July 2025

AF8®

ALPINE FAULT MAGNITUDE 8

Year 9 Report

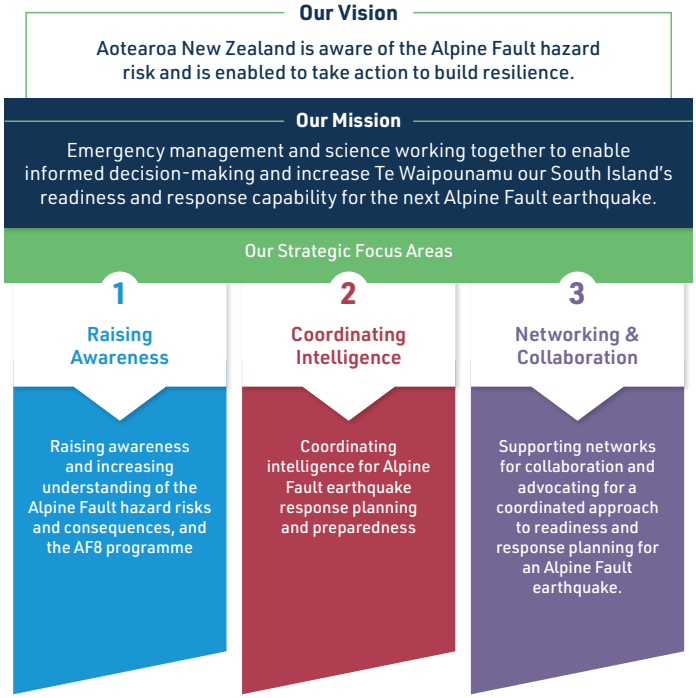
We can't predict earthquakes, but we can prepare for them.

Contents

Image: Dr Rob Langridge (GNS Science) presents the AF8 Scenario in Richmond (May 2025).

Overview

This report summarises the AF8 Programme activities for Year 9 (July 2024 – June 2025) across the programme's three Strategic Focus Areas (SFAs) of the AF8 Programme Strategy 20222-25.



It has been another busy year for the programme, with much of our time being dedicated to the planning, development and delivery of our fourth AF8 Roadshow – which again has proved very popular, drawing our biggest audience numbers to date, at both the public talks and school visits.

The continued growth in attendance numbers and the increasing interest in proactive preparedness advice and actions, demonstrates how regular, collaborative, two-way engagement initiatives (like the AF8 Roadshow) can build trust, enable conversations about hazard risk and increase our collective preparedness for future events. A full project report on this year's AF8 Roadshow 2025 is included as an appendix to this Annual Report.

While the growing popularity, reach and impact of the AF8 Roadshow has keep us wonderfully busy in all the best ways, it has also meant some delays in the delivery of other programme activities and products. However, despite this, we have continued to make progress. The AF8 Research & Readiness (R&R) Hub, which was soft launched in late-August 2024, has been updated based on feedback from our partners and will be ready for it's public launch in September 2025. Our new AF8 Communications & Engagement Framework & Consistent Messaging Guide are currently in their final review with the AF8 Public Ed & PIM group. These documents mark a smarter, more joined-up approach to communicating and engaging people with the AF8 Scenario, and the science and emergency management experience that informs it, across the AF8 Partner Network. Once approved and adopted, they will be closely followed by the publication of an accompanying AF8 Public Education Toolkit to support the implementation of the Framework and Guide.

As Year 9 comes to end, as does our AF8 Programme Strategy 2022-25. Development of a new strategy, looking at the next 3-10 years of the programme is underway, led by the AF8 Steering Group. Alongside this, and AF8 Research Plan 2025-2035 is also being developed, drawing on the collective outcomes of our AF8 Science-to-Practice workshop we held at the University of Canterbury in September 2024. The AF8 Research Plan is led by Dr. Tom Robinson (AF8 Science Lead), and outlines the intended AF8 project research focus for the next decade (2025-2035).

Last, but not least, our programme manager, Alice Lake-Hammond was awarded the QuakeCoRE Director's Award for her work in supporting and sharing the programme's research and it's researchers over the past 7 years. And, in November 2024 we were thrilled to be awarded the EMPA Excellence Award for Readiness & Resilience with our partners Te Rūnanga o Ngāi Tahu, for our co-produced film and social media campaign – *Kauraka e Mataku, Kia Takatū! Don't be scared, be prepared!*

Thank you all for your ongoing support and collaboration of the AF8 Programme, as we move into our 10th year! What began as a 1-2 year project in 2016 has grown into an ongoing programme of work, largely thanks to the dedication and commitment of our South Island emergency management groups, their local and regional authorities, our science partners, and the communities across the South Island who show up to support, learn, share and take action. Big thanks, ngā mihi nui, to you all!

Strategic Focus Area #1: Raising Awareness

Raising awareness and increasing understanding of the Alpine Fault hazard risks and consequences, and the AF8 programme.

AF8 Roadshow 2025

Sponsored by the Natural Hazards Commission Toka Tū Ake.

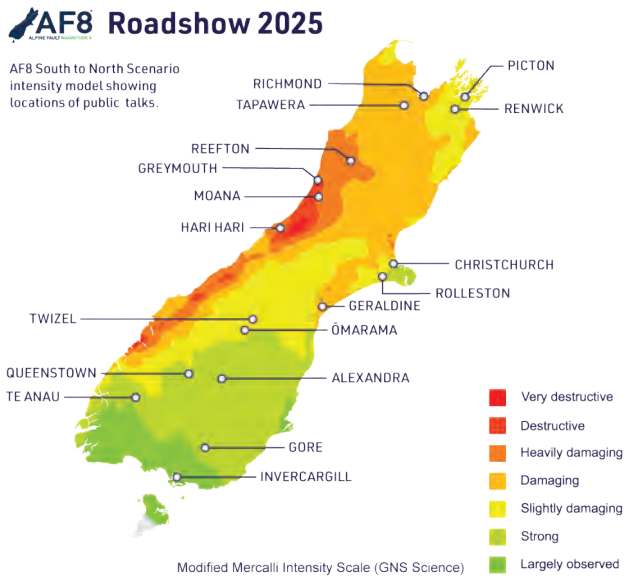
The award-winning AF8 Roadshow runs every two years, with awareness of this initiative and audience numbers growing with each tour, demonstrating the value and impact of this initiative in raising awareness and increasing our preparedness for emergency events in the South Island.

This years tour, our fourth, visited 20 communities over 7 weeks (April-May 2025), presenting 20 public talks and 14 school sessions. Although this was four less talks (plus one extra school) than 2023, we attracted our biggest audience numbers to date and shared Alpine Fault science directly with a total of 4,411+ people. By comparison, that equates to 1200+ more than our 2023 tour, and nearly twice as many than our inaugural tour in 2019.

The figures below show the growth trend in audience number over four AF8 Roadshow tours (Fig 1), despite a reduction in events since our last tour (Fig 2).

This success of the AF8 Roadshow is the result of a real team effort between our science and emergency management partners to share our collective knowledge with communities and help them make informed-decisions to be better prepared for any future events.

Ngā mihi nui, big thanks to everyone who has supported and contributed to the AF8 Roadshow over the last few years, you are making a difference!



> *"The team were knowledgeable, good at working with the local civil defense and showed they are on the same page. They left very little questions but were able to deliver in a short time a lot of interesting information - audience member.*

A full AF8 Roadshow 2025 report is included as an Appendix to this Annual Report (see page 12).

Fig 1: AF8 Roadshow audience numbers 2019-2025

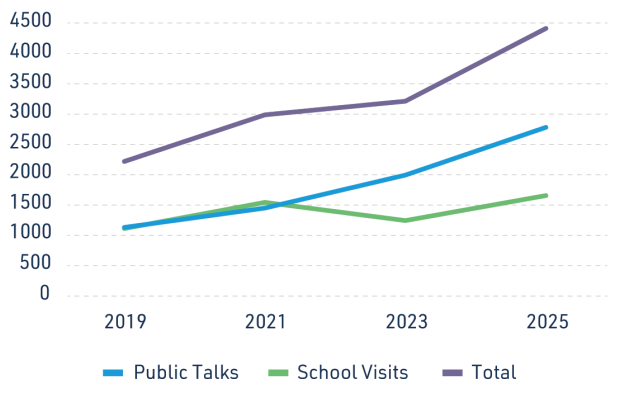


Fig 2: Number of public talks and school visits 2019-2025

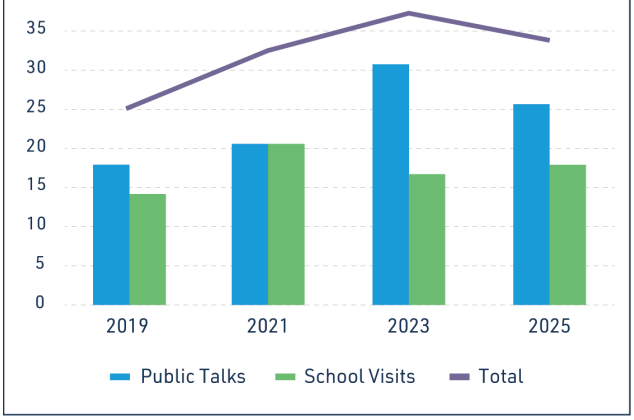


Image: Dr Tom Robinson (AF8 Science Lead, University of Canterbury) presents the AF8 Scenario in Queenstown (April 2025).

Public Talks

Public talks show the most consistent growth in audience numbers, and at our 2025 events most venues were near full-house or standing room only. This year we also had more interest from North Island communities asking when the AF8 Roadshow would be visiting them, including Napier, Palmerston North, Masterton and Whanganui. As we've found in previous years, the more we share about a large Alpine Fault earthquake, the more people want to know about it.

This year we also trialled an audience survey, including asking audience members to let us know what preparedness actions they intended to take after attending a public talk. Their responses indicate that the information shared during the AF8 Roadshow public talks is encouraging and enabling people to take actions to be better prepared. One person even emailed to say they had got up that morning, after attending a talk the night before, and secured their heavy furniture. This feedback demonstrates how, over four tours, the AF8 Roadshow has evolved from simply raising awareness of the hazard risk to improving our preparedness for future events.

School Visits

Based on feedback from previous tours, this year we gave participating schools four delivery options to choose from. These were designed to make it easier for larger classes and more year groups to participate. At four schools – Ōmarama Primary, Tapawera Area School, South Westland Area School and John Paul II College – this flexibility enabled us to reach the entire school population in a day. In Marlborough it enabled us to visit four schools in two days, maximising our time in the region.

Audience preparedness actions

> *"Both updating emergency supplies and sharing education when we conduct our internal annual earthquake and tsunami drills as we have a spread of people located around the West Coast, Blenheim and Christchurch that work rurally.*

> *"Refresh go bags, check if any household items or furniture needs securing. Connect with neighbours on resources. Check over websites.*

> *"Getting a proper emergency kit organized and securing big furniture.*

> *"Talking with friends, getting the word out, and keeping stored water.*

> *"Securing furniture, increasing emergency supplies!*

In smaller, rural centres visiting the school at the same time as a public talk created a high level of awareness across the community during that visit. In some places the AF8 Roadshow engaged ~30% of the local population in Alpine Fault hazard science in one day.

Overall, feedback has been overwhelmingly positive. The only negative feedback being that we need to do more roadshows and include more places.

A full AF8 Roadshow 2025 report is included as an Appendix to this Annual Report (see page 12).

Image: Alice Lake-Hammond (AF8 Programme) and Kathy Solly (Nelson Tasman EM) practice "Drop, Cover, Hold" with junior students at Tapawera Area School, Tapawera (May 2025).

Feedback from emergency managers

" AF8 Roadshows are unlike many others 'events' or 'presentations' I have seen or been involved in. The impact reaches beyond the event and the content and connection to other concerns/opportunities stays with people. I still have people in my community asking follow up questions, talking about learnings months after. I have other conversations raised that on further discussions stems from something the AF8 presentation made them think about. Be proud about that.

" ... this is an invaluable programme that opens up so much more depth and korero. The way it connects us and informs us should be something we seek to repeat across different projects, hazards and aspirations.

" Personally it was great to see how many people are interested and engaging with the topic. It is always great to show a united front with agencies, scientists etc.

" The engagement from the public. It really was a two-way conversation, but with super informed people in place. Having the scientists on hand like that cannot be understated.

Image: Alice Lake-Hammond (AF8 Programme Manager) shares the AF8 Scenario with students at Marlborough Girls College, Blenheim (May 2025).

AF8 Communications & Engagement Framework & Consistent Messaging Guide

Co-produced by the AF8 Programme and our partners

The final drafts of the AF8 Communications & Engagement Framework (CEF) V1 and the AF8 Consistent Messaging Guide (CMG) V1 were shared with the AF8 Steering Group in June, and will undergo a final review by the AF8 Public Ed & PIM group before adoption. There have been some delays in the development of these resources to enable review and feedback from our science and emergency management partners. However, this has resulted in stronger, more comprehensive messaging, with clear guidance on how to apply it. Both documents are designed to sit under the AF8 Programme Strategy 2025-28.

The AF8 CEF outlines how these resources work together, offers guidance on how they can be applied, outlining the AF8 Programme's role in supporting, facilitating, developing, coordinating and maintaining communications and engagement activities and materials to better support and be supported by our partners. It provides direction for a unified approach to communication and engagement activities across the AF8 Programme's 'network' of partners and aims to:

- → **Ensure** that communication serves as a strategic tool to achieve shared outcomes.
- → **Guide** the 'AF8 network' to coherently and consistently speak with a unified voice.
- → **Develop** a monitoring framework for communications and engagement as indicators of success.

The AF8 CMG is designed to provide science-based, coordinated messaging to support Alpine Fault hazard risk and readiness communications, including a summary of messaging for specific South Island regional contexts to increase understanding at a local level. The CM Guide objectives are to:

- → **Build** capability and support public education and readiness activities.
- → **Support** an informed, coherent understanding of the Alpine Fault hazard, and enable consistent messaging inter-regionally and inter-agency.
- → **Ensure** public safety messaging is underpinned by robust science, and the research is accessible, applicable and actionable.
- → **Connect** public education messaging with response communication, ensuring what we say in readiness supports Public Information Management in response.
- → **Enhance** communication aimed at improving our understanding of and resilience to all catastrophic natural hazard events in Aotearoa New Zealand

Both documents will be available to the AF8 Partner Network, as soon as the AF8 Public Ed & PIM group has completed their final review.

Once the AF8 Communications & Engagement Framework (CEF) V1 and the AF8 Consistent Messaging Guide (CMG) V1 have been approved and adopted, the agreed principles and messages will be applied to the first set of resources being developed as part of the AF8 Public Education Toolkit. This Toolkit will included updated pull-up banners, short animated videos,printable A3 fold-out flyer/booklets, revision of the AF8 Hazard Scenario StoryMap, curriculum resources and more. Our intention is to publish the Toolkit resources by December 2025.

Strategic Focus Area #2: Coordinating Intelligence

Coordinating intelligence for Alpine Fault earthquake response planning and preparedness.

AF8 Research & Readiness Hub

Co-produced by the AF8 Programme and our partners.

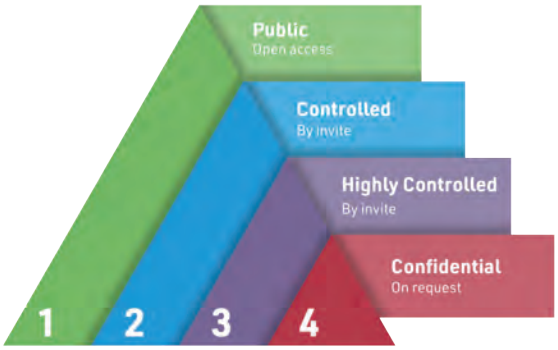
The AF8 Research & Readiness (R&R) Hub is designed to meet the two key objectives of the AF8 Programme's strategic focus on the coordination of intelligence, which are to:

a) Build and coordinate a central knowledge-base to inform Alpine Fault planning and preparedness activities.

b) Provide a conduit for the direct application of Alpine Fault related research into practice.

It brings together AF8-related science research and models, alongside workshop outputs and planning tools into one coordinated online hub, utilising geospatial data and tools where appropriate to enable engagement and analysis to support planning activities. The AF8 R&R Hub is hosted on the AF8 Programme's ArcGIS Online platform, managed by the programme on behalf of our partners and the data/information owners.

It is guided by a set of agreed "AF8 Data Sharing & Access Protocols" which make clear the terms for access to the hub content. Version 1 of this protocol is available to download HERE. The protocols outline how access to the content associated with these products and projects will be managed using the AF8 4-Level Data Sharing & Access Framework, included in the protocols.



Following National Exercise Rū Whenua (June-July 2024), the AF8 Household Impact and AF8 Non-Resident Population models have been adapted into ArcGIS-based tools to support response planning. A first iteration of these tools was shared for feedback at the AF8 Science to Practice workshop in September 2024, and these tools are now in their final stages of refinement, based on the feedback received, with the supported of Eagle Technology. Also being reviewed and refreshed for inclusion in the AF8 R&R Hubs public launch are the:

- → South Island Priority Routes Project
- → Published Research database
- → AF8 Hazard Profiling Workshop outputs
- → AF8 Coordination Areas Project

While this iterative process of refinement has caused some delays in terms of the public launch, a 'soft' launch of some of the tools in August 2024 has enabled us to test the system, make improvements and enable data sharing on request. The public launch of the AF8 R&R Hub is planned for September 2025. Once publicly launched the AF8 R&R Hub will be available here: research-readiness-af8.hub.arcgis.com/ and it's content will evolve and develop overtime as AF8 science research and planning activities progress.

AF8 Coordination Areas Project

Co-developed by the AF8 Programme with support from FENZ USAR and AF8 partners.

The AF8 Coordination Areas Project, developed with FENZ USAR and partner agencies, has continued to progress through testing and refinement. Building on lessons from international and national response and recovery operations, case studies across Te Waipounamu have helped define coordination levels, naming conventions and operational areas at regional to tactical scales.

The first version of the AF8 Coordination Areas Guideline and Technical Methodology is being finalised and will be shared with partners for feedback and refinement. Once complete, the guidance will be accessible via the AF8 Research & Readiness (R&R) Hub.

Strategic Focus Area #3: Networking & Collaboration

Supporting networks for ongoing collaboration and advocating for a coordinated approach to readiness and response planning for an Alpine Fault earthquake.

AF8 Science to Practice workshop

Funded by QuakeCoRE's Alpine Fault Coordinating Mechanism.

In September 2024, our science and emergency management partners came together for a workshop to inform next steps for natural hazards research in New Zealand, and provide feedback on GIS tools developed by the AF8 Programme to make the science more accessible for our partners. Key themes for new research areas included:

- → pre-event recovery planning;
- → implications for insurance and risk reduction in general;
- → future risk trajectories;
- → Mātauranga Māori; and
- → hazard risk communication and engagement.

The outcomes of this workshop are informing the development of an AF8 Research Plan 2025-2035, led by AF8 Science Lead, Dr. Tom Robinson. This plan outlines the intended AF8 Programme research focus for the next decade (2025-2035). There are four key research themes: 1) enhanced hazard understanding; 2) strategic recovery planning; 3) risk-based decision support; and 4) holistic risk reduction. A draft of the plan will be shared at the AF8 Steering Group meeting in September 2025.

The workshop outcomes have also been used to inform the establishment phase of a new Natural Hazards and Resilience Platform (NHRP). The Platform, hosted by Earth Sciences NZ (formerly GNS Science), will receive $70 million over 7 years (2024-2031) to enable Aotearoa New Zealand be better prepared for natural hazard events. Over the past decade, the AF8 Programme has been extremely well-supported by major science investment through the MBIE Resilience to Natures Challenge programme and the TEC QuakeCoRE programme. Significant outcomes of this support include the 2016 AF8 Hazard Scenario and 2018 SAFER Framework, Tier 2-4 exercise scenario development, and addressing information gaps with the modelling of household impacts and non-resident population exposure in an AF8 Scenario context. Key milestones in the development of AF8 Hazard Scenario and associated science research have been used to drive the direction and focus of natural hazard research funding from our science partners.

This two-way partnership between science and emergency management is at the heart of the AF8 Programme, and with the establishment of the NHRP underway, we are looking forward to strengthening this partnership further.

Image: Dr. Tom Robinson and Prof. Tom Wilson present at the AF8 Science to Practice workshop, University of Canterbury (September 2024)

AF8 Interregional Planning Groups

Following the restart of the AF8 planning group meetings in August 2024, the AF8 Programme organised and facilitated a total of 20 meetings of these groups (4 each x 5 groups) to continue scoping and progressing collaborative planning actions and opportunities. The outcomes of these meetings, and planning group work in general since 2021, were pulled together in a report, to support Group Managers and planning group members progress planning activities in 2025. The AF8 Interregional Planning Groups 2024 report includes a short background context of the planning groups, an overview of their current state in December 2024, an outline of planning areas/actions identified by the planning groups and provides a summary of future opportunities for interregional planning – both in the South Island and nationally. Read the report HERE.

As part of this decision-making process, the level of support these planning groups receive from the AF8 Programme changed in early 2025. The groups are now self-sustaining/facilitated, with the AF8 Programme providing only administration support to enable the engagement process, and subject matter expertise as requested by the groups.

At the time of writing, a planning directive from Group Managers outlining their agreed focus area for South Island planning has had to be rescheduled due to ongoing weather events impacts to Nelson Tasman and Marlborough regions during June-July 2025. It is now scheduled for the end of July, and will be shared with all AF8 Interregional Planning Groups members to inform their collaborative work from August onwards.

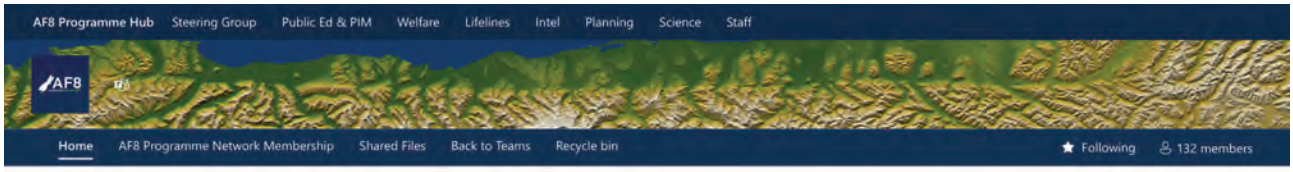
AF8 Teams & SharePoint spaces upgrade

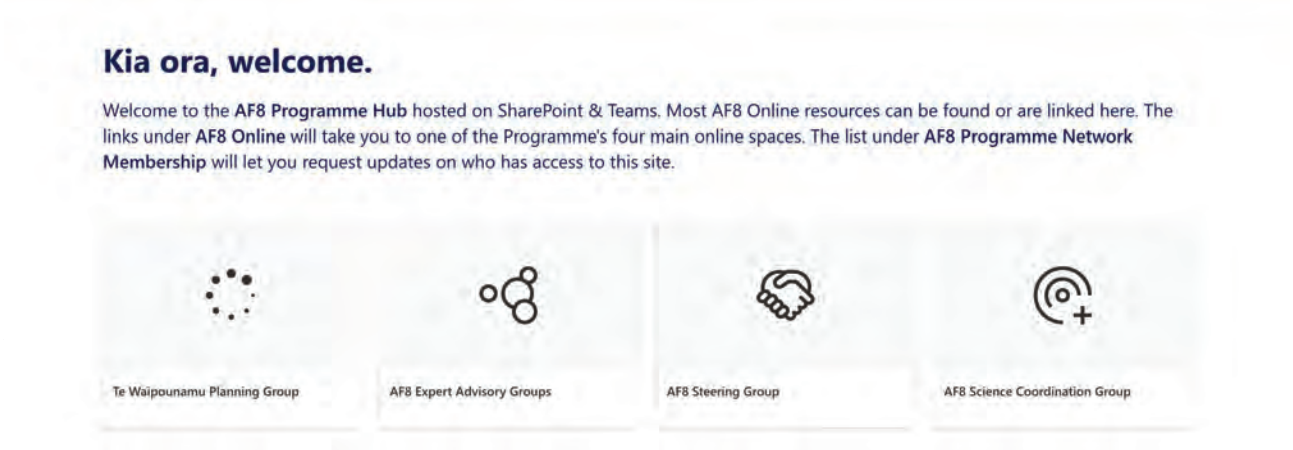
Over the 2024-25 summer, The AF8 Teams & SharePoint sites underwent significant upgrades to improve functionality and enable the interregional planning group meetings to continue, without AF8 Staff facilitation/ chairing. A group membership list has also been developed and Group Managers / CDEM Groups are asked to keep this up to date to ensure CDEM staff have access as needed. It is viewable HERE for Group Managers and planning group members.

Total overall membership of the spaces at July 2025 is ~130+ people from a range of organisation, including: South Island EM Groups, science partners, mana whenua partners, students, partner agencies and NEMA. Seven additional groups/sites have also been upgraded, these include: specific sites for collaboration across the 5 planning groups, a science site for our science partners and a dedicated steering group site.

Once the planning directive has been shared by Group Managers with the groups in July, it is likely that this online space will be refreshed again to ensure it is able to support the planning directive. This will include the development of 'How-To' documents to assist access, navigation, file sharing and collaborative activities across the individual groups. Existing members can find them here: https://civildefencesouthland.sharepoint.com/sites/AF8

Image: Screenshot of the landing page for the AF8 Programme Hub in SharePoint (July 2025).





Governance and Funding

Governance

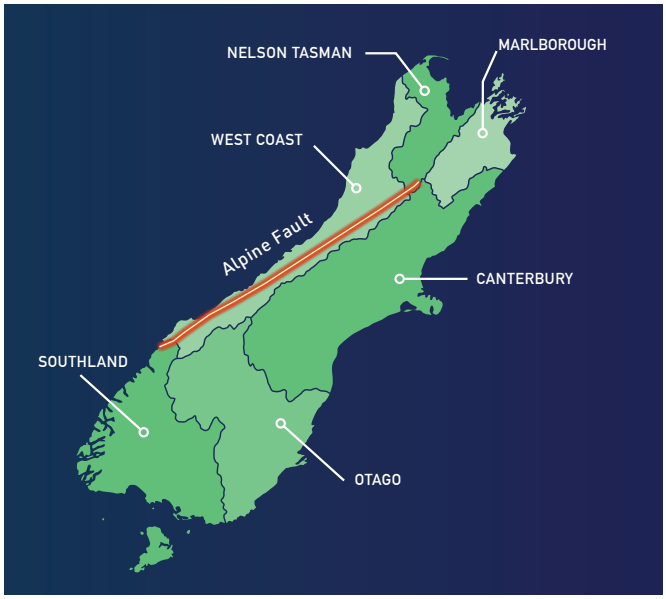
Governance for the programme is provided by the AF8 Steering Group made up of representatives from the 6 South Island CDEM Groups, the AF8 Programme Manager, AF8 Science Lead, a representative from the National Emergency Management Agency (NEMA), the Director, Natural Hazards & Resilience Platform (NHRP) and Chair of the Southland Civil Defence Emergency Management Group.

In Year 9, the AF8 Steering Group was chaired for the first half of the year by Brian Paton, Group Manager of Marlborough Emergency Management, up until his retirement in December 2024. James Thompson, Group Manager Emergency Management Canterbury, took over from Brian in January 2025. On behalf of the programme we would like to extend a big thanks to Brian for his leadership over the past few years, and indeed as a founding member of the programme in 2016. Emergency Management Southland continues to act as the administering authority for the AF8 Programme.

Funding

In Year 9, the AF8 Programme was funded by the 6 South Island Civil Defence Groups, with co-funding from QuakeCoRE, Toka Tū Ake NHC, Natural Hazards & Resilience Platform and NEMA, including:

- QuakeCoRE co-funding to support the programme manager role, and science and risk communication activities, eg. workshops and forums.
- NHRP funding to support science research and communication, eg. scientific expertise, research projects and research assistants.
- Toka Tū Ake NHC co-funding to support public education activities
- NEMA co-funding to support programme activities and products, eg. AF8 R&R Hub.



Much harder to quantify, but perhaps of greatest value, is the time and expertise given by multiple stakeholders in support of the AF8 Programme's activities. This collaborative approach is critical to the programme and its objectives, and without this input it would not be progressing at the level it is.

AF8 Programme Engagement Insights

This section summarises the status of the AF8 Programme's engagement insights for Year 9, covering from June 2024 to July 2025, across a range of platforms. In general these reports focus on three key insights, shown here with the metrics used to measure them:

Insights reported	Metric used to measure them
How many people see it	website/webpage or StoryMap views. Reach or impressions on social media.
How many people engagement with it	unique visitors to website/webpages or StoryMaps
Level of this engagement	engaged session, engagement rate, average engagement time and StoryMap interactions.

AF8 Website

The AF8 Website is the central point for all of the AF8 Programme public-facing information and resources. It has existed since the programme's inception in 2016 and has continued to grow it's reach both nationally and internationally over the past nine years. New Zealand-based viewers are our largest geographic audience, which aligns with the programme's mission: *New Zealand is aware of the Alpine Fault hazard risk and is enabled to take action to build resilience.* The slight drop in engagement rates compared to Year 8 is likely due to the website being primarily used to promote the AF8 Roadshow 2025 in Year 9 – i.e. a person visits the website to find out about the AF8 Roadshow and then clicks on event listing they are interested in, which takes them to the Facebook event page and ends their engagement with the AF8 website.

Overall views and engagement levels

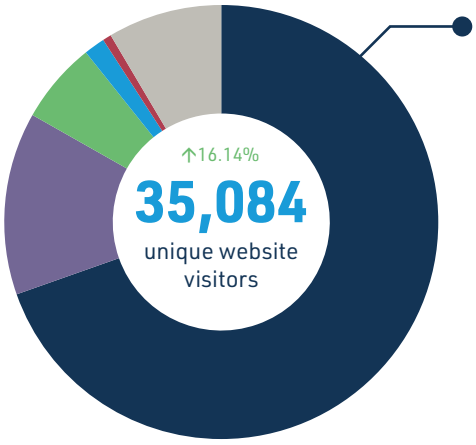
↑52.01%
109,826
total webpage views

↑6.32%
24,343
total engaged sessions*

↓8.74%
49.17%
average engagement rate

Countries our viewers come from

- New Zealand (70%)
- Australia (14%)
- United States (6%)
- United Kingdom (2%)
- Philippines (1%)
- Others (9%)



Engagement in New Zealand

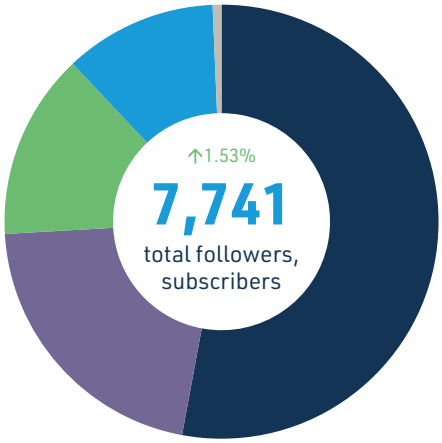
↑32.23%
24,499
total NZ visitors

↑17.35%
19,937
engaged sessions*

↓7.86%
53.23%
engagement rate

AF8 Social media platforms

The AF8 Programme's social media channels are used to share information and engage with audiences, to better understand their information needs and knowledge. In Year 9 our social media channels were primarily used to promote the AF8 Roadshow. The drop in reach and impressions is likely because we did not run a social media campaign this year, whereas in Year 8 we ran two campaigns.



Followers and subscribers

- Facebook (53%)
- Mailchimp (21%)
- LinkedIn (14%)
- Instagram(11%)
- YouTube (1%)

188,774 ↓61.03%
total reach on facebook and instagram

8,342 ↓59.12%
total impressions on LinkedIn

9,423 ↓3.53%
total viewers on YouTube

70.1% ↑18%
average open rate on MailChimp

2,780 ↓54.56%
total engagement on Facebook and Instagram

18.77%
total engagement rate on LinkedIn ↑287.06%

462.5 ↓10.39%
total hours watch time on YouTube

30.9% ↑71.2%
average click rate on MailChimp

AF8 Hazard Scenario StoryMap

The AF8 Hazard Scenario underpins the entire AF8 Programme and continues to provide the foundation for CDEM planning activities and science updates. The AF8 Hazard Scenario StoryMap tells the story of the AF8 Scenario including the fundamental geology, the potential impacts and how we can be better prepared. The StoryMap was launched in 2022, and was awarded second place at the NZ Esri User Conference 2023 StoryMap competition. It is designed to enable people to explore the AF8 Scenario at their own pace, in their own time, and is a key communication tool for the programme.

Below we've included engagement insights for both the StoryMap itself and the webpage that links to it from our website. In Year 9, it has continued to reach new audiences, with substantial increases in total views, unique visitors and total interactions. This is thanks in part to our AF8 Roadshow 2025, which increased its visibility. The slight decrease in engagement stats is deemed to be minor with only 14 seconds difference between Year 8 and Year 9. The AF8 Hazard Scenario StoryMap will be reviewed and updated alongside the development of the AF8 Research & Readiness Hub in Year 10.

AF8 Scenario webpage

↑36.48%
10,105
total webpage views
(9.2% of total website views)

↑36.84%
6,942
unique visitors
(19.83% of total unique visitors)

AF8 Scenario StoryMap

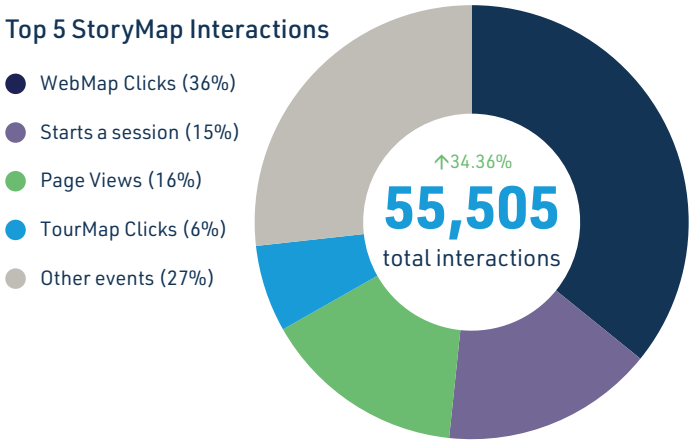
↑47.14%
8,787
total storymap views

↑42.33%
5,555
unique storymap views

↓7.27%
4m 11s
average engagement time

no change
50.05%
engagement rate

Top 5 StoryMap Interactions



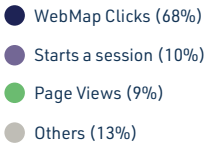
AF8 NCEA Curriculum Resource

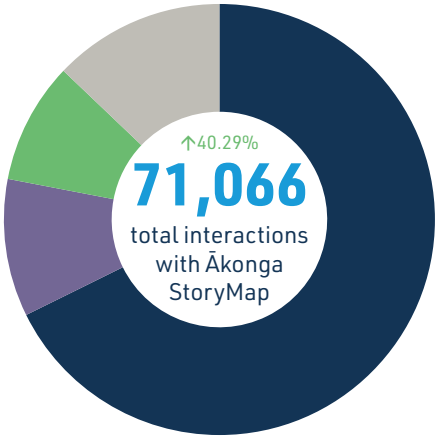
Launched in February 2024, the AF8 NCEA Curriculum Resource has now been available for 18 months. Although engagement with the resources webpage and the Kaiako StoryMap (for teachers) have dropped, views, engagement and interactions with the Ākonga StoryMap (the student resource) have increased across the board – meaning it is still being well used in the classroom. It has received 1,780 unique visitors, which is the equivalent of ~77 classrooms full.* These insights match the uptake we have seen from teachers across New Zealand. To date, 50+ schools have registered an interest in using the resource, and those that have used it already providing positive and constructive feedback. The AF8 NCEA Resource will be reviewed in Year 10, to ensure it maintains alignment with the NZ Curriculum, contains up-to-date information and is fit for use in the classroom by teachers and students.

NCEA Webpage

1,389 ↓59.87%
total webpage views
(1.26% of total website views)

756 ↓59.44%
unique visitors
(2.16% of total unique visitors)





Ākonga StoryMap

6,465 ↑40.94%
total views

1,780 ↑31.85%
unique visitors

42.79% ↑31.85%
engagement rate

12m 25s ↓1.37%
average engagement time

Kaiako StoryMap

216 ↓52.74%
total views

116 ↓39.9%
unique visitors

51.38% ↓1.72%
engagement rate

1m 53s ↓13.49%
average engagement time

Based on the Ministry of Education's 1:23 teacher to student ratio for Year 11 classes (non-Māori immersion).

AF8 Roadshow 2025

The Science Beneath Our Feet

Project Report, July 2025

AF8 ALPINE FAULT MAGNITUDE 8

Natural Hazards Commission Toka Tū Ake

Emergency Management Southland – Te Rākau Whakamarumaru Murihiku

Emergency Management Canterbury

Emergency Management Otago – Te Rākau Whakamarumaru Ōtākou

Nelson Tasman Emergency Management Group

Marlborough Emergency Management Group

West Coast Emergency Management Group

National Emergency Management Agency – Te Rākau Whakamarumaru

QuakeCoRE – NZ Centre for Earthquake Resilience – *Te Hiranga Rū*

Overview

The *AF8 Roadshow: The Science Beneath Our Fee*t shares Alpine Fault hazard science and preparedness information with communities likely to be impacted by the next Alpine Fault earthquake. This report provides a summary of the approach, activities, impact and feedback from the AF8 Roadshow 2025.

The award-winning AF8 Roadshow runs every two years, with awareness of this initiative, and attendance at events continuing to grow with each tour. This year we attracted our biggest numbers to date – a total of 4411+ people – demonstrating the value and impact of the AF8 Roadshow in improving our preparedness for emergency events on the South Island.

Project partners include: the six South Island Emergency Management Groups, The Natural Hazards Commission (NHC), QuakeCoRE: NZ Centre for Earthquake, the National Emergency Management Agency, GNS Science and Universities including Otago, Canterbury, Victoria and Auckland.

Contents

Image: Audience members during the Q&A session at the Ōmarama Public Talk (April 2025).

Image: Dr Tom Robinson (AF8 Science Lead, University of Canterbury) presents the AF8 Scenario in Queenstown (April 2025).

Purpose

The AF8 Roadshow shares Alpine Fault hazard science and preparedness information widely around the South Island. It includes both public talks and school visits and is designed to enable conversations, activate local knowledge, and support informed decision-making at a community level, to increase awareness of, and our preparedness for, any future emergency event.

New Zealanders are excellent at coming together to support each other in an emergency. The AF8 Roadshow encourages people to have these conversations in advance, so we can be better prepared for a future events. By making the Alpine Fault hazard science available in a community setting, sharing it in a local context where it is of most relevance to that community, this is where our collective knowledge comes alive and where we see actions beginning to be taken.

Context

We can't predict earthquakes, but we can prepare for them. Scientific evidence has shown that the Alpine Fault has a long history of generating regular, large earthquakes. Recent research indicates there is a 75% chance of an Alpine Fault earthquake occurring in the next 50 years, and that there is an 82% chance it will be a magnitude 8+ event. Scientific modelling shows that the impacts of an earthquake this size will have major implications for the entire South Island, and beyond. It is vital that the public understand the dynamic forces underneath their feet, and are aware of what Alpine Fault hazard science can tell us about the potential impacts and how we can be better prepared for them.

Sharing the science of the Alpine Fault provides people with a deeper understanding of our landscape and the forces that shape it. If we didn't have an Alpine Fault or earthquakes, the stunning South Island landscape many call home and others travel to visit would not exist. The AF8 Roadshow focusses on sharing this information in a two-way conversation so we can understand our landscape better, increasing our comprehension of how and why it moves and making the diverse body of Alpine Fault research more widely available to mitigate complacency and enable action.

For more detail on the AF8 Roadshow's origins and development, see HERE.

Approach

The AF8 Roadshow leverages the programme's core partnership between science and emergency management, demonstrating the value of working together to be better prepared for natural hazard events in New Zealand. The success of the AF8 Roadshow as a community engagement initiative is due to an enduring collaborative effort, where science provides the foundation for robust community-led discussions and informed decision-making, hosted by local emergency management, and supported by science and risk communication experts.

The first two AF8 Roadshows (2019 and 2021) were led by the AF8 Programme and supported by the CDEM Groups in their respective regions, meaning – the AF8 Programme selected the locations, organised the venues, schools and speakers, while the CDEM Groups supported the events on the day to provide local representation and messaging. In 2023 we switched these roles and the AF8 Roadshow is now led by the CDEM Groups and supported in it's delivery by the AF8 Programme, meaning:

- → **Emergency Management Groups** choose where we go and organise the AF8 Roadshow public talks and school visits in their region. Including, venue hire, AV equipment, local promotion, presenting local information and messaging at talks and schools.
- → **AF8 Programme** secures sponsorship, coordinates the itinerary, organises the science speakers, leads delivery in schools, oversees the collaborative communication plan and designs promotional materials, makes travel bookings and cover expenses for science speakers and support staff.

This format has worked well, and in 2025 we developed a checklist of roles and responsibilities for AF8 Roadshow partners to guide this collaboration and ensure effective delivery of the AF8 Roadshow. The full checklist can be viewed HERE.

Promotion of the AF8 Roadshow is led and coordinated by the AF8 Programme, this includes: event poster/flyers that are printed by the host CDEM Groups, co-hosted Facebook events to promote public talks, boosting these to maximise reach, drafting media releases, creating bespoke artwork for local promotions and coordinating media interviews. By framing these events under one banner, rather than separate public engagements, the AF8 Roadshow communicates the next Alpine Fault earthquake as a South Island-wide event. It is not simply something that will happen over there, to others. It is an event we should all be aware of can do something to be better prepared for, together.

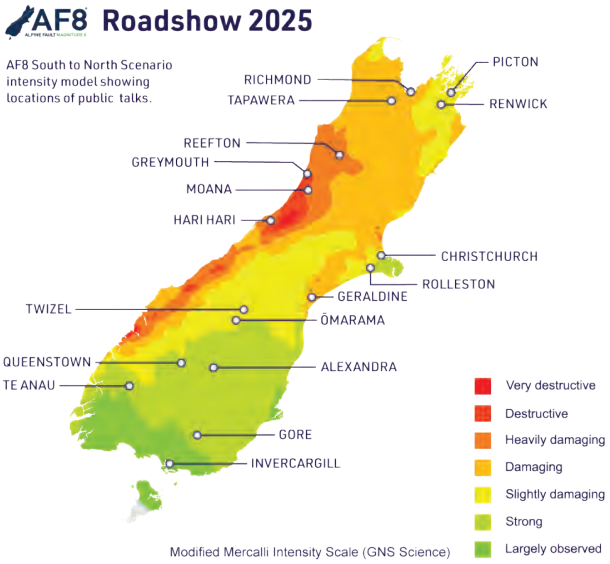
Image: Nathan Black (Christchurch City CDEM) shares preparedness information at the South Brighton Public Talk (May 2025).

Image: Prof. Tom Wilson (NEMA and University of Canterbury) presents the AF8 Scenario in Christchurch (May 2025).

Public Talks

The talks are hosted by the local Emergency Management Group, who are on-hand to respond to local questions and provide local information (eg. where local welfare centres are). This local involvement is critical to the delivery and success of the AF8 Roadshow, recognising that local knowledge and experience is of equal value to scientific knowledge in preparing for natural hazard events.

In 2025 the tour included 20 talks (see table below), including 9 new locations we had not visited before (Ōmarama, Gore, Richmond, Tapawera, Renwick, Geraldine, Rolleston, Moana and Hari Hari) and 11 repeat locations where we had not been for a while (Queenstown, Alexandra, Te Anau, Invercargill, Twizel, Picton and Reefton) or because they offer the best access for community attendance (Greymouth and 3x Christchurch talks).



A full itinerary is available on our website: https://af8.org.nz/af8-roadshow/

Presentation	Presenter(s)	Date	Audience
Queenstown Public Talk	Tom Robinson	1 April	300
Alexandra Public Talk	Tom Robinson	2 April	200
Ōmarama Public Talk	Caroline Orchiston	3 April	85
Gore Public Talk	Ursula Cochran	8 April	60
Te Anau Public Talk	Tom Robinson	9 April	92
Invercargill Public Talk	Ursula Cochran	10 April	173
Richmond Public Talk	Rob Langridge	30 April	356
Tapawera Public Talk	Rob Langridge	1 May	53
Renwick Public Talk	Rob Langridge	7 May	120
Picton Public Talk	Rob Langridge	8 May	70
Halswell Public Talk	Tom Robinson	12 May	150
Geraldine Public Talk	Helen Jack	13 May	173
Twizel Public Talk	Helen Jack	14 May	65
Rolleston Public Talk	Tom Robinson	19 May	123
Christchurch Central Public Talk	Tom Wilson	20 May	150
South New Brighton Public Talk	Matthew Hughes	21 May	134
Moana Public Talk	Tom Robinson	26 May	86
Greymouth Public Talk	Caroline Orchiston	27 May	250
Hari Hari Public Talk	Caroline Orchiston	28 May	31
Reefton Public Talk	Caroline Orchiston	29 May	99
		Total audience numbers	2770+

A total of 8 scientists, with diverse expertise, presented the public talks in 2025. The overall success and ongoing growth of the AF8 Roadshow owes a lot to the breadth and depth of expertise of our science partners. Where possible, speakers are invited to present in locations where their expertise is of direct relevance to that community. For example in Nelson Tasman and Marlborough we partnered with the Ngā Ngaru Wakapuke Endeavour Programme (Transition Zone), to share upcoming research activities happening in these regions alongside Alpine Fault information. In Southland, where tsunami risk is of high interest, we ensured our science speakers were able to explain the regions tsunami alongside the AF8 Scenario information, and respond to any related questions. In Canterbury and the West Coast, we were supported by natural hazard scientists from the regional councils, who are able to add more detailed, locally-specific science information to the presentations.

The public talks are open to all and were again well attended in 2025, attracting people of all ages, including families with young children, and people who had travelled 1hr+ to attend their nearest talk. They are presented in community venues, the science presentations (~1hr) are supported by local preparedness messaging from emergency management and community representatives, and followed by often lengthy Q&A sessions (~1hr+) offering the audience an opportunity to clarify the scientific information shared and ask questions about details relevant to them. These conversations often continued beyond the meetings both within local communities and via follow-up emails and on social

Image: Dr Rob Langridge (GNS Science) presents the AF8 Scenario in Richmond (May 2025).

Image: Dr Sharon Hornblow (Natural Hazards Analyst, West Coast RC) shares local science at the Hari Hari Public Talk (May 2025).

Image: Helen Jack (Senior Scientist, Environment Canterbury) shares local science at the Geraldine Public Talk (May 2025).

School Visits

Schools are invited to participate by the local emergency management group, with support from the AF8 Programme to organise the visits. The sessions are designed to align with the New Zealand Curriculum (NZC) Levels 4-6, and in most cases targeted at Year 9-10 students. However, in area schools or schools with a particular interest in natural hazards science, and in communities with no secondary school, we ran sessions with students from Year 1-13, adapting the content to suit the learning level without minimising the key messages. Schools are a key target audience of the Roadshow for two reasons:

- → The next Alpine Fault earthquake is likely to happen within the students lifetime and will have long lasting impacts over many years, meaning our young people must be included in this conversation;
- → The AF8 Roadshow offers an opportunity to inspire our young scientists of tomorrow, to show the direct application of science in everyday life for the benefit of New Zealand communities.

The school visits are designed to increase scientific understanding through interactive tools, storytelling and solution-focussed activities. Based on feedback and experience from previous AF8 Roadshows, this year we gave participating schools four delivery options to choose from (see table below). These were designed to make it easier for larger classes and more year groups to participate. At four schools – Ōmarama Primary, Tapawera Area School, South Westland Area School and John Paul II College – this flexibility enabled us to reach the entire school population in a day. In Marlborough it enabled us to visit four schools in two days, maximising our time in the region.

School visit options:

Full day	Short day	Assembly	Hybrid	Something else?
• 5x 1hr classes, aligned to school timetable. • Quicker pace. • Interactive. • Class sized groups of ~30 students.	• One or two 1+hr classes. • More space for interactivity and engagement. • Class-sized groups of ~30 students.	• 1hr assembly presentation (incl Q&A). • Less interactive. • Bigger group, multiple classes and year groups in one or more sessions.	• 1hr assembly presentation (incl. Q&A) • One or two 1+hr classes with smaller groups, after assembly presentation.	• Other ideas welcome.

Above: Alanah Knibb (AF8 Communicator) shares the AF8 Scenario with students at Fiordland College, Te Anau (April 2021)

Image: Dave Parsons (Marlborough EM) presents to students at Queen Charlotte College, Picton (May 2025).

Image: Alice Lake-Hammond (AF8 Programme Manager) shares the AF8 Scenario with students at Marlborough Girls College, Blenheim (May 2025).

This year the tour included 14 school visits (see table below), including 8 new schools we had not visited before (Ōmarama Primary School, Māruawai College, Waimea College, Tapawera Area School, James Hargest College, Marlborough Boys, Marlborough Girls, and Queen Charlotte College) and 6 repeat locations where we had not been for a while (Wakatipu High School, Dunstan High School, Fiordland College, Richmond View School, South Westland Area School and John Paul II College).

This year, our visit to the West Coast schools coincided with an annual Mayoral Taskforce Careers Day in Greymouth and we took the opportunity to join the West Coast EM Group and set up a stand sharing Alpine Fault science, talking about career paths with interested students and share curriculum resources with teachers. The event was attended by ~800 students from the entire West Coast region and although we did not engage with all of them, there was a fair bit of interest and engagement throughout the day. We have not included numbers from this day in our total audience, but they are acknowledged and reported separately below.

School	Location	Date	Delivery style	Students
Wakatipu High School	Queenstown	1 April	Full day	80
Dunstan High School	Alexandra	2 April	Assembly	161
Ōmarama Primary School	Ōmarama	3 April	Short day	27
Māruawai College	Gore	8 April	Full day	88
James Hargest College	Invercargill	9 April	Full day	115
Fiordland College	Te Anau	10 April	Full day	96
Waimea College	Richmond	30 April	Full day	97
Tapawera Area School	Tapawera	1 May	Full day	150
Marlborough Girls College	Blenheim	7 May	Assembly	210
Marlborough Boys College	Blenheim	7 May	Assembly	80
Queen Charlotte College	Picton	8 May	Assembly	200
Richmond View School	Blenheim	8 May	Short day	55
South Westland Area School	Hari Hari	26 May	Full day	126
John Paul II High School	Greymouth	27 May	Full day	156
			Total students numbers	1641+
Mayoral Taskforce	Greymouth	28 May	Exhibition stand with WCEM	~800

The school sessions are delivered by a science communicator from the AF8 Programme, supported by local Emergency Management Advisors/Officers. They are broken into three parts, regardless of the delivery option chosen by the school:

- **Part 1:** Discovering the Alpine Fault – What is the Alpine Fault, where is it, how do we know and what can it's past tell us about the future?
- **Part 2:** Hazards, risks and impacts – What would an AF8 earthquake be like?
- **Part 3:** Preparing for AF8 – Community preparedness, what can we do to be more prepared?

The first two parts are delivered the AF8 Programme science communicator and include interactive displays and engaging graphics to help translate complex science into accessible information for young people. The third part is led by a local Emergency Management Advisor/Officer, who shares specific local hazard and preparedness information, and usually finishes with the AF8 Get Ready card game, which is designed to enable peer-to-peer conversations between students on how they would prepare.

Image: Alanah Knibb (AF8 Communicator) shares the AF8 Scenario with students at South Westland Area School, Hari Hari (April 2025).

Above:Janelle Ladbrook shares local preparedness information at James Hargest College, Invercargill (April 2025).

Above: Alice Lake-Hammond (AF8 Programme) and Kathy Solly (Nelson Tasman EM) practice "Drop, Cover, Hold" with junior students at Tapawera Area School, Tapawera (May 2025).

Expenditure

In 2025 the AF8 Roadshow was co-funded by the AF8 Programme and the Natural Hazards Commission.

Description	Cost*
AF8 Programme staff time	$42,000.00
Contractors x2	$18,743.00
Expenses, promotion and contractors	$34,900.97
Total costs	**$95,643.97**
NHC funding	$28,750.00
NHC expense reimbursement	$28,750.00
Additional co-funding provided by AF8 Programme	$38,143.97
In-kind funding from partners to cover presenters time, venue hire etc.	*In-kind*

**costs are inclusive of GST.*

Image: Audience members talk with Emergency Management Southland staff after the Gore Public Talk (April 2025).

Image: Dr. Ursula Cochran presents the Af8 Scenario at the Gore Public Talk (April 2025)

Image: A.Prof Caroline Orchiston presents the AF8 Scenario at the Reefton Public Talk (May 2025)

Image: Audience members at the Moana Public Talk (May 2025)

Impact

During April-May 2025, the AF8 Roadshow visited 20 communities over 7 weeks, including school visits and public talks. Although this was 4 less talks (plus one extra school) than 2023, we attracted our biggest numbers to date and shared Alpine Fault science directly with a total of 4,411+ people. By comparison, that equates to 1200+ more than our 2023 tour, and nearly twice as many than our inaugural tour in 2019.

The figures below show the continued growth trend in audience number over our four AF8 Roadshow tours (Fig 1), despite a reduction in events since our last tour (Fig 2). Public talks show the most consistent growth in audience numbers, and at our 2025 events most venues were near full-house or standing room only. These numbers demonstrate the value and impact of the AF8 Roadshow in raising awareness and increasing our preparedness for emergency events in the South Island. The more information we share about a large Alpine Fault earthquake, the more people want to know about it so they can be better prepared. Moreover, in smaller, rural centres visiting the school at the same time as a public talk created a high level of awareness across the community during that visit. In some places the AF8 Roadshow engaged ~30% of the local population in Alpine Fault hazard science in one day.

While our resourcing does not extend to a robust, longitudinal evaluation of the AF8 Roadshow's impact, the reasons for the continued increase in audience numbers at AF8 Roadshow events are likely to be:

- → **Word of mouth**: after four tours the AF8 Roadshow is a known brand and entity, it's regularity in community and EM Group calendars has improved its visibility and raised awareness. E.g. When asked why they came along to a talk some audience members said it had been recommended to them by friends who attended previous talks.
- → **Credibility:** The support of science partners through research and presentations gives the AF8 Roadshow credibility to the information being shared.
- → **School visit options:** made it easier for larger groups of students to participate in AF8 Roadshow visits.
- → **New audiences reached:** at each talk a quick show of hands of people who have been before suggests that for most audience members it was their first time hearing an AF8 Roadshow public talk.
- → **Appetite for information:** The more we share hazard science and enable conversations about risk within communities, the greater the appetite for information becomes.

Fig 1: AF8 Roadshow audience numbers 2019-2025

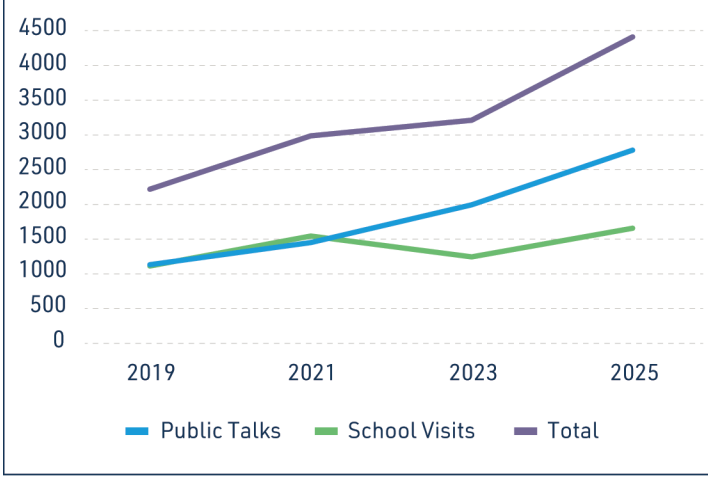
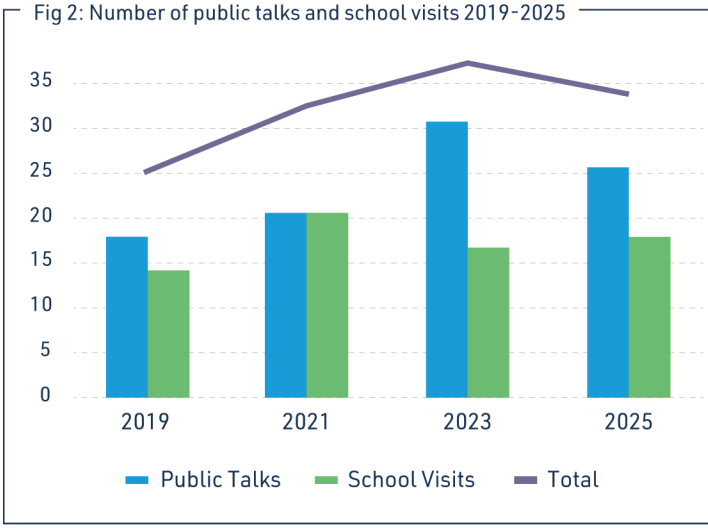


Fig 2: Number of public talks and school visits 2019-2025



We visited each of the 6 South Island CDEM Group regions, holding at least one public talk in each. All regions, except Canterbury, organised school visits in 2025. However, we still had Canterbury schools reach out independently to request AF8 Roadshow visits, if we could fit it in while passing. As in previous years, there remains high interest and engagement from schools in information shared by the AF8 Programme. We used the AF8 Roadshow 2025 as an opportunity to point teachers in the direction of our NCEA Geography Level 1 resource, which many picked up. There is demand for more products like this, which will be explored by the AF8 Programme in future public education projects.

This year we also had interest from North Island communities asking when the AF8 Roadshow would be visiting them, including Napier, Palmerston North, Masterton, Whanganui etc. While the AF8 Programme is not resourced to bring the AF8 Roadshow to the North Island, these requests illustrate a growing awareness the Alpine Fault hazard risk extending beyond the South Island, which can be attributed to the AF8 Programme and AF8 Roadshow.

Feedback & Survey Results

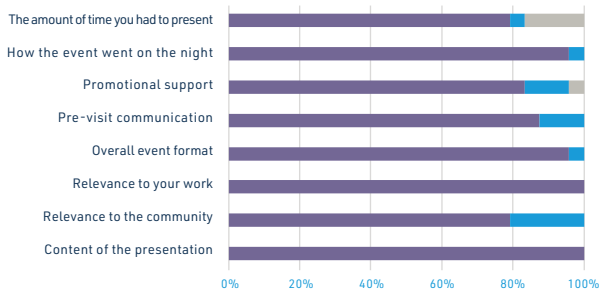
While the AF8 Roadshow isn't resourced to carry out a detailed evaluation alongside delivery, we do seek feedback throughout the tour and afterwards via survey forms. Typically these forms go to our emergency management partners and the teachers we work with in schools. This year, we also trialled a QR-code based survey for audiences, which although only returning 17 responses has been a useful test of how we could receive feedback from audiences at future events.

Feedback from emergency management partners

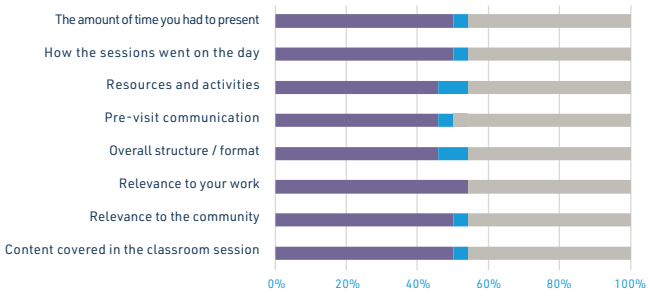
The emergency management survey has been designed to receive feedback on both the public talks and school visits, including planning, communications, promotional support, relevance to the community, relevance to their work, content covered and the amount of time they had to present. This feedback helps the AF8 Programme improve how we work with our Emergency Management partners to plan and deliver future AF8 Roadshow tours.

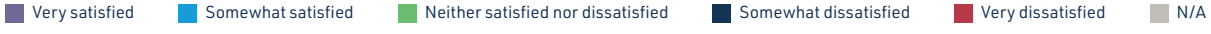
Emergency management survey

Q. How satisfied or dissatisfied were you with the design and delivery of the Public Science Talk(s)?



Q. How satisfied or dissatisfied were you with the design and delivery of the School Visit(s)?





100% Would like to host a Public Science Talk in their region/district in the next AF8 Roadshow 2027.

79% Would like to host a School Visit in their region/district in the next AF8 Roadshow 2027.

This year, as in previous years, all respondents to the survey indicated that they were 'satisfied' with the design and delivery of the public talks and school visits. All would like to host a public talk in the future (same as 2023) and most would like to host school visits as well (down 21% on 2023). We will follow up with our emergency management partners to better understand the decreasing interest in hosting school events, to see how the AF8 Programme can address this through it's other school-focussed initiatives.

The survey also asked emergency managers what they found most and least valuable about the AF8 Roadshow:

Most valuable, what went well:

" Number of people it reached even in small communities.

" Connection to the people behind the mahi, building trust. Whakawhanaukataka. Bringing whānau and community together. Knowledge gained in a collective open way.

" Personally it was great to see how many people are interested and engaging with the topic. It is always great to show a united front with agencies, scientists etc.

" The open mic talks the end, questions are important and the factual SME answers are invaluable for community understanding and preparedness.

" The integration of the science with the local flavor and the use of specialists in the field to give a more gold-plated version of the story.

" Having a large variety of staff attending. University, council, Emergency management. There was someone qualified to answer all the questions at the time. I also found it very beneficial going to all the school visits and all public talks during the week for my 'lifelines' work. Putting a face to the name is key. I made several contacts during the talks.

" The engagement from the public. It really was a two-way conversation, but with super informed people in place. Having the scientists on hand like that cannot be understated.

" The information and how it was articulated to the right level.

" Each talk was very well tailored to each community.

Least valuable, what to improve:

" Connection to local community EM groups. Some groups did not have more than one person present at community meetings whereas it would be ideal if it worked more as a networking and sign up opportunity to learn about what's involved.

" Nothing to say - it was all valuable.

" Couldn't go to every town due to not enough time available.

" Nothing. I mean that, this is an invaluable programme that opens up so much more depth and korero. The way it connects us and informs us should be something we seek to repeat across different projects, hazards and aspirations.

" The splitting of the two big groups of MBC boys at the end didn't go so well. The card game was difficult to run with a big, 'barely engaged' group of teen boys. Card game is ideal with a smaller group.

" Nothing that I can think of - other than maybe a bit more time beforehand to plan.

" Having EM services/partners there with "stalls" table to engage a wider conversation and show unity.

" The hazards analyst from the council could talk more on local stuff.

" We need more roadshow events.

General feedback

" AF8 Roadshows are unlike many others 'events' or 'presentations' I have seen or been involved in. The impact reaches beyond the event and the content and connection to other concerns/opportunities stays with people. I still have people in my community asking follow up questions, talking about learnings months after. I have other conversations raised that on further discussions stems from something the AF8 presentation made them think about. Be proud about that.

" From a mana whenua perspective, it was good to see a kaupapa like AF8 delivered with professionalism and clarity. The connection to place, the practical focus, and the way the kōrero was handled made it relevant and easy to engage with. Keep doing what you do guys –I hold you in high regard.

" Great job - big effort over a prolonged period, yet the standards did not slip.

" It's always so good to see you do your stuff in front of an audience! You really do know what you're talking about (thankfully) and it makes our job so much easier when we've got your science behind us!

" We have had some good feedback from the public sessions.

" Feedback has been great from Reefton, lots of people are talking and making plans.

" Such a worthwhile roadshow, your team should be very proud of themselves.

Feedback from teachers

The teacher survey is designed to receive feedback on how the school visits were delivered in the classroom and if schools would like us to return in the future. Sending out this survey also maintains our engagement with schools following our AF8 Roadshow visit, and this feedback informs the development and production of stand alone curriculum resources as well as future AF8 Roadshow school visits.

Teacher survey

Q. Talking about earthquakes can be a sensitive topic. How do you feel the AF8 Roadshow managed this?

1 — 8.7 — 10

not well — exceptionally well

Q. How closely did the AF8 Roadshow activities align with the curriculum?

1 — 8.5 — 10

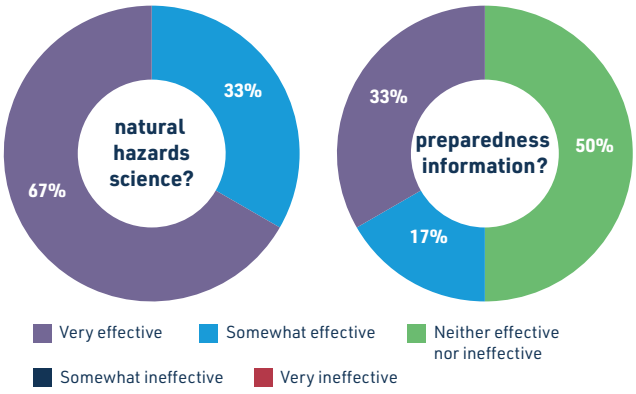
not well — exceptionally well

Q. How likely are you to recommend the AF8 Roadshow to a teaching colleague?

1 — 9 — 10

will not recommend — will definitely recommend

Q. How effective were the AF8 Roadshow 2025 materials and activities in engaging the students in:



100% Of schools would like the AF8 Roadshow to visit again.

100% Of teachers have asked to receive updates on our educational resources.

This year, similar to previous years, all respondents indicated that our delivery of a sensitive topic and the contents alignment to the curriculum was done exceptionally well, with 90% indicating that they will recommend the AF8 Roadshow to other teaching colleagues. All respondents would like us to come back to their school in the future and all have asked to receive updates on the AF8 Programme's other educational materials. The natural hazards science covered through the school visits was overall seen as *'effective'* by teachers. However, the delivery of preparedness information is seen as somewhat less *'effective'*, with 50% of respondents essentially on the fence of it's efficacy in engaging students in preparedness activities. The AF8 Programme will work with teachers to see how we can improve students engagement in preparedness information in our school-focussed initiatives.

The survey also asked what the teachers found the most and least valuable parts of the school visit:

Most valuable:

" The entire presentation! It was relevant, engaging and thought provoking!

" The clear and to the point information. Pitched at the right level.

" The modelling the scale of the earthquake as it moves up the country. Talking about the plate boundary and the movement that is happening there.

Least valuable:

" It was all valuable.

" More time on the preparedness side of things would be better.

" Nothing.

General feedback:

" More information on being prepared in households would be great. Covering things like what the correct steps are after the earthquake has happened, what to have in the house/next to the bed etc.

" Thanks so much for fitting us in to your busy schedule.

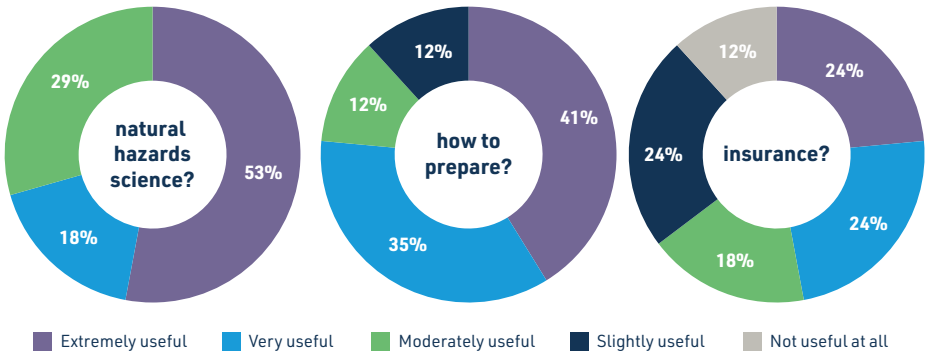
" Our geography classes enjoyed the presentations.

Feedback from the audiences

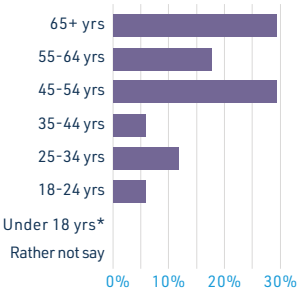
The audience survey was designed in partnership with the Natural Hazards Commission to receive feedback at public talks on how useful the information shared during the AF8 Roadshow 2025, how many respondents plan to take preparedness actions after the talk, and an idea of the age range attending talks. The survey is deliberately short to make it easy and quick for people to provide feedback.

Audience survey

Q. How useful did you find the AF8 Roadshow information about:



Q. Age group?



**Audiences under 18 yrs are reached via school visits. Some also attend public talks with their family, but are unlikely complete a survey.*

94% **Intend to take action(s) to be better prepared** after attending the AF8 Roadshow.

6% **May take any actions to be better prepared** after attending the AF8 Roadshow.

This year was the first year we have run an audience survey, it was made available at the end of the public talk via a QR code. This was a potential barrier to some, as the QR code did not always display clearly on the presentation screen/wall at community venues. We also saw more responses from events where the QR code had been specifically mentioned by the science speaker at the end, compared to events where the audiences attention was not drawn to it. The survey indicates that audiences generally find the information shared about the natural hazards science and how to prepare are the most useful parts of the presentation. Over half of all respondents found the natural hazards science *'extremely useful'*, and most (41%) found the preparedness information *'extremely useful'*. By comparison, respondents indicated that the insurance information shared was less useful – only 24% found it *'extremely useful'*, and 12% said it was *'not useful at all'*. However, nearly all of respondents (94%) said they would take action to be better prepared after attending an AF8 Roadshow, with the rest (6%) indicating they may take an action. This shows that while not all respondents find the same preparedness information useful, all of them were likely to take action to be better prepared.

Examples of the actions respondents said they intend to take, included:

> *Refresh go bags, check if any household items or furniture needs securing. Connect with neighbours on resources. Check over websites.*

> *Both updating emergency supplies and sharing education when we conduct our internal annual earthquake and tsunami drills as we have a spread of people located around the West Coast, Blenheim and Christchurch that work rurally.*

> *Chimney removal - although it's been on the list for a few years.*

> *Getting a proper emergency kit organized and securing big furniture.*

> *Add more items (insurance documents and more clothes) to my EBox.*

> *Talking with friends, getting the word out, and keeping stored water.*

> *Securing furniture, increasing emergency supplies!*

> *Refresh my kit!*

The survey also included a space for audience members to send general feedback, this included:

> *The team were knowledgeable, good at working with the local civil defense and showed they are on the same page. They left very little questions but were able to deliver in a short time a lot of interesting information.*

> *Great presentation, thanks*

> *Fantastic presentation, really helpful and engaging.*

> *I liked the slides and animation. They really helped get the point across.*

> *Bit long*

Additionally, the sentiments shared via the survey were strongly reflected in the conversations we had with audience members throughout the tour, for example:

- One lady travelled to 5 talks, in multiple regions, to learn more about the impacts of an AF8 earthquake beyond her own community and hear how others are preparing for it, so that she could take these learnings back to her own community to share and help them prepare.
- Another emailed the morning after they attended a talk to say they'd already secured their bookcase to the wall that morning, and to thank us for the talk and the preparedness reminder.
- One couple travelled a 3hr+ return trip to attend a talk, because they hadn't be able to make the one in their community in 2021 due to illness, but did not want to miss out this time.
- One student enjoyed the school session so much that she brought her family along to the public talk that night, and wanted to donate her pocket money to support the programme and what we do! (we thanked her and suggested she put it towards her goal of becoming a geologist, because we'll need her help in the future).

Concluding thoughts.

Over four AF8 Roadshow tours, the only negative feedback received has been that it needs to be bigger. With each promoted visited, there have been several comments and queries from people asking when the AF8 Roadshow will come to their town, including in the North Island. In conclusion, the findings of this report (which builds on the momentum of previous tours) indicates that:

- There is an opportunity to develop a national natural hazards roadshow, not necessarily focussed on the Alpine Fault, but based on the delivery model developed by the AF8 Programme. Holding a nationwide engagement initiative on a regular basis has the potential to raise awareness, and enable preparedness.
- A strong, collaborative and enduring partnership between science and emergency management has the ability to build trust and support community preparedness.
- Two-way engagement events, like the AF8 Roadshow, offer opportunities for communities to connect with the science and emergency management systems in a meaningful and proactive way, BEFORE an emergency event. These initiatives offer the potential to bridge and strengthen the critical relationship between the CDEM system and communities before disaster strikes.
- There is a growing appetite for conversations about hazard risk and the sharing of preparedness advice and ideas at a local level. The more we talk about it, the more people want to know, share and take action.