



25 August 2025



Reference: OIA-2025/26-0089

Dear

**Official Information Act request relating to the Emergency Mobile Alerts issued on 30 July and 31 July 2025**

Thank you for your Official Information Act 1982 (the Act) request received on 4 August 2025. You requested:

- “1. assessments and estimates (including initial assessments and estimates) of the number of lives saved by the emergency alerts issued on 30-31 July 2025*
- 2. assessments and estimates (including initial assessments and estimates) of the harm prevented (excluding lives saved) by the emergency alerts issued on 30-31 July 2025*  
*- Thresholds relating to the number of lives estimated to be saved before an alert can be issued*
- 3. Thresholds relating to the level of harm estimated to be prevented (excluding lives saved) before an alert can be issued*
- 4. The financial cost (or estimate if an accurate cost cannot be obtained) to the NZ government of issuing each alert*
- 5. Effectiveness metrics and thresholds used to assess the success (or otherwise) of emergency alerts*
- 6. If cost is a factor in any of the metrics and thresholds (eg financial cost per estimate life saved), assessments / analysis / research NEMA holds regarding the consistency of those metrics and thresholds with comparable metrics and thresholds used by other government agencies (for example, the effectiveness criteria Waka Kotahi uses to evaluate the effectiveness of safety cameras, or anti-speed advertisements)”.*

We have searched our records and have not been able to locate any information relating to parts one and two of your request. Accordingly, I am refusing parts one and two of your request under section 18(e) of the Act because the requested information does not exist or, despite reasonable efforts to locate it, cannot be found.

Regarding part three of your request, this information is publicly available. The [Emergency Mobile Alert Protocol for User Agencies](#) document covers the criteria for sending Emergency Mobile Alerts to New Zealanders.

In response to part four and six of your request there is no cost per Emergency Mobile Alert. I can confirm that cost is not a factor in any of the metrics and thresholds, assessments / analysis / research that the National Emergency Management Agency (NEMA) holds

regarding the consistency of those metrics and thresholds with comparable metrics and thresholds used by other government agencies.

Regarding part five of your request, I can confirm that when sending alerts, NEMA receives confirmation from telecommunications providers that the alert has been transmitted to all geotargeted areas. We can confirm that the alerts issued on 30 and 31 July were successfully transmitted to all devices within range of the identified cell towers.

In terms of “thresholds”, the User Protocol stipulates that Emergency Mobile Alerts should only be issued in the event of a severe, urgent and likely threat to life, health or property. This threshold was met in the Kamchatka event, with the receipt of scientific advice on the afternoon of 30 July that dangerous tsunami activity was projected to impact our shores, and the receipt of confirmation on 31 July that tsunami activity had subsequently been observed on our shores.

Information on the M8.8 Kamchatka Russia earthquake and tsunami prepared by GeoNet is available on the following website:

<https://www.geonet.org.nz/news/4O1zMlf5rXgg8mFCJOfcEg>

More information on civil defence emergency management alerts and warnings are available on the following website:

[Civil Defence Emergency Management Alerts and Warnings » National Emergency Management Agency](#)

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on the Department of the Prime Minister and Cabinet’s website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Sarah Holland  
**Chief Advisor to the Chief Executive  
National Emergency Management Agency**