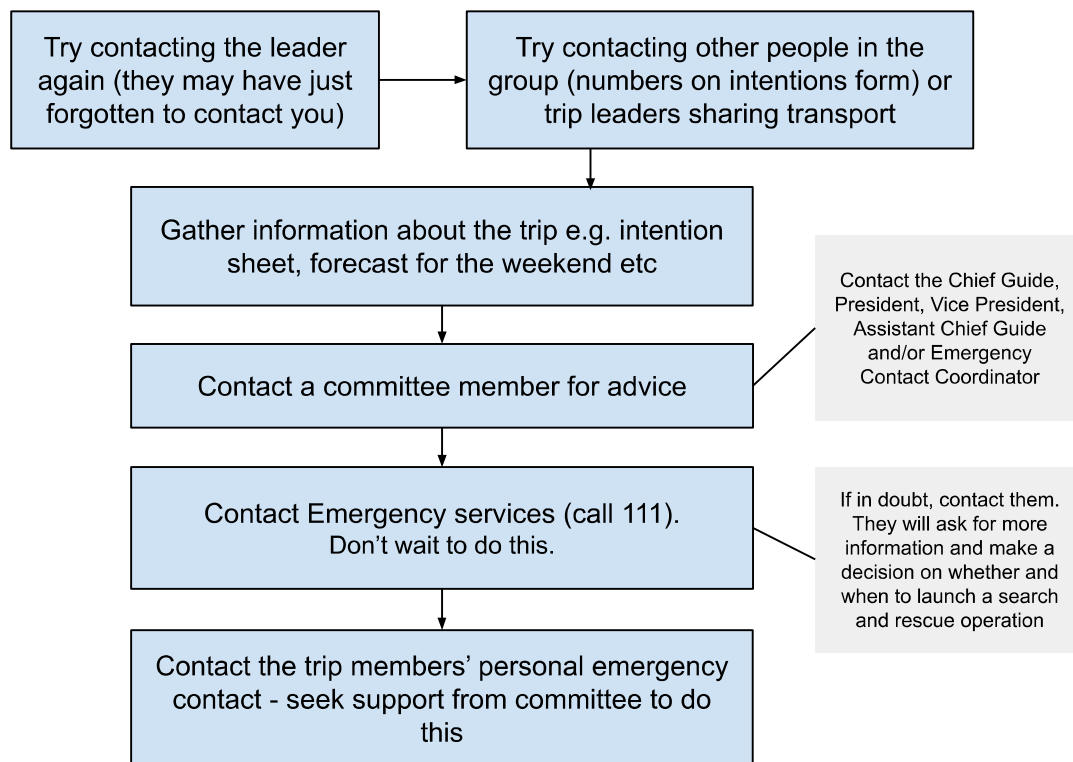
1.3 PROCEDURE FOR PLB ACTIVATION

What to do when a PLB is activated and rescue services get in touch with the Emergency Contact.



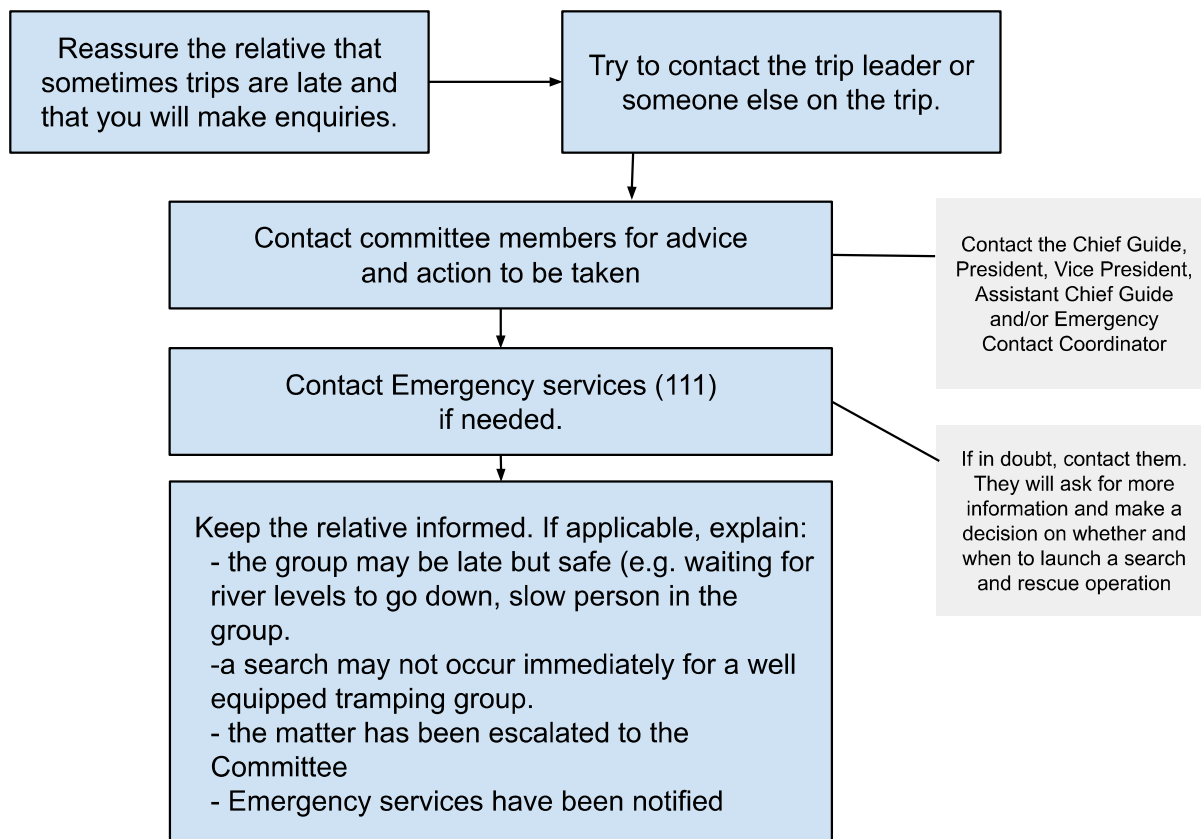
1.4 PROCEDURE WHEN A GROUP IS OVERDUE

What the Emergency Contact should do if they haven't heard from a group by the Raise the Alarm Time OR if the group missed the transport meet-up.



1.5 PROCEDURE WHEN RECEIVING A CALL FROM A CONCERNED RELATIVE

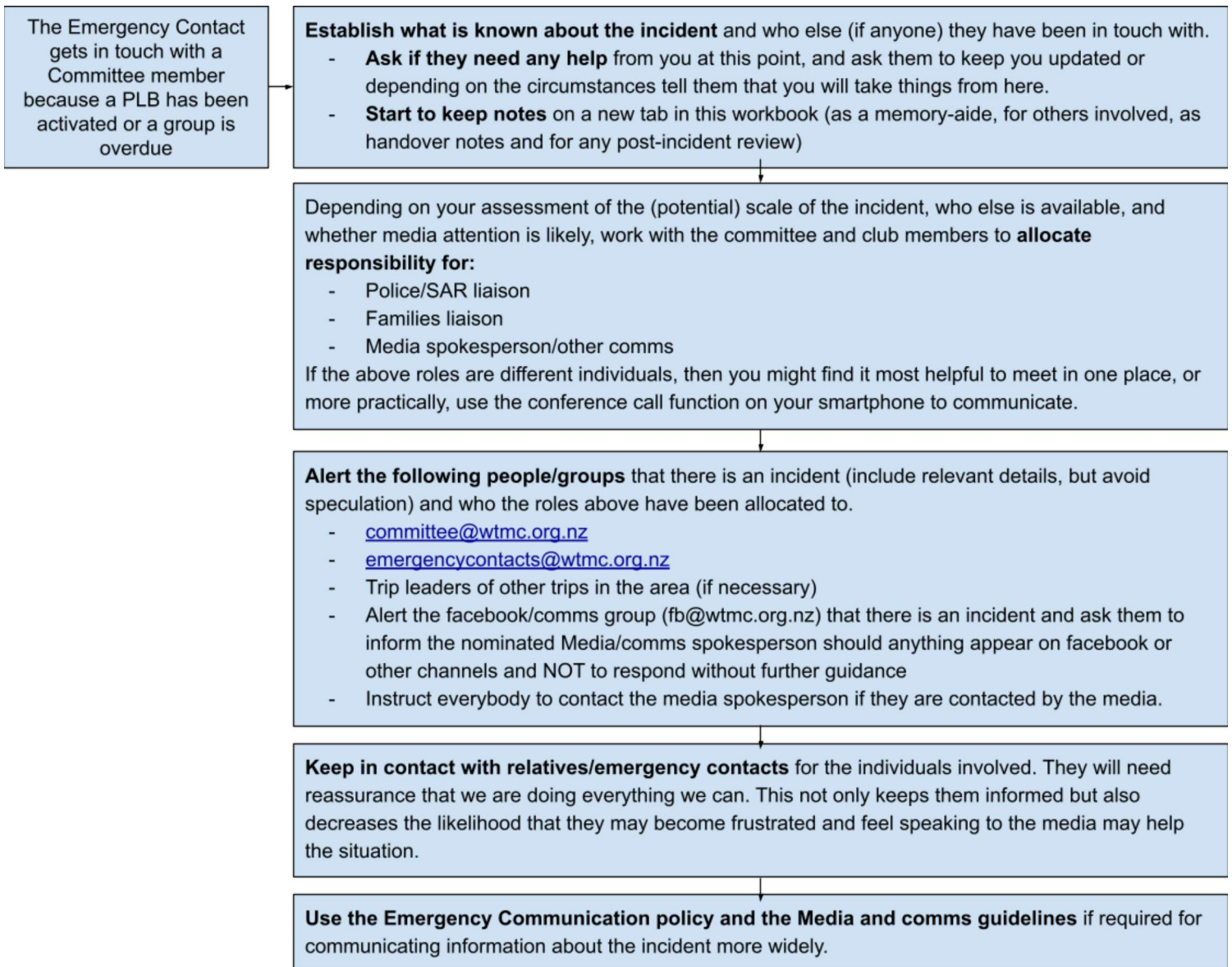
What the Emergency Contact should do if a family member or friend calls because they haven't heard from the person they know on the trip.



2 COMMITTEE EMERGENCY PROCEDURE

2.1 Incident management procedure for Committee members

This procedure provides information for WTMC committee members or wider members which may be of help should an incident arise.



2.2 Things to be aware of:

- The Emergency contact for the weekend may be the least experienced or knowledgeable about the club and therefore is not expected to manage an incident.
- Their role is to provide emergency services with information about our trips out on a particular weekend. All the information they need for this should be provided by trip leaders in the Trip Intentions sheet.
- Because most of us like to be out tramping at the weekends, it is not possible to nominate the role of incident manager, media spokesperson etc to any one individual. It will be a case of who's available at the time.
- It is therefore important that our systems are flexible enough for whoever is available at the time of an incident to have the information and skills they need to manage it. This comes through having a system in place.

3 EMERGENCY COMMUNICATION

3.1 Purpose

To coordinate our response to emergency incidents involving both club members and other outdoor users.

3.2 Context

- The way that we manage both media and social media comments can have a significant impact on our reputation.
- There are many scenarios where we could be asked for comment by media or posed questions by members of the public. They could include:
 - An outdoors incident that we have no involvement in
 - An outdoors incident where our members are witnesses or responders
 - An outdoors incident where our members are at risk or victims
 - Complaints relating to the driving of club vehicles
 - An accident involving a club vehicle
- Media or concerned members of the public may try to contact the club by multiple channels that are all managed by different club members. It's important that a consistent response is provided.
- Club members who are contacted may not be sure how to respond to a situation or who on the committee they should ask or inform. In terms of media, club members may not be used to dealing with the media and unaware that anything they say to a journalist is on the record.
- The emergency contact person sits at the centre of our emergency coordination system

and needs to be in the loop, as do key committee roles. It's important that the President/VP/CG have access to the emergency contact's roster so they can look up who is on it.

- Media spokespeople should hold a committee role and have received media guidance or training before doing an interview. There are several people in the club with professional media management experience who can provide advice.

3.3 Objective

Our response to any crisis situation positions the club as credible, competent and caring, and has a positive effect on our reputation.

3.4 Stakeholder analysis

<i>Stakeholder</i>	<i>Stake</i>	<i>Channel</i>
Media	Want strong stories, details, facts, colour Have tight deadlines	Reactive queries Facebook Proactive media releases
Public	May be concerned about safety of members they have come across May be concerned about driving of club vehicle May have a personal stake in an issue that we have been asked to comment in (eg family of victim) Generally concerned about the safety of people in the outdoors	Media Facebook Emails via website Website forum
Members	Concerned for reputation of the club Want to be kept informed about any media/public issues	Newsletter Website Club night announcements Facebook
Loved ones of members	May be concerned in the event of an incident	Emergency contact system Media Facebook
Club committee and people in other roles	Want to effectively manage the reputation of the club May be unsure of what to do if an incident occurs	Committee meetings Emails Phone calls/texts

3.5 Strategy

That key people know what to do:

1. ***Agree process and roles*** - see flowchart below.
2. ***Make sure everyone understands their role*** - and include this in handovers
3. ***Practice*** - run a desktop/simulation/media training session every couple of years, the first one in 2017.

3.6 Spokespeople

- The President is the primary spokesperson- if the President is not available, the Chief Guide or Vice President are the spokesperson. Another committee person should also be designated a backup spokesperson, in the event that none of these people are available.

3.7 Key Roles

- President
- Chief Guide
- Vice President
- Back up spokesperson
- Facebook admin
- Webmaster
- Emergency contacts coordinator
- Club members with professional media expertise

Contact the Communications Officer (communications@wtmc.org.nz) for the current contact details.

3.8 Basic media tips

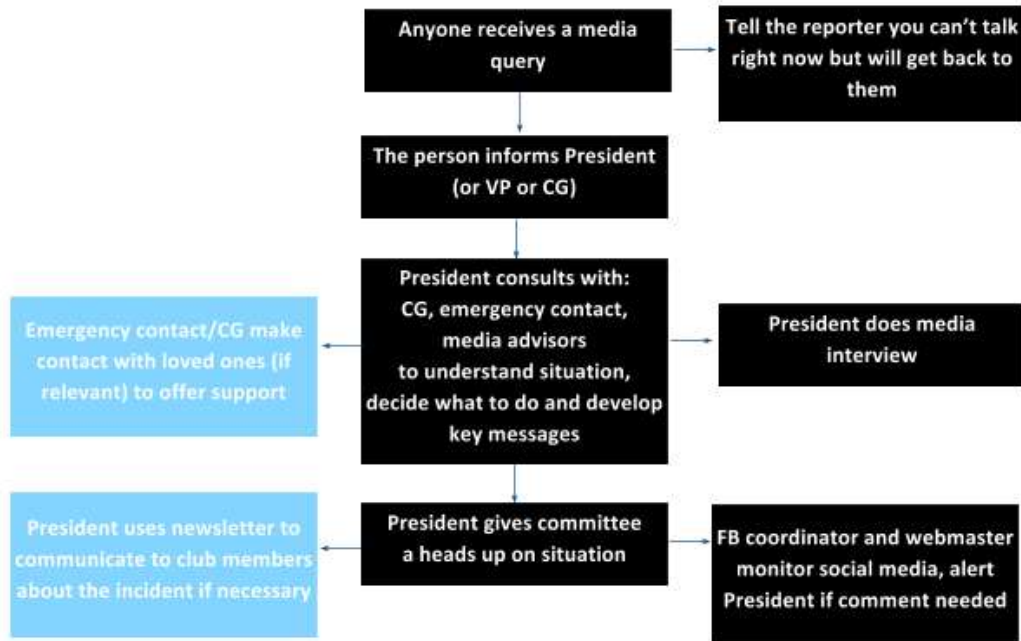
- Remember that anything you say to a journalist is on the record. If you receive a phone call from a journalist, always say that you can't talk right now/need to check up on this, but will give them a ring back very shortly. Get their name and details.
 - At this point, It can also be useful to ask the journalist: what their deadline is, who else they are talking to, and what kinds of questions they are interested in asking. However, do not let the act of asking these questions draw you into discussion. When they ask questions, just repeat that you'll give them a ring back shortly.
 - If they keep asking questions, just repeat this politely. Never say anything to a journalist off the cuff – always take the time to prepare your thoughts and check in with others.
- Talk to other key people and agree whether you should do an interview. In some situations, it might be better not to do an interview. However, if the club bears some

responsibility for the situation, then not being visible in the media also carries a reputational risk. Talk through all these implications before you make a decision.

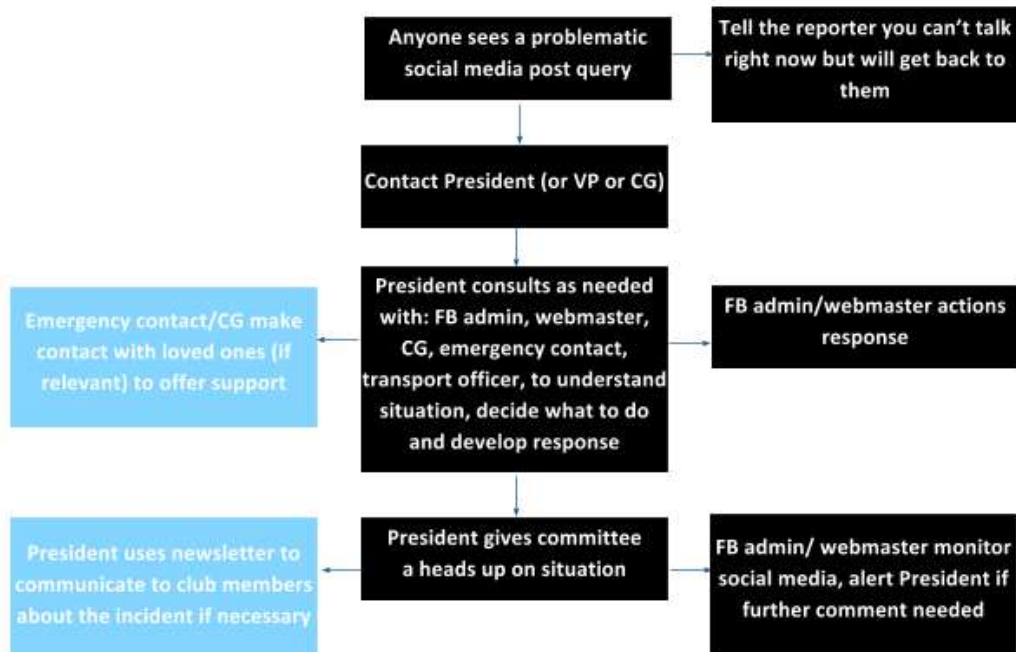
- If you decide to do an interview, discuss what your key messages need to be. This is a very important step.
- When you ring the journalist back and do the interview:
 - Always acknowledge the people affected/their loved ones first.
 - Don't speculate or make judgments. Immediately after an incident, the facts will be unclear. Speculation is painful for the families of those involved and detracts from the club's credibility.
 - Repeat yourself. If you don't have anything to say in response to a question, just repeat your key messages. Never say 'no comment', you sound guilty or like you have something to hide. Instead, just repeat a key message.

3.9 Processes and Roles

Media queries



Social media post



4 MEDIA AND COMMS GUIDELINES

WHAT TO DO IF YOU GET CALLED BY THE MEDIA

- **Say you can't talk right now**, but that you can call them back.
- **Get their contact details**, who they are working for + what type of media, what they want to talk to you about and when their deadline is
- **Buy time** - They will likely press you for information on the spot, but be clear that you can't talk right now. (This is to buy you time to contact others, understand what the situation is and prepare the key messages that you want to share on behalf of the club).

4.1 Guidelines

- Media engagement is about maintaining the club's reputation.
- In general, as a club we do not want to engage in responding to media commentary eg Stuff comments or other social media comments.
- However, if there are comments on our website forum, or Facebook page we may choose to respond directly or more likely make a more general statement to make it clear we are managing an incident
- In general, information about the incident should only be shared with individuals who need to know. All some individuals need to know is that there is an incident which is being managed - this allows them to let the incident manager know if they are contacted eg by a journalist or through facebook etc.
- **Do not share names of individuals** (or other confidential/sensitive information eg medical) involved with the media, or anyone other than police and their emergency contacts, and the WTMC committee members managing the incident
- The good outcome from any media interaction is to have maintained (or enhanced) the reputation of the club.
- Be wary when talking to a journalist or reporter - anything you say is on the record so don't comment off the cuff. Expect to see anything you say published.
- It is fine to keep repeating yourself - don't feel pressured to make off the cuff comments.
- Remember journalists don't (or are unlikely to) know anything about tramping, so you need to consider your audience. Some standard club activities will appear very extreme to them (and to their audiences)!
- Bridge back to some of the standard lines about the club/incident if you are faced with a question you can't or shouldn't answer.
- The first interaction with media is crucial as anything you say will likely be used repeatedly even as more information comes to light.
- We can't control what others say to the media (eg other clubs, family members of those involved etc) but keeping in touch with family members of those affected can reduce the likelihood that they feel that going to the media will help the situation, or of them being negative in media comments.

Standard lines you can use when speaking to the media

- What's really important is that we focus on the individuals involved. Our first concern is for their safety.
- Our role is to work with the emergency services to provide any information and assistance we can.
- At the moment, we're really focussed on ensuring the police have all the information they need to manage the incident.
- Our first concern is for the safety of everyone involved.
- Once we know what's happened, we'll be taking a look at our systems and processes to see if anything needs to change.
- We don't have all the facts at the moment, so I am not able to say. The important thing to focus on is that we're working with the Police and Search & Rescue to provide any information and assistance we can.
- We have safety and emergency systems in place and these have worked well in this situation

General facts that can be shared with the media

You may be able to provide generic information about the club, which gives the media information but avoids speculation about the particular incident unfolding. For example:

- WTMC has over 600 members.
- We are a tramping club, with a long history of supporting adventure in the outdoors
- We have trips running every weekend, to destinations mostly in the lower North Island
- We have an emergency contacts system in place, and parties on club trips carry locator beacons and other safety equipment (first aid kits, flares etc)
- We are a tramping club. By nature our members spend a lot of time tramping. It's common for there to be two or three groups out on club trips every weekend.

'Template' for a standard WTMC media statement

- Once we have a reasonable understanding of an incident then it may be appropriate to put out a statement eg on our website or on the Facebook page especially if there has been media and/or public attention/interest in the matter.
- This can help stop speculation, and shows our followers that we are dealing with the situation.
- Below is an example statement which can be adapted for a particular situation:

“A club PLB was activated on Sunday evening. Our emergency contacts system was activated and the police have been coordinating a search.

The group has now been located. Two members of the party were helicoptered out this morning and the other two party members are walking out today.

Our emergency contacts system worked well to manage this incident. Once we know more details about what's happened, we'll be reviewing our systems and processes to see if there's anything that we can learn from this weekend.

Thanks to everyone involved in this incident.”

Basic key messages

An outdoors incident that we have no involvement in:

- Our thoughts are with the victim/the victim's loved ones.
- At the moment it's not clear what happened.

An outdoors incident where our members are witnesses or responders:

- Our thoughts are with the victims/the victims' loved ones.
- When our members came across this incident, they did everything they could to help.
- At the moment it's not clear exactly what happened.

An outdoors incident where our members are missing/unaccounted for:

- We have an emergency contacts process so that we know when our trampers are overdue.
- We are in contact with SAR about next steps.
- At the moment it's not clear exactly what has happened.

An outdoors incident where our members are victims:

- At the moment our first priority is supporting those involved/the loved ones of those involved.
- We'd like to thank everyone involved in responding to this incident – SAR etc.
- It's not clear exactly what happened at this point. Our focus right now is on helping those involved.
- Later, when the facts are clear, there will be time for looking at policies and processes and what we can learn.

Complaints relating to the driving of club vehicles:

- We take feedback about our driving very seriously.
- Safety is our top priority.
- We'll be looking into what happened here and following up with those involved.

An accident involving a club vehicle:

- Our first priority is supporting those who have been hurt/the loved ones of those involved.
- At the moment it's not clear what happened.
- Once we know what happened, we'll be looking into what we can learn from this situation and whether any of our processes need to change.