

A dramatic aerial photograph of a wildfire. A helicopter is seen in the upper right, dropping a bucket of water onto the flames. The fire is intense, with thick black smoke rising into a dark, cloudy sky. The terrain is rugged and covered in dry vegetation.

# FIRST72<sup>®</sup>

**EMERGENCY** PREPAREDNESS  
STARTS HERE

**YOUR** EMERGENCY PARTNER

**WE'VE  
GOT —  
— YOU**



**FIRST72<sup>®</sup>**

# **EVERY** SECOND COUNTS

Disasters are **unpredictable**, but your response doesn't have to be.

Be prepared for when every **second** counts.

**SURVIVE  
& THRIVE**



**FIRST72®**

***YOUR EMERGENCY PARTNER***

**ABOUT FIRST72®**

***SURVIVE  
& THRIVE***



**FIRST72®**

**YOUR EMERGENCY PARTNER**

## WHO WE ARE

FIRST72 is a private emergency management organisation dedicated to enhancing emergency preparedness & resilience across Aotearoa New Zealand.

Established with a mission to safeguard lives during the first 72 hours of a disaster – **the most crucial period for survival** – FIRST72 has now become a trusted partner for many communities and organisations around New Zealand.

Our holistic approach to emergency management combines expert consultation, advanced equipment solutions and comprehensive support to ensure that you're not just prepared – **you're resilient.**

**74**

COMMUNITIES  
PREPARED

**83,200**

PEOPLE  
EMPOWERED

**FIRST72®**

***OUR SERVICES***



**EXPERT CONSULTING**



**ADVANCED EQUIPMENT  
SOLUTIONS**



**EPOD  
EMERGENCY PODS**



**TRAINING &  
EDUCATION**



**SUPPORT &  
MAINTAINENCE**



**EMERGENCY  
RELIEF**

**FIRST72®**

**OUR SOLUTIONS**







**FIRST72®**

**BE PREPARED.  
BE RESILIENT.**

**THE NEED FOR ACTION**

***THE FACTS***

**104**

**STATE OF EMERGENCIES  
DECLARED IN NZ SINCE 2002**



***THE FACTS***

**2ND**

**# NZ RANKED IN THE WORLD  
FOR EXPOSURE TO DISASTER RISK**

# NZ STATISTICS DISASTER RISK

7/10

NZ Earthquake &  
Tsunami Risk Ranking

\$2.1b

Average Annual Cost of  
Disasters (NZ\$)

748,000

People in NZ Living in  
Flooding-Prone Areas

4.97

# State of  
Emergencies Declared  
per Year

65%

of the NZ Population live  
within 5km of the Coast

4/5

NZ households  
underprepared for a  
disaster



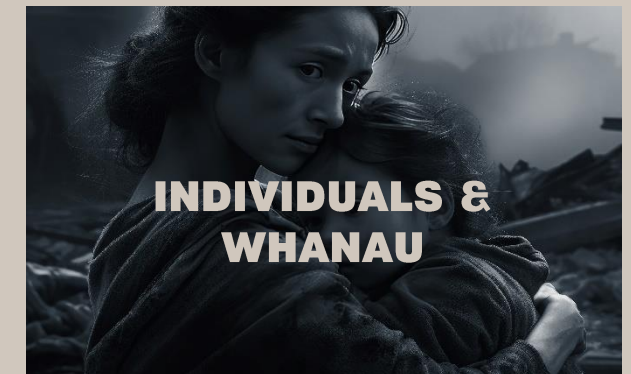
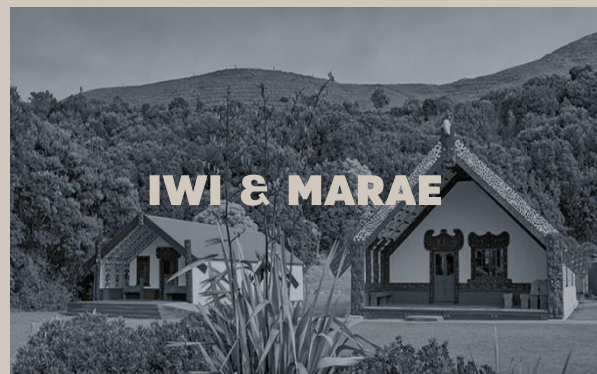
A night-time photograph of a city with a volcano in the background. The volcano is on the left, with a small light on its peak. The city lights are visible in the valley and on the slopes. The sky is dark with some clouds. The text is overlaid on the image.

**FIRST72®**

**YOUR SAFETY IS OUR  
PRIORITY.**

**Be Prepared. Be Resilient.**







**FIRST72®**

**OUR PARTNERS**



**HONDA**  
**OUTDOORS**



**radix®**



Ministry for Primary Industries  
Manatū Ahu Matua



**tait**  
communications



**D4H**



**EPD®**

**FIRST72®**

**EPD®**

**EMERGENCY &  
DISASTER POD**

**PROTECT WHAT  
MATTERS MOST.**

Partner with us today.

**WE'VE  
GOT —  
— YOU**



**VISIT OUR  
WEBSITE**

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