

*Employer Recognition
Program — building the
strategic alliance*

2007 Tassie Fire Conference



Employer Recognition

- Background
- Brand
- Pilot
- Programme elements
- Where to from here



Elements



BRAND




Applications
The Landscape Logo
 This logo can be used on a variety of printed items such as brochures, stationery, magazine and press advertisements, report covers and certificates.

The Badge Logo
 This logo can be used for applications where space is an issue. Its primary use is for stickers, window decals, lapel badges, embroidered badges.

This logo may also be used on printed items, the simplified black and white version should only be used for rubber stamps to endorse envelopes and for small metal casts for lapel badges.

IMPORTANT NOTES
 Both logo versions are NEVER to be used on recipients' vehicles at any time.
 Both logos are only to be used as an ENDORSEMENT. If the logo is used on stationary or printed literature it should appear bottom left on the page, it should NOT appear on the cover of any brochures, it may be used on the back of a brochure at the minimum size with its clear space requirement.



Endorsement use.



Not permitted to lead with volunteer.

Recipients of this brand will receive appropriate artwork on application, and must formally agree to abide by all the rules of use.

Usage must be cleared through the Media, Promotions and Communications Department of the New Zealand Fire Service.

For further information contact:

Lapel Badge



A guide for the use and application of the Employer of Volunteer Firefighters

BRAND

CERTIFICATE OF APPRECIATION

Appreciation

AWARDED TO

IN RECOGNITION OF YOUR VALUABLE CONTRIBUTION TO THE COMMUNITY AS AN EMPLOYER OF VOLUNTEER FIREFIGHTERS



FIRE REGION MANAGER

CHIEF FIRE OFFICER

DATE



The New Zealand Fire Service officially acknowledges:


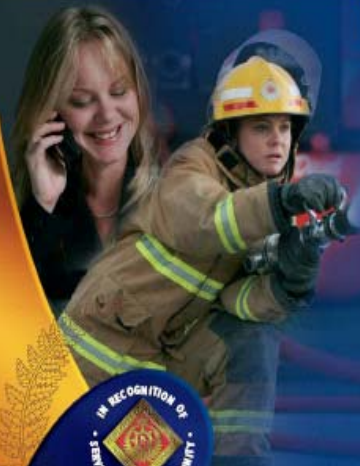
Bob the Builder, Grays Solicitors, Now Bakery and Penrose Butchers.


Through the invaluable support of employers, Eastbourne Volunteer Fire Brigade, and other volunteer fire brigades throughout New Zealand, can continue to protect our communities.



The New Zealand Fire Service Commission thanks you all.





EMPLOYER OF NEW ZEALAND FIRE SERVICE VOLUNTEERS

CONGRATULATIONS

Recognition Events



Honouring their duty

Dannevirke volunteer fire brigade first in Eastern region to formalise relationship with employers CHRISTINE MCKAY reports.

The fire alarm goes and we look especially to see the brigade heading off to its latest callout. But not only is it the volunteer making the sacrifice, but his employer as well.

"Employers don't know if the brigade volunteer heading out the door will be back in five minutes or five hours," Paul Baxter, representative of the Eastern Fire region, said.

"Employers do their bit for their community by allowing staff to attend callouts and now the New Zealand Fire Service has decided to recognise their efforts as well."

As part of a pilot project which is being trialled out across New Zealand, the Dannevirke volunteer fire brigade was the first in the Eastern region to formalise that relationship with employers.

At a station on Friday night, Mr Baxter and district fire chief Mike Fitzcarrald hosted the Dannevirke employers who release their staff for volunteer fire duties.

A lot of the volunteers felt their employers weren't getting sufficient recognition," Mr Fitzcarrald said.

"Now through this new pilot programme, employers will not only have their names pointed on the fire appliances, they will have access to the list of the fire service logs, under special protocols."

"And we're pretty protective of that log, but here in Dannevirke, we appreciate that if employers didn't allow their staff to serve as the brigade, we wouldn't be able to get the trucks out the door when a call goes out."

In the first two months of 2007, the Dannevirke volunteer fire brigade has answered 41 calls, 116 in 2006, 150 in 2005, 111 in 2004 and 100 in 2003.

Terrace District Mayor Marawa Reynolds said it was important that the volunteers and their employers were looked after.

"If we don't we're going to run out of volunteers," she warned.

Among the companies accorded the special status of the New Zealand Fire Service on Friday night there were a special group of self-employed fire members, some also owner-operators.

"It's a case of having to switch on or their work later on," Mr Fitzcarrald said.

And one volunteer had to collect the presentation on behalf of his boss.

"He's a bit shy and wouldn't come along tonight," the Reverend Ross McDougall quipped as he handed his boss a plaque.

Staff the Dannevirke brigade and community will lose the services of their affable Reverend McDougall shortly when he heads to challenges now at Okaro Aorangi.



©2007 PHOTOS BY DUNE. Dannevirke employers and some self-employed brigade volunteers make appointments to receive their recognition awards from Mr Baxter. New Zealand Fire Service is trialling formal recognition for them.





Responses

- Use of logo <http://www.vaultfinancial.co.nz/>
- *“Within the brigade this has really boosted morale, they feel that as well as their employers being supported it also shows the fire service is recognising them in a broader way than ever before.”*
- *“Feedback has only been positive three of four have said they are very chuffed to see their name on the engine and have offered assistance to the brigade as a result. Employers have been very positive.”*



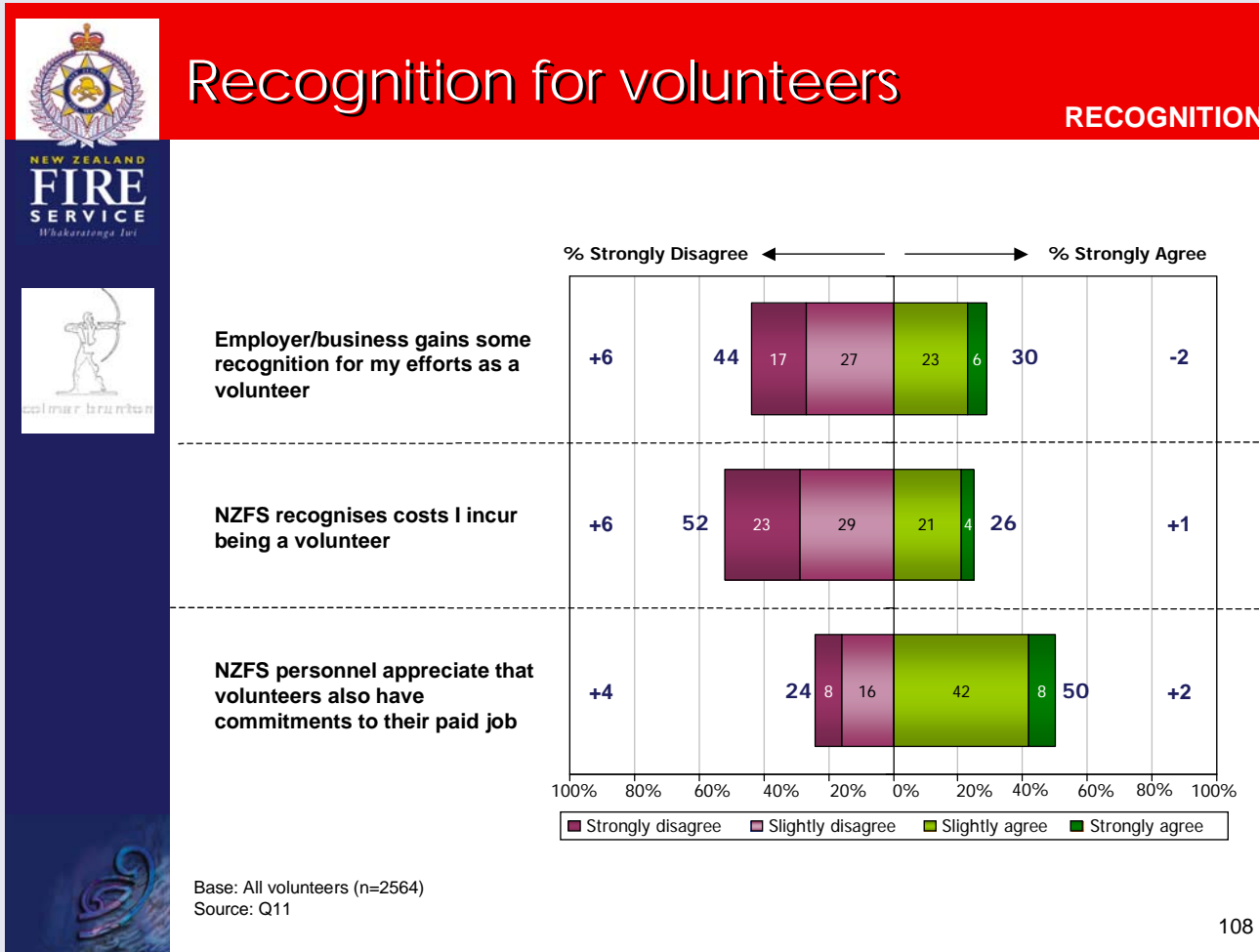
Responses

“At Waitangi Day we held an open day people wanted to know about the truck decal saw it as free and good advertising. Excellent to have that feedback from them.”

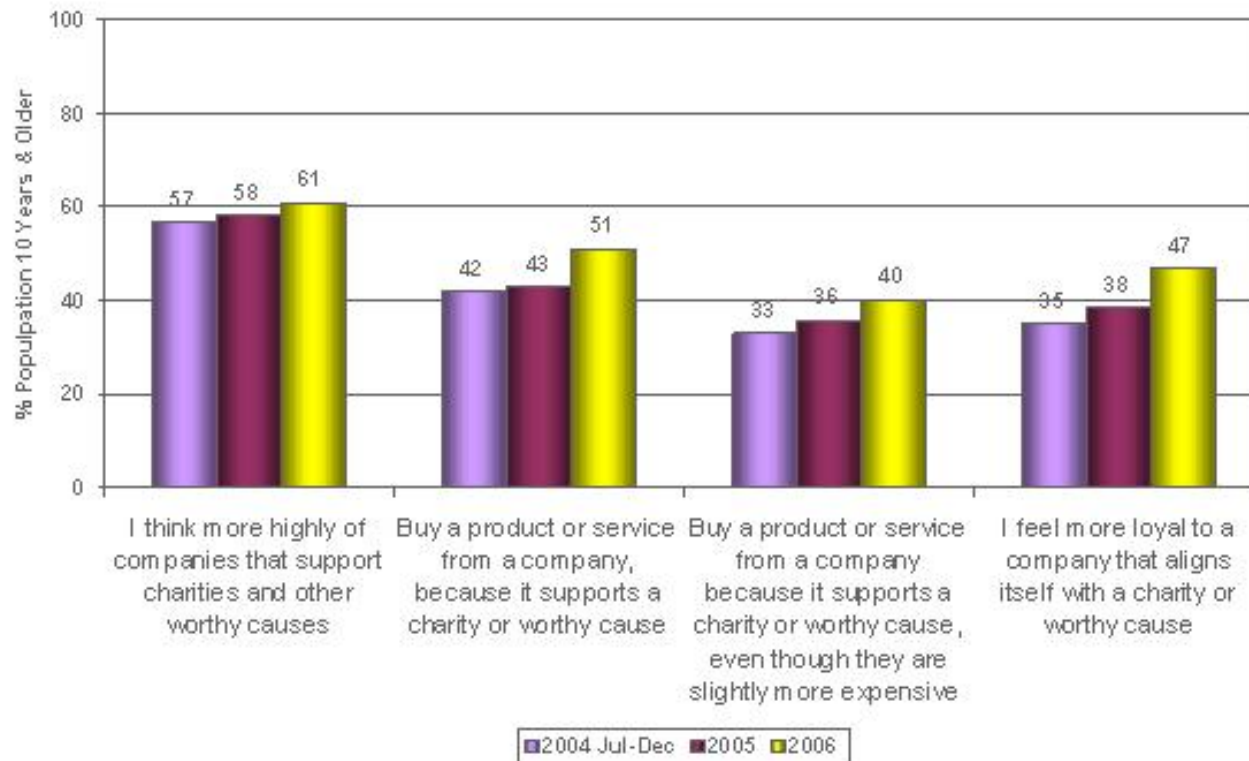
- Probably it comes down to the whole culture of the company it shows the direction we’re heading in and how we operate within the community by actively supporting it and by strengthening our reputation within the public arena.”*



Response Rates – Pilot Brigades – 42%



Consumers who care



“Source: Nielsen Media Research Panorama January to June 2006/Nick Jones & Associates Ltd”



Conclusion

“Learn all you can from the mistakes of others. You won't have time to make them all yourself”.

Alfred Sheinwold

