

Lessons learned from one of New Zealand's most challenging civil engineering projects: rebuilding the earthquake damaged pipes, roads, bridges and retaining walls in the city of Christchurch 2011 - 2016.

Business support programme examples

Story: Business Support Campaign

Theme: Communications and Community

A document containing examples of items and activities SCIRT implemented as part of the programme to support businesses affected and disrupted by SCIRT central city rebuild work.

This document has been provided as an example of a tool that might be useful for other organisations undertaking complex disaster recovery or infrastructure rebuild programmes.

For more information about this document, visit www.scirtlearninglegacy.org.nz



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Rebuilding earthquake damaged roads,
water, wastewater and storm water pipes.

Business support examples

The following items display the 'heart cone' icon which was especially developed as part of the business support campaign.



Above: Milestone 'stamp' used on work notices, advertising, editorials etc as a way to promote positive progress and ensure the community understands that 'we are getting there'.

Above: Shopping/carry bags provided to businesses to give to customers – promoting support for businesses affected by SCIRT rebuild works.



**GO THE EXTRA MILE
FOR BUSINESSES AFFECTED
BY REBUILD ROADWORKS**



Above and left: Bumper and other stickers designed for businesses to give out to customers to encourage awareness of businesses affected by SCIRT rebuild works.

Rebuilding earthquake damaged roads, water, wastewater and storm water pipes.

Business support examples—continued



Above: Signage developed to place around the perimeter of the city to encourage the public to come into the city and support businesses, despite the disruptive environment (detours and delays) due to SCIRT rebuild works.





Programme funded by
 Christchurch City Council
 New Zealand Government

Central city: Update

- From October, infrastructure work will intensify in Christchurch's central city.
- This is critical work for wastewater, fresh water, storm water, road networks and bridges.
- It's a huge task on a scale never seen before in New Zealand.
- There is a plan: everyone is working together to rebuild our central city.
- You'll see dozens of SCIRT work crews in the central city as work ramps up.
- We ask for your patience as you drive through the city or stop to shop.
- Key agencies are working to keep traffic moving. Plan ahead, stay informed and allow extra time. Find out the latest traffic information at: transportforchristchurch.govt.nz



The central city is open for business during the rebuild.
Be part of it.

We encourage you to make the extra effort to support central city businesses.

Email info@scirt.co.nz or phone 941 8999 | Twitter @SCIRT_info #chchtraffic
 Maps and works in your area www.strongerchristchurch.govt.nz










Above: Example of newspaper advertising. The focus is on the key messages around:

- what is happening in the city to prepare the city users for upcoming disruption
- encouraging the local community to support businesses.

Left: SCIRT Communication Team staff attending a Central City public open streets event wearing 'heart cone icon' branded shirts.