

Disaster Communication with culturally and linguistically diverse communities

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Study Background

Tourism

Home / Travel

New Zealand tops global list in adventure tourism for young travellers



Tom Rose

Journalist • NZ Herald • 14 Aug, 2025 07:00 AM ⌚ 4 mins to read



Education sector

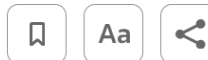


World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ More ▾

New Zealand aims to double foreign international education market by 2034

By Lucy Craymer

July 14, 2025 3:47 PM GMT+12 • Updated July 14, 2025



Migrant context

- Hazard experiences and awareness
- Local and traditional knowledge informing actions
- Expectations
- Cultural and behavioural norms
- Linguistic vulnerability
- Personality characteristics



Other barriers

- Social isolation
- Differences in communication
- Structural factors



ORIGINAL ARTICLE

Lonely ageing in a foreign land: Social isolation and loneliness among older Asian migrants in New Zealand

Hong-Jae Park , Tessa Morgan, Janine Wiles, Merryn Gott

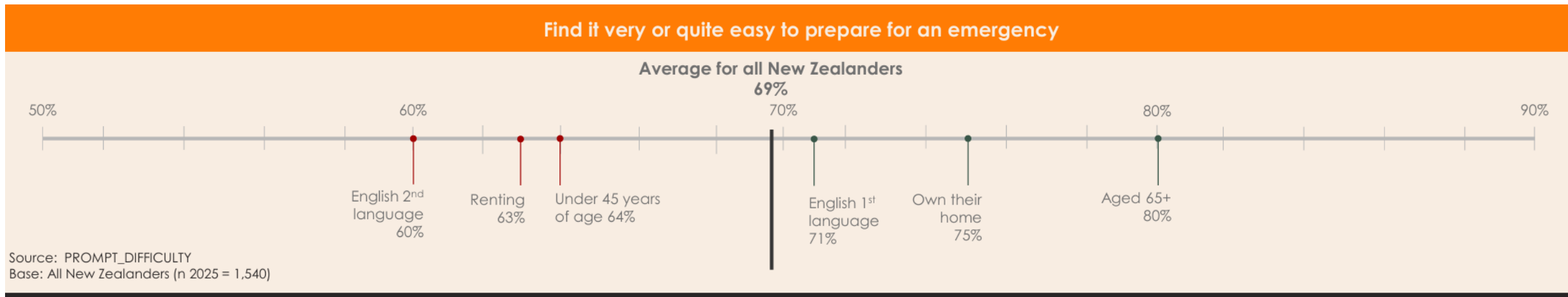
New Zealand's brand 'tarnished' by migrant exploitation cases, overseas job recruiter says



Carmen Hall

Bay of Plenty Times · 20 Oct, 2023 06:00 AM ⌚ 5 mins to read

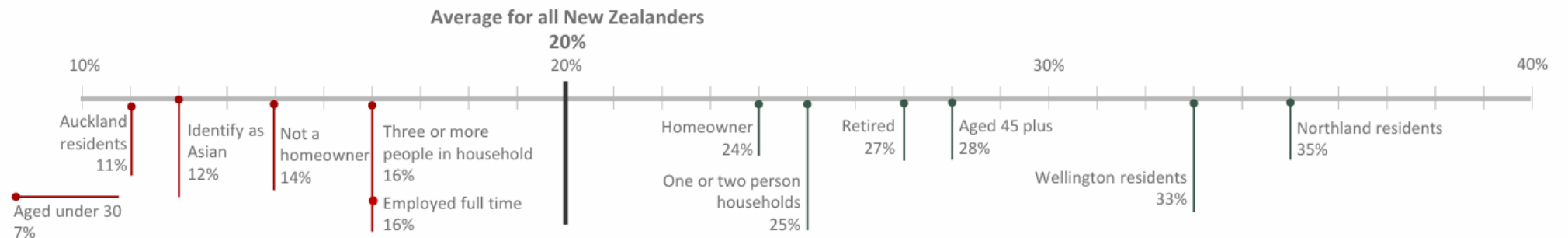
Disaster Preparedness



NEMA Annual preparedness survey 2025 report

The following groups are less likely than average to be prepared at home: younger New Zealanders, those who live in Auckland, those who identify as Asian, those who are not homeowners, those who live in larger households, those who are employed full time.

Prepared at home*



NEMA Annual preparedness survey 2021 report

Disaster response and recovery

Canterbury
earthquake
sequence,
2010 - 2011

Following the Canterbury earthquakes, central and local government acknowledged that they needed to improve how they engaged with CALD communities when carrying out emergency management.

Report: Including culturally and linguistically diverse (CALD) communities - INFORMATION FOR THE CDEM SECTOR [IS 12/13]

Covid 19
pandemic
2020

- **Translations were not uploaded quickly enough**

There was unfortunately often a significant delay between a COVID-19 announcement and the appearance of translated information on the website. This delay seriously affected the usefulness of the messaging, especially in an

Report: Communicating with Culturally and Linguistically Diverse (CALD) communities during disaster: Observations and recommendations from New Zealand's COVID-19 response

Improving communication with CALD communities

Findings from Literature Review



Availability

Whether appropriate
content exists



Access

Whether
communities can
physically/ digitally
and economically
access these
resources



Acceptability

Whether it is
culturally
appropriate, trusted,
and relevant

Available

- Translated multilingual content
- Content
- Simplified
- Frequency/exposure
- Institutional support

Simplified Chinese Edition

WELLINGTON REGION
EMERGENCY MANAGEMENT
OFFICE

地震防灾 应急指南

翻开指南, 现在开始准备

马上行动

往下滑

即刻行动

1. 订阅预警信息, 关注惠灵顿地区灾情应急管理局 (WREMO)

下载手机app

下载新西兰红十字会灾害预警手机应用软件 (Red Cross Hazard App)。确保开启“常规消息提示”功能, 以便有危及生命的灾害发生时第一时间收到WREMO的预警信息。WREMO只会在个人安全受到威胁时发送预警信息。你可以通过调整其他具体信息提示设置, 选择性接收所需要的信息。比如惠灵顿地区一向多风, 你不会想收到每条大风预警。

收到预警信息时

听从建议行动, 并通过社交媒体或发短信的形式向你的亲朋好友分享信息。

紧急情况发生时获取可靠信息的来源有:

- 访问WREMO应急中心的官方网站
VISIT www.WREMO.nz
- 关注WREMO的Facebook首页
LIKE facebook.com/WREMONz
- 关注WREMO的Twitter @WREMOinfo
- 访问当地政府的网站和社交媒体平台
- 收听新西兰广播电台和当地电台

我们已做好准备! ☒ 订阅了预警信息

2 3 4 5 6 7 8

Accessible

- Multi modal comms
- Partnerships
- Co-ordinating groups
- Research gap:
Communication networks



Acceptable

- Reliable and trustworthy
- Culturally appropriate
(respects cultural norms, aligns with worldviews)
- Relevant
(solves the problem, can be adopted by the community)
- Needs more research



Next Steps

Study sites: Wellington, Auckland and Marlborough
Interviews and survey

Parameter	Explanation	What influences the parameter	Impacts	Potential solutions
Trust	Define	<ul style="list-style-type: none">- Prior experiences	<ul style="list-style-type: none">- Lack of adoption of recommended actions e.g. Poor evacuation rates	<ul style="list-style-type: none">- Using trusted communicators, e.g. using community leaders- Messages originated from credible sources, e.g. messages generated by govt agencies- Relatability, e.g. a message for community in Wellington to focus on Wellington specific hazards

Questions?

Thank You

Image sources

1. The Weekend Sun
2. RNZ
3. Language on the move
4. WREMO
5. Shutterstock
6. goodreturn.org.au