



Mediaportal Report

11/04/2012

▶ **Cairns a role model'**

Cairns Post, 11/04/12, General News, Page 2
By: None

Article Information

Item ID: 00141341129
Circulation: 23,845
Number of words: 118

Advertising Space Rate

AUD: 211

▶ **SEA FM Cairns (Cairns)**

06:30 News - 11/04/2012 6:35 AM
Newsreader

Cairns has been named the first Role Model City for the Pacific region in Making Cities Resilient, a UN program. Council Spokesperson Lea Guy says the title recognises Cairns' work in disaster mitigation, preparedness, and coordination.

Audience

Male 16+: N/A
Female 16+: N/A
All People: N/A

Advertising Space Rate

AUD: 175

Interviewees: Lea Guy, Spokesperson, Cairns Regional Council

Duration: 0.40

Summary ID: W00048234280

This program or part thereof is syndicated to the following 1 station(s):-

HOT FM Cairns (Cairns)

© Media Monitors

▶ **ABC Far North (Cairns)**

08:30 News - 11/04/2012 8:31 AM
Newsreader

The United Nations has named Cairns a role model city in a disaster resilience program. The program encourages Councils to create a disaster resilience checklist and recognises Cairns' work in disaster mitigation, preparedness, and coordination.

Audience

Male 16+: N/A
Female 16+: N/A
All People: N/A

Advertising Space Rate

AUD: 72

Duration: 0.35

Summary ID: W00048235920

© Media Monitors

COPYRIGHT This report and its contents are for the use of Media Monitors' subscribers only and may not be provided to any third party for any purpose whatsoever without the express written permission of Media Monitors Pty Ltd.

DISCLAIMER The material contained in this report is for general information purposes only. Any figures in this report are an estimation and should not be taken as definitive statistics. Subscribers should refer to the original article before making any financial decisions or forming any opinions. Media Monitors makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable to you or to any third party for any losses, costs or expenses, resulting from any use or misuse of the report.



▶ **ABC Southern Queensland (Toowoomba)**
Drive - 11/04/2012 4:50 PM
Craig Zonca

Zonca says resilience is a big word in Qld, especially post-natural disasters. He says Cairns Regional Council has become the first city in the Pacific region to become an official UN role model when it comes to disaster resilience. Cairns Regional Council CEO Lyn Russell says the impacts of Cyclone Yasi and the floods mean Qld has had to be resilient, and the UN has looked at Cairns as a city that is doing good things in protection and coordinating disaster management. She says they used Facebook during disasters to help communicate with locals.

Interviewees: Lyn Russell, CEO, Cairns Regional Council

Duration: 4.50

Summary ID: W00048246650

This program or part thereof is syndicated to the following 4 station(s):-
ABC Capricornia (Rockhampton), ABC North West Qld (Mt Isa), ABC
Tropical North (Mackay), ABC Western Queensland (Longreach)

© Media Monitors

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A
Advertising Space Rate	
AUD:	2,970

10/04/2012

▶ **Radio 4KZ (Innisfail)**
12:00 Rural Northern News - 10/04/2012 12:08 PM

Cairns has become a role model in disaster resilience for cities around the globe. A United Nations led program selected Cairns as the first role model city from the Pacific region. Council CEO Lyn Russell says Cairns was nominated under the category of flood protection and disaster management coordination.

Duration: 1.02

Summary ID: W00048223071

© Media Monitors

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A
Advertising Space Rate	
AUD:	72

COPYRIGHT This report and its contents are for the use of Media Monitors' subscribers only and may not be provided to any third party for any purpose whatsoever without the express written permission of Media Monitors Pty Ltd.

DISCLAIMER The material contained in this report is for general information purposes only. Any figures in this report are an estimation and should not be taken as definitive statistics. Subscribers should refer to the original article before making any financial decisions or forming any opinions. Media Monitors makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable to you or to any third party for any losses, costs or expenses, resulting from any use or misuse of the report.

▶ **Seven Cairns (Cairns)**
Seven Local News - 10/04/2012 6:04 PM
Rob Brough and Joanne Desmond

Cairns has been named an international United Nations role-model in disaster resilience. There are 'ongoing claims the Cairns Regional Council's drainage systems were to blame when several homes were flooded' last month. Meanwhile Margaret Cochrane, Mayoral candidate, says she will replace the 10-day green waste dumping window with four 'green waste tipping vouchers' if elected mayor. Ian Thomas promises to cap rates if elected. Cairns Mayor Val Schier says she will refurbish the Tobruk Memorial Pool if re-elected. Warren Entsch, Fed MP for Leichardt says the move is a backflip but offers support.

Interviewees: Brad Finegan, Acting GM, Infrastructure

Duration: 1.11

Summary ID: S00048228656

© Media Monitors

Audience	
Male 16+:	10,000
Female 16+:	9,000
All People:	21,000

Advertising Space Rate	
AUD:	984

COPYRIGHT This report and its contents are for the use of Media Monitors' subscribers only and may not be provided to any third party for any purpose whatsoever without the express written permission of Media Monitors Pty Ltd.

DISCLAIMER The material contained in this report is for general information purposes only. Any figures in this report are an estimation and should not be taken as definitive statistics. Subscribers should refer to the original article before making any financial decisions or forming any opinions. Media Monitors makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable to you or to any third party for any losses, costs or expenses, resulting from any use or misuse of the report.





Cairns a 'role model'

CAIRNS will become a mentor for other cities needing to bolster their defences against natural disasters.

The city, which earned recognition following cyclones Yasi and Larry for its preparation, co-ordination and response, was selected as the Pacific region's first "role model" under the United Nations' Making Cities Resilient program.

Emergency Management Queensland regional director

Wayne Coutts said the accolade was the result of the city's proactive approach.

"It's not just during cyclone season – when there are no events around, that's when people are out working hard," he said.

"When events do occur, the foundation to cope with them has already been laid."

►► **Information about Cairns Regional Council's status in the Making Cities Resilient campaign can be found on:** www.unisdr.org/campaign/resilientcities