

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

Business Support Campaign Story:

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.



















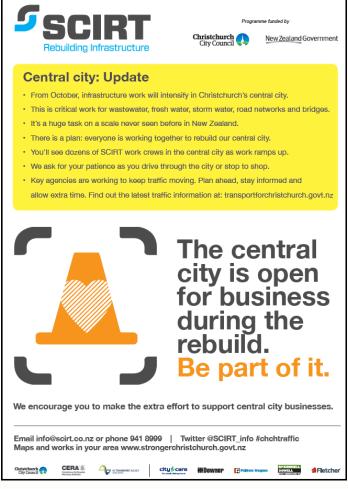
Rebuilding earthquake damaged roads, water, wastewater and storm water pipes.

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.





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.















