LDMP – Part 8 Communication Sub Plan 2010

Rowland.

Rowland. Pty Ltd ABN 59 011 033 364
Level 18 127 Creek Street
GPO Box 1430 Brisbane Qld 4001
Telephone +61 7 3229 4499
Facsimile +61 7 3229 2666
www.rowland.com.au

This document was developed for the Fraser Coast Regional Council by Rowland.

version 1.10

© Copyright 2008: The ideas and information contained in this document are confidential and are communicated in strict commercial confidence. This document is of value to Rowland. The contents of this document are subject to copyright. All rights reserved. No unauthorised use may be made of the material without the express authorisation of the author, Rowland. Pty Ltd ABN 59 011 033 364.

Table of contents

TABLE OF CONTENTS 1

LDMP PART 8 COMMUNICATION SUB PLAN 3

PRELIMINARIES 4

SECTION 1 – INTRODUCTION 17

SECTION 2 – DISASTER PREPAREDNESS COMMUNICATION 22

SECTION 3 – DISASTER RESPONSE COMMUNICATION 25

SECTION 4 – DISASTER RECOVERY COMMUNICATION AND COMMUNITY ENGAGEMENT 30

APPENDIX 8A – SUPPORTING INFORMATION 32

APPENDIX 8C – SEWS MESSAGE FORMAT 34

APPENDIX 8D – COMMUNITY ANNOUNCEMENT TEMPLATE 35

APPENDIX 8E – KEY MESSAGES 36

APPENDIX 8F – TELEPHONE MESSAGE SHEET 37

APPENDIX 8G – COMMUNITY ANNOUNCEMENT LOG 38

APPENDIX 8H – STAKEHOLDER CONTACT SHEET 39

APPENDIX 8I – STAKEHOLDER ASSESSMENT TOOL 40

Other Parts

Part 1
Local Disaster Management Plan

Part 2
Council Operations Team Sub Plan

Part 3
Recovery Sub Plan

Part 4
Local Disaster Coordination Centre Sub Plan

Part 5
Welfare Sub Plan

Part 6
Disaster Risk Management Sub Plan

Part 7
Evacuation Sub Plan

Part 8
Communication Sub Plan

Part 9
Supporting Information

Part 10
Tsunami Sub Plan

LDMP Part 8 Communication Sub Plan

Foreword

The Fraser Coast Regional Council incorporates the former Hervey Bay City Council, Maryborough City Council, Woocoo Shire Council and two of the three divisions of Tiaro Shire Council. Fraser Island and other smaller islands form part of the Council. It is a vibrant and fast growing area that has a wide range of topography and changing demographics. It exhibits an abundance of world heritage, natural, historic, aquatic, flora and fauna attractions.

Despite the Fraser Coast Region's idyllic lifestyle, there will be occasions when the community is affected by both natural and man-made disasters, hence the need for a dynamic and robust Local Disaster Management Plan and relevant Sub Plans.

The Local Disaster Management Communication Sub Plan addresses the Council's strategies to effectively communicate and engage with the community prior to, during and after an emergency or disaster in the Fraser Coast Region. The Sub Plan identifies the roles and responsibilities of lead stakeholders and joint agencies involved in disaster communication activities.

This document will be reviewed on a regular basis and updated to reflect changes in legislation, the changing needs of the region and lessons learnt from disasters elsewhere.

As a community we are unable to prevent a disaster from happening, however, we are able to minimise the adverse effects a disaster has on a community (both economically and socially) through comprehensive planning and preparation and managing effective response and recovery.

Mayor, Fraser Coast Regional Council
Chairperson
Fraser Coast Local Disaster Management Group.

02 / 02 / 2010

Acrobat Document

Preliminaries

Authority of the Plan

Fraser Coast Regional Council has the authority to write and implement a Local Disaster Management Part 8 Communication Sub Plan in accordance *with Section 30, 57(1), 63 and 80 of the Disaster Management Act 2003.*

Approval of the Plan

The Fraser Coast Local Disaster Management Group, in accordance *with Section 30, of the Disaster Management Act 2003*, has prepared the Fraser Coast Local Disaster Management Part 8 Communication Sub Plan, version number 1, dated 9th December 2010.

……
Signature

……
Print Name

Chairman
Fraser Coast Local Disaster Management Group

Dated: _ _ /_ _/_ _ _ _

Review of the Plan

The Executive Officer, Maryborough District Disaster Management Group, in accordance *with Section 30(b)*, of the *Disaster Management Act 2003,* has reviewed the Fraser Coast Local Disaster Management Part 8 Communication Sub Plan, version number 1, dated 9th December 2010.

……
Signature

……
Print Name

Executive Officer
Maryborough District Disaster Management Group

Dated: _ _/_ _/_ _ _ _

Endorsement of the Plan

The Fraser Coast Regional Council, in accordance *with Section 80(1) (b)* of the *Disaster Management Act 2003,* endorsed the Fraser Coast Local Disaster Management Part 8 Communication Sub Plan, version number 1, dated 9th December 2010 *o*n __/ __/ 2010, resolution No*.*

The Fraser Coast Local Disaster Management Part 8 Communication Sub Plan is hereby approved for distribution.

……
Signature

……
Print Name

Chief Executive Officer
Fraser Coast Regional Council

Dated: _ _/_ _/_ _ _ _

Amendment Register and Version Control

1. The Fraser Coast Local Disaster Management Group Executive Officer is responsible for approving the plan and subsequent amendments before review by the Executive Officer Maryborough District Disaster Management Group, in accordance *with Section 28(I) Disaster Management Act 2003*.

2. Following review by the Executive Officer Maryborough District Disaster Management Group, the Fraser Coast Regional Council must approve and endorse the plan or proposed amendments, in accordance *with Section 80(1)(b), Disaster Management Act 2003*.

3. The Fraser Coast Local Disaster Management Group Executive Officer may make updates or amendments of a minor nature, such as document references, key appointment names or contact details, which are ratified at the next Fraser Coast Local Disaster Management Group meeting.

Amendment and Version Control Register

Amendment /Version	Date	Prepared by	Comments
Ver.1.00	02/02/2009	Heide Nelson	
Ver.1.10	10/12/2009	Chris Vakas	Minor changes, format, logo, etc.

Distribution List

Fraser Coast Regional Council	3 copies (includes public display copy)
Fraser Coast Regional Library	1 copy
Fraser Coast Local Disaster Management Group	1 copy each
Chair Maryborough Disaster District Management Group	1 copy
Area Director Emergency Management Queensland	1 copy
Local Controllers SES	1 copy
SES Group Leaders	1 copy each
Lead Agencies	1 copy each
Bundaberg Regional Council	1 copy
Gympie Regional Council	1 copy
North Burnett Regional Council	1 copy
Wide Bay Water	1 copy

Abbreviations

AEP	Annual Exceedance Probability
AFAC	Australian Fire Authorities Council
AHD	Australia Height Datum (All BRC datum reported in AHD unless otherwise stated)
AIIMS	Australasian Inter-service Incident Management System
ARI	Annual Recurrence Interval
ATWS	Australian Tsunami Warning System
BoM	Bureau of Meteorology
BCA	Building Code of Australia
BMO	Bushfire Management Officer
BSA	Building Services Authority
CAEP	Council Assisted Evacuation Plan
CASA	Civil Aviation Safety Authority
COAG	Council of Australian Governments
COT	Council Operations Team: responsible for managing Council operations in response to a disaster
DART	Deep-ocean Assessment and Reporting of Tsunamis
DCS	Department of Community Safety
DDC	District Disaster Coordinator
DDCC	District Disaster Coordination Centre
DDMG	District Disaster Management Group
DERM	Department of Environmental Resource Management
DES	Department of Emergency Services
DMA	Disaster Management Act 2003
DMU	Disaster Management Unit
DOC	Department of Communities
EHO	Environmental Health Officer
EMA	Emergency Management Australia
EMQ	Emergency Management Queensland
EPG	Evacuation Planning Group
FCRC	Fraser Coast Regional Council
GA	Geoscience Australia
GH	Gauge Height (All BOM datum reported in GH unless otherwise stated)
GIS	Geographic Information System

HAT	Highest Astronomical Tide
JATWC	Joint Australian Tsunami Warning Centre
LCWC	Local Community Welfare Committee
LDC	Local Disaster Coordinator
LDCC	Local Disaster Coordination Centre
LDMG	Local Disaster Management Group
LDMP	Local Disaster Management Plan
MOU	Memorandum of Understanding
NDM	Natural Disaster Management
NDRRA	Natural Disaster Relief and Recovery Arrangements
NGO	Non Government Organisation
NOAA	National Oceanic and Atmospheric Administration
NRIS	National Registration and Inquiry System
PTWC	Pacific Tsunami Warning Centre
PMF	Probable Maximum Flood
QAS	Queensland Ambulance Service
QFRS	Queensland Fire and Rescue Service
QPS	Queensland Police Service
QR	Queensland Rail
RACE	Response Advice for Chemical Emergencies
SDCC	State Disaster Coordination Centre
SEAFRAME	Sea Level Fine Resolution Acoustic Measuring Equipment
SES	State Emergency Service
SEWS	Standard Emergency Warning System
SIP	Shelter in Place
SITREP	Situation Report
SOP	Standard Operating Procedures
SPP	State Planning Policies
TCP	Traffic Control Point
TCWC	Tropical Cyclone Warning Centre
TMR	Transport and Main Roads
WBB	Wide Bay Burnett
WICEN	Wireless Institute Civil Emergency Network. (A group of Licensed Radio Operators, who have volunteered their services for emergency and backup communications).

Definitions

AS/NZS ISO 31000:2009	International Standard on Risk Management to supersede *AS/NZS 4360:2004, Risk management*.
Assembly Point	A designated location specifically selected as a point which is not anticipated to be adversely affected by the hazard.
Collection Point	A designated location where evacuees are collected and transported
Community Recovery Centre	A centre established by the Qld Department of Communities to facilitate the delivery of disaster recovery services to the disaster-affected community by multiple agencies from a single location.
Consequence	Outcome of an event affecting objectives NOTE 1 an event can lead to a range of consequences. NOTE 2 A consequence can be certain or uncertain and can have positive or negative effects on objectives. NOTE 3 consequences can be expressed qualitatively or quantitatively. NOTE 4 Initial consequences can escalate through knock-on effects. *[AS/NZS ISO 31000:2009]*
Control	Measure that is modifying risk NOTE 1 Controls include any process, policy, device, practice, or other actions which modify risk. NOTE 2 Controls may not always exert the intended or assumed modifying effect. *[AS/NZS ISO 31000:2009]*
Council	Where used means Fraser Coast Regional Council
Critical Infrastructure	Water Supply, Power Supply, Sewage Treatment, Gas Supply, Communications, Waste Service, Drainage, Road, Rail, Air and Sea Ports, Hospitals, Fire, Police, Ambulance and Emergency Services.
Cyclone Information Bulletin	Issued every 6 hours when a cyclone exists in Queensland Waters but a Cyclone Advice/Watch/Warning is not warranted.
Cyclone Shelter	A building, or part of a building, specifically designed and constructed to provide protection from wind and debris during the passage of a severe tropical cyclone. Cyclone shelters are to meet the requirements for a Public Cyclone Shelter as detailed in *Design Guidelines for Queensland Public Cyclone Shelters: September 2006*.

Cyclone Watch	A message released by the Tropical Cyclone Warning Centre (TCWC) when a cyclone or a disturbance with potential to develop into a cyclone exists and is likely to cause coastal gales within 48 hours but not within 24 hours.
Cyclone Warning	A message released by a tropical cyclone warning centre (TCWC) when the existence of a cyclone or a developing disturbance with potential to develop into a cyclone exists and is expected to cause at least gale force winds in coastal areas within 24 hours.
Disaster	A disaster is a serious disruption in a community, caused by the impact of an event that requires a significant coordinated response by the State and other entities to help the community recover from the disruption *(Disaster Management Act 2003).*
Event	Occurrence or change of a particular set of circumstances NOTE 1 an event can be one or more occurrences, and can have several causes. NOTE 2 An event can consist of something not happening. NOTE 3 An event can sometimes be referred to as an “incident” or “accident”. NOTE 4 an event without consequences can also be referred to as a “near miss”, “incident”, “near hit” or “close call”. *[AS/NZS ISO 31000:2009]*
Epidemic	An outbreak of new cases of a certain disease, in a given human population that occur during a given period, substantially exceed what is expected based on recent experience.
Evacuation	The planned movement of persons from an unsafe or potentially unsafe location to a safer location and their eventual return. Evacuations may be: Voluntary- the DDC may advise people in threatened areas to evacuate voluntarily before Managed Evacuation is required. Mandatory (referred to as ‘Managed’) - the DCC issues a Managed Evacuation Order granted by a declaration of a Disaster Situation in accordance with *Section 64 of* the provisions of the Disaster Management Act 2003 by the issue of an Evacuation Advisory Notice for people in designated threatened areas to evacuate.
Evacuation Centre	A building or facility which is located beyond the natural hazard which provides people with basic human needs including temporary accommodation, food and water during the event.
Evacuation Route	The route nominated, along which people may travel from the storm tide evacuation zone to a place or area of safety.
Evacuation Sub Plan	A sub set of the main Disaster Management Plan.
Evacuation Time	Total time taken: to make the decision to evacuate; to advise people to evacuate; for all people to withdraw; for all people to be sheltered.
Flash flood	Flood of short duration with relatively high peak discharge. (BoM)
Flood	A flood occurs when water inundates (covers) land that is normally dry. (BoM)

Hazard	A source of potential harm, or a situation with a potential to cause loss (EMA, 2004).
Highest Astronomical Tide (HAT)	The highest level of water which can be predicted to occur under any combination of astronomical conditions. This level may not be reached every year.
Incident	Can be used interchangeably with event.
Incident Controller	The appointed individual responsible for the management of all incident operations
Infrastructure	schools, government facilities, aged care facilities, sporting facilities, community facilities, and recreational facilities, and structures not defined as Critical Infrastructure.
Leaving Time	Time taken in leaving the home. This includes collecting personal effects, enquiring regarding neighbours and friends and securing the premises.
Level of risk	Magnitude of a risk or combination of risks, expressed in terms of the combination of consequences and their likelihood [AS/NZS ISO 31000:2009].
Likelihood	Chance of something happening NOTE1 In risk management terminology, the word “likelihood” is used to refer to the chance of something happening, whether defined, measured or determined objectively or subjectively, qualitatively or quantitatively, and described using general terms or mathematically (such as a probability or a frequency over a given time period). NOTE 2 The English term “likelihood: does not have a direct equivalent in some languages; instead, the equivalent of the term “probability” is often used. However, in English, “probability” is often narrowly interpreted as a mathematical term. Therefore, in risk management terminology, “likelihood” is used with the intent that it should have the same broad interpretation as the term “probability” has in many languages other than English. [AS/NZS ISO 31000:2009]
Major flooding	In addition to the effects of Minor and Moderate flooding, extensive rural areas and/or urban areas are inundated. Properties and towns are likely to be isolated and major traffic routes likely to be closed. Evacuation of people from flood affected areas may be required. (BoM)
Minor flooding	Causes inconvenience. Low-lying areas next to watercourses are inundated which may require the removal of stock and equipment. Minor roads may be closed and low-level bridges submerged. (BoM)
Mitigation	Measures taken in advance of a disaster aimed at decreasing or eliminating its impact on society and environment (Australian Emergency Management Glossary, 1998).
Moderate flooding	In addition to the effects of minor flooding, the evacuation of some houses may be required. Main traffic routes may be covered. The area of inundation is substantial in rural areas requiring the removal of stock. (BoM)
Pandemic	An outbreak of infectious disease with a high attack rate in people of all age groups that occurs concurrently throughout the world.
Probable Maximum Flood	The most severe flood that is likely to occur at a particular location. Such a flood would result from the most severe combination of critical meteorological and hydrological conditions. (BoM)
Preparedness	Arrangements made to ensure that should an emergency occur, communities, resources and services are capable of coping with the effects (Australian Emergency Management Glossary, 1998).
Prevention	Measures to eliminate or reduce the incidence or severity of emergencies (Australian Emergency Management Glossary, 1998).

Property	All other structures in the built environment not defined as Infrastructure or Critical Infrastructure.
Recovery	The coordinated process of supporting disaster affected communities in reconstruction of physical infrastructure and restoration of emotional, social, economic and physical well-being (Australian Emergency Management Glossary, 1998).
Relief	The provision of immediate shelter, life support and human needs of persons affected by or responding to a disaster. It includes the establishment, management and provision of services to disaster relief centres (Australian Emergency Management Glossary, 1998).
Response	Actions taken in anticipation of, during and immediately after, a disaster to ensure its effects are minimised (Australian Emergency Management Glossary, 1998).
Resilience	The ability of an organisation/community to withstand and recover from Disasters and Emergencies.
Risk	Effect of uncertainty on objectives. NOTE 1 An effect is a deviation from the expected – positive and/or negative. NOTE 2 Objectives can have different aspects (such as financial, health and safety, and environmental goals) and can apply at different levels (such as strategic, organisation-wide, project, product and process). NOTE 3 Risk is often characterised by reference to potential events and consequences, or a combination of these. NOTE 4 Risk is often expressed in terms of a combination of the consequences of an event (including changes in circumstances) and the associated likelihood of occurrence. NOTE 5 Uncertainty is the state, even partial, of deficiency of information related to, understanding or knowledge of an event, its consequence, or likelihood. [AS/NZS ISO 31000:2009]
Risk Management	Coordinated activities to direct and control an organisation with regard to risk. [AS/NZS ISO 31000:2009]
Riverine flooding	Riverine flooding is generally the result of widespread rain causing water over large areas to collect in streams and rivers, which overflow. These floods generally rise at a slower rate and although quite devastating, rise at a rate that usually allows for managed escape. Riverine floods are still dangerous as flowing water can still wash people, cars, etc away. Also, breaches of levees or other barriers may cause localised flash flooding as water flows through the breach into previously dry land. (BoM)
Serious disruption	One or more of the following occurring as a result of and event: • Loss of human life, or widespread illness or injury to humans; • Widespread or severe, critical infrastructure, infrastructure or property loss or damage; • Widespread or severe loss or damage to the economy; and • Widespread or severe loss or damage to the environment.

Severe Storm	A storm which produces: • hail, diameter of 2 cm or more; or • wind gusts of 90 km/h or greater; or • flash floods; or • lightning that causes death, injury or damage; or • tornadoes, or any combination of these. (BoM)
Shelter in Place (SIP)	The process of staying where you are and taking shelter, rather than trying to evacuate. This usually means selecting a small, interior room, with no or few windows, and taking refuge there.
State Instructional Institution	An educational institution established under s.13 or 14 of the Education (General Provisions) Act 2006, namely State primary, secondary or special education schools, environmental education centres or outdoor education centres.
Storm Surge	A storm surge is a rise above the normal water level along a shore resulting from strong onshore winds and / or reduced atmospheric pressure. Storm surges accompany a tropical cyclone as it comes ashore. (BoM)
Stormwater flooding	Inundation caused buy local run-off rather than water rising from a watercourse. It includes run-off exceeding the capacity of the drainage system. (Bureau of Transport and Regional Economics)
Storm Tide	The combination of a **storm surge**, tidal peaks, a shallow coastal gradient, and on-shore winds. A storm tide effect may be increased by funnelling due to coastal terrain.
Storm Tide Information Bulletin	An initial estimate of the possible storm surge associated with a coastal crossing of a severe tropical cyclone at the forecast intensity. (Note: the estimate includes only the storm surge, the actual storm tide would also depend on the wave setup and the normal tide height at the time of crossing).
Storm Tide Warning (Preliminary)	Issued during a Cyclone Warning phase when a storm tide risk is identified and it is expected that wind gusts along the threatened coast could Increase to 100 km/h or more within 24 hours.
Storm Tide Warning	Issued 12 hours before wind gusts of 100 km/h winds are predicted. Storm tide heights in the warnings are referenced to AHD. Warnings will be updated at 3 hourly intervals. A Final Storm Tide Warning will be issued after the cyclone has crossed the coast or ceases to be a threat.
Sustainability	The capacity to endure, the ability of a system to maintain processes, functions, biodiversity and productivity into the future.
Time Past-a-Point	Time taken for all people to pass a point on the evacuation route.
Tornado	These rarest and most violent of thunderstorm phenomena are rapidly rotating columns of air that descend in the well-known funnel shape from the base of a storm cloud. A tornado vortex, which can range in width from a few metres to hundreds of metres, usually whirls clockwise (viewed from above) and contains very damaging winds that may reach more than 450 km/h. (BoM)
Travel Time	Time taken for a person to travel the evacuation route.

Tropical Cyclones	Tropical cyclones are intense low pressure systems which form over warm ocean waters at low latitudes. Atmospheric circulations rotate clockwise in the southern hemisphere, and anti-clockwise in the northern hemisphere. Tropical cyclones are associated with strong winds, torrential rain and storm surges (in coastal areas). Tropical Cyclone Category System **Category 1** *(tropical cyclone)* Strongest winds are GALES with typical gusts over open flat land of 90 - 125 km/h. **Category 2** *(tropical cyclone)* Strongest winds are DESTRUCTIVE winds with typical gusts over open flat land of 125 - 164 km/h. **Category 3** *(severe tropical cyclone)* Strongest winds are VERY DESTRUCTIVE winds with typical gusts over open flat land of 165 - 224 km/h. **Category 4** *(severe tropical cyclone)* Strongest winds are VERY DESTRUCTIVE winds with typical gusts over open flat land of 225 - 279 km/h. **Category 5** *(severe tropical cyclone)* Strongest winds are VERY DESTRUCTIVE winds with typical gusts over open flat land of more than 280 km/h. (BoM)
Tsunami	A tsunami is a series of ocean waves with very long wavelengths (typically hundreds of kilometres) caused by large-scale disturbances of the ocean, such as: • earthquakes • landslide • volcanic eruptions • explosions • meteorites These disturbances can either be from below (e.g. underwater earthquakes with large vertical displacements, submarine landslides) or from above (e.g. meteorite impacts). (BoM)
Warning Time	Time taken to advise people in the evacuation zone to evacuate.
Withdrawal Time	Time taken to withdraw people from the evacuation zone. The withdrawal time is the sum of the time taken preparing to leave, the travel time and the time past-a-point.
Wave Setup	An increase in the mean water level towards the shoreline caused by wave action. It can be very important during storm events as it results in a further increase in water level above the tide and surge levels
Wave Run up	The rush of water up a beach after a wave reaches the shoreline. The amount of wave run up is the vertical distance between the maximum height on the beach the rush of water reaches and the still water level. Wave run up is dependent on a number of factors including wave height and period, and the slope and composition of the beach.
Welfare	The provision of immediate and continuing care of disaster affected persons who may be threatened, distressed, disadvantaged, homeless or evacuated and the maintenance of health, well-being and prosperity of such persons with all available community resources until their rehabilitation is achieved.

References

- Emergency Management Australia Manual Series - Manual 10 Recovery, 2004
- Emergency Management Australia Manual Series - Manual 18 Community and Personal Support Services
- Emergency Management Australia Manual Series - Manual 38 Communications, 1998
- Emergency Management Australia Critical Infrastructure Emergency Risk Management and Assurance, January 2006
- Emergency Management Australia Emergency Risk Management Process
- Emergency Management Queensland Operational Guidelines 2004
- Emergency Management Queensland Major Disaster Evacuation Plan
- Department of Transport and Regional Services, Natural Disaster Relief & Recovery Arrangements
- Disaster Management Act 2003
- Disaster Management Strategic Policy Framework 2005
- Australian Emergency Management Glossary 1998
- AS/NZS Standard 4360:2004 Risk Management treatment options
- Queensland Management Planning Guidelines 2005
- Hervey Bay City Council, DMP, Welfare sub-plan section 4
- SafePlan 2
- Fraser Coast Regional Council Risk Management Policy
- LTC Strategic Risk Management Review
- Wide Bay Water Corporation, Corporate Risk Management Plan
- FCRC Media Policy Docs # 806324
- Hervey Bay Building Management Plan 1999
- Maryborough Building Management Plan 2004.

Section 1 – Introduction

1.1 Purpose of sub plan

The purpose of the Fraser Coast Regional Council Local Disaster Management Communication Sub Plan is to:

- Provide the approach and actions required to effectively manage the communication response to a disaster involving or impacting on the Fraser Coast Region
- Provide procedures and protocols for effective stakeholder communication during the disaster
- Identify the suggested Communication Group structure and determine specific roles and responsibilities to carry out during a disaster
- Identify the communication material approval processes
- Provide vital tools to assist the Communication Group in effectively communicating on behalf of the Local Disaster Management Group (LDMG) to the public during a disaster
- Ensure the Communication Group has the information they require to respond appropriately to the incident
- Ensure the Communication Group provides an ongoing flow of up-to-date information to stakeholders, internally and externally, throughout the preparation, response and recovery phases of a disaster
- Safeguard Fraser Coast Regional Council's relationships with key stakeholders by guiding the Communication Group in managing the messages and perceptions surrounding the incident
- Provide the Communication Group with the tools to effectively communicate to internal and external stakeholders and support the LDMG in responding to the disaster
- Ensure compliance with the Disaster Management Act 2003.

1.2 Key objectives

The key objectives of the Fraser Coast Regional Council Local Disaster Management Communication Sub Plan are to:

- Outline the Council's policy for disaster management communication
- Outline the Council's disaster management communication framework
- Detail the structure for the Fraser Coast Local Communication Group
- Provide guidelines for disaster, preparedness, response and recovery communication.

1.3 Specific Communication Objectives

Preparedness Objectives

- To encourage people to prepare themselves and their properties/businesses for a disaster
- To ensure people know where to access information/assistance before, during and after a disaster.

Response Objectives

- To improve stakeholders' safety awareness levels and behaviours during a disaster
- To provide appropriate information and assistance immediately before and during a disaster
- To provide reassurance and timely information about Fraser Coast Regional Council's (FCRC) response during and immediately after a disaster.

Recovery Objectives

- To provide reassurance and timely information about recovery plans by FCRC and other authorities
- To meet the information needs of the community promptly and effectively
- To gather input from the community on proposed and implemented Recovery plans.

1.4 Stakeholders

The following list of stakeholders may be involved in the communication process:

- The residents of the Fraser Coast region
- Business owners/operators
- Community and church groups
- Tourists/Visitors
- Tourist operators
- External agencies (QPS, QFRS, QAS. Bureau of Meteorology, Ergon Energy, Wide Bay Water)
- Media (Both local and Metropolitan based radio, print and television)
- State and Federal Government groups
- Hospitals
- Schools
- Fraser Coast Regional Council representatives and councillors.

1.5 Roles and responsibilities

Communication Group

The role of the Communication Group is to assist the disaster response and ongoing Fraser Coast Regional Council activity through reliable and effective

external communication and support. The Communication Group is a component of the Council Operations Team (COT) and provides direct support to the COT and LDMG.

Communication Officer

The Communication Officer is responsible for assisting the development of the communication strategy and communication materials on behalf of the LDMG and COT. The Communication Officer may also be responsible for the role of media liaison officer and public information officer depending upon the size of the disaster and availability of other spokespeople.

The Communications Officer is also a member of the Local Disaster Coordination Centre (LDCC) support staff and is readily available to the LDMG and has access to the communication personnel from other responding agencies; a situation that offers potential collaboration and coordination benefits. The authority for releasing communication material to the public is held by the LDMG Chair or delegate.

Communication Officer duties include:

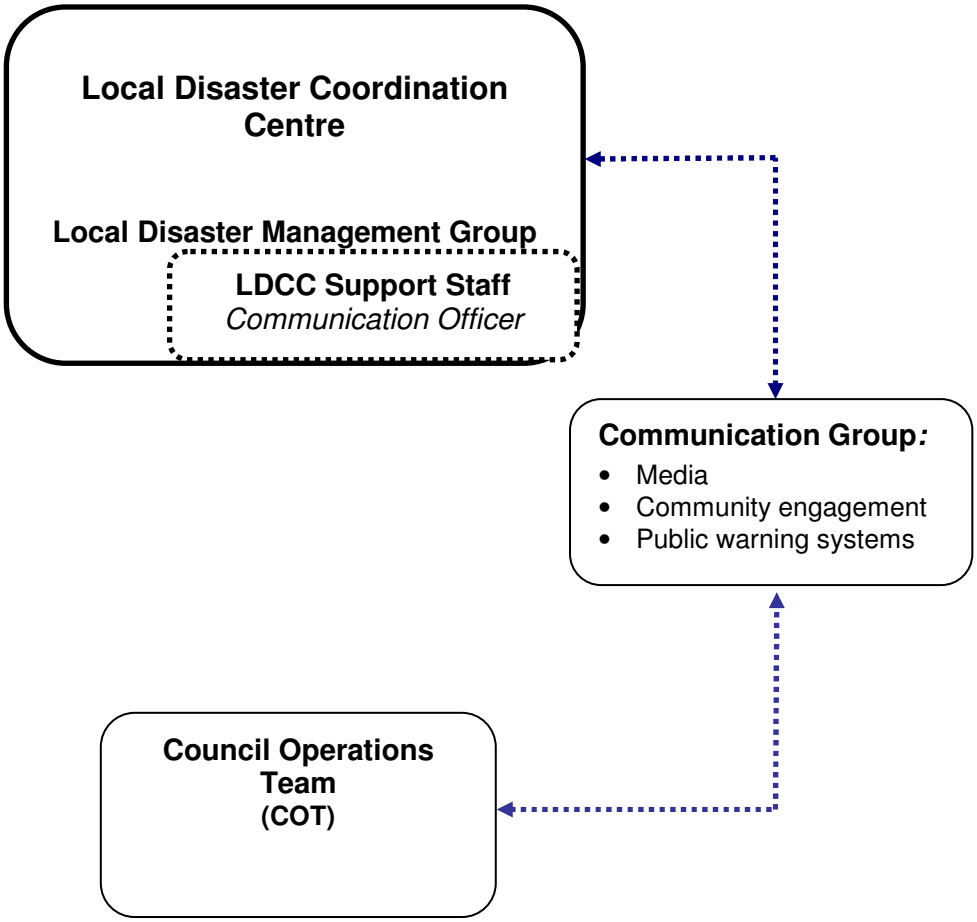
- Assisting the Incident Controller and LDMG Chair with drafting official communication for release to media and the community
- Providing media advice and support to the LDMG
- Understanding and applying the processes outlined in the Communication sub-plan
- Advise the LDMG of any community relations implications of the crisis
- Refer all external communication materials to the LDMG Chair (and Incident Controller) for review and relevant approvals
- Assist in developing an initial media strategy for communicating with media throughout the crisis
- Provide an opportunity and means for community and stakeholder input and feedback through community forums as required
- Coordinate and provide information to the COT Communication Group.

Refer to Appendix 8B for the Communication Officer duty card.

Structure

The Communication Group needs to be flexible and interchangeable depending on the severity of the disaster. The members of the Communication Group will be sourced from council members and may include a health, media and/or community liaison officer/s.

The diagram below shows the Communication Group structure and relationship with the COT, DCC and LDMG.



Training

- Conduct relevant training with all Communication Group members, members of the LDMG and FCRC media spokespeople
- Test communication response by undertaking regular exercises
- Conduct a training session with all members of the Communication Group covering:
  - Roles and responsibilities of the Communication Group in an emergency/disaster
  - The documented procedures and protocols for communicating in a disaster (including and references to the LDMP)
  - Where essential documents are saved/located (i.e. stakeholder lists etc)
- Ensure any new group members receive training on the above
- Ensure all relevant spokespeople for the FCRC are appropriately trained in media relations/media interviewing techniques.

Testing

- Develop questionnaire to test public awareness of disaster preparation
- Conduct regular (annual) desktop exercise involving the LDMG. The testing of the Communications sub plan can be completed in conjunction with the exercises conducted under the Disaster Management Act 2003. This testing involves a simulation exercise every 2 years and a desktop every other year
- Exercise to test:
  - Understanding of group and individual roles and responsibilities
  - Effectiveness of current procedures and protocols
  - Communication between the district and other authorities (ie. SES, QFRS, ENERGEX etc)
  - Communication with external stakeholders, such as Media
  - Update all procedures and protocols following any exercise.

Section 2 – Disaster Preparedness Communication

2.1 Public education and awareness

There are a range of communication activities that the Council can undertaken to improve community disaster preparedness.

Community information packs

- Develop a disaster preparedness 'community information pack' containing:
  - Fact sheets about likely local disaster/emergency situations and the measures being taken to deal with potential impacts
  - Copies of relevant brochures from other agencies (bushfire awareness from the Fire Service)
  - Brochures and fact sheets targeting local businesses with basic information about preparing for a disaster and safety requirements for business
  - Develop a tourist information sheet with specific information about what to do during a disaster; consider producing key messages in multiple languages. These should be developed in consultation with relevant Fraser Coast tourism groups.

Displays

Develop static displays that can be positioned in public areas, like shopping centres, leading up to storm and fire seasons. The displays should be staffed by trained council staff and emergency service staff and include pictures, brochures, posters and general information about how to prepare for disasters.

Tourist Information

- Liaise with tourist operators and accommodation providers within the Fraser Coast region about the distribution of disaster preparedness information to display in holiday accommodation
- Liaise with barge and ferry operators to display fact sheets and posters on their services.

Business information

- Work with Fraser Coast Regional Council chamber of commerce and other business groups to distribute a disaster preparation for business fact sheet to local businesses
- Attend local business forums and networking groups to present informative sessions regarding disaster management procedures and contacts that may assist local businesses to survive the impacts of a disaster
- Collect and collate appropriate contacts in larger scale operations in the area and record them in the Disaster Resources and Supporting Information file.

Media

- Develop relationships with local media in order to effectively communicate how the community can prepare for a disaster
- Prepare resources and checklists required for use during a natural disaster ie. draft media statements, key messages, spokesperson lists, fact sheets, stakeholder lists etc.

Advertising

- Paid form of communication that has a guaranteed reach to the district's key stakeholders
- Include key facts about the region's preparedness, and hints and tips on what to do when preparing for a crisis.

Establish links with local emergency services

- Partner with emergency services in the area to provide information about the district's preparedness for a disaster e.g. school excursions to Fire/Police/Ambulance stations and interactive emergency services displays and programs at schools
- Establish communication protocols with external agencies to confirm responsibilities for communication with the public in a disaster
- Invite emergency services communication staff to attend FCRC training, workshops and practical activities.

2.1 Preparing for the response phase

Emergency Call Centre

- Ensure Call Centre facilities are functioning through regular use and testing
- Train additional staff to act as Call Centre Operators during a crisis
- Consider establishing dormant 1800 numbers to be activated if required
- Ensure the Call Centre is provided with Telephone Message pads, contained in Appendix 8F, normal writing pads, pens and pencils.

Refer to the Part 2, Operations and Support Sub Plan for more information about the call centre operations.

Dormant Disaster Information Webpage

In addition to preparing telephone information services the Council should consider the use of the internet to enhance communication with the public. A dormant disaster information and contacts webpage can be established at any time. This is then updated when a disaster occurs or is about to occur. The dormant website should include links to relevant websites such as Emergency Services.

Being proactive in developing this website before an incident occurs enables the Region to ramp up disaster communication activities quickly and effectively should a disaster occur.

Section 3 – Disaster Response Communication

During the response phase, communication is divided into two categories – internal and external. Internal communication refers to the operational communication within and between responding agencies as they deal with the immediate and direct response to the disaster. This is the responsibility of each responding agency and will be coordinated by the Incident Controller with assistance from the LDMG and DCC. External communication includes official communications to the public such as media releases and community engagement activities, similar to the public awareness activities conducted during the preparation phase.

The Communication Officer will be responsible for providing guidance to the LDMG and COT on all external communication. The Communication Officer is also to provide information on the external communication activities of other responding agency staff, such as the Police Media Liaison Officer. Throughout the response phase, the Communication Officer, through the LDMG and Incident Controller, coordinates all communication for release to the public.

Method of Information Release

Upon activation of the LDMG and commencement of the disaster response, the Communications Officer, in consultation with the LDMG chair, will develop the information for release to the public and the methods of dissemination.

There are a number of methods that can be utilised by the LDMG and emergency services to disseminate information relating to disasters and hazards. These methods of release include, but are not limited to:

- Radio/television
- Newspapers
- Newsletters
- Notice boards
- Emergency services public address vehicles
- Telephone hotlines
- Internet and websites.

Communication infrastructure

When responding to a disaster, all forms of communication play an integral role in effective and efficient coordination. If one or more communication tools are unreliable, the relevant agency for this infrastructure needs to be contacted and advised of the issue as soon as possible. If an issues is ongoing and unable to be repaired, this should be shared with other agencies involved in the response. Refer to the Disaster Contacts and Resources Register for a comprehensive list of local contacts and resources.

Public Warning System

The pubic warning system provides for the effective collection, monitoring, management and dissemination of accurate timely and useful information and warnings to the public during a disaster. The information that is given to the public will be delivered through a number of mediums and should include current information about the disaster, or impending disaster, and any actions recommended for the public.

The LDMG is responsible for providing the public with education and information relating to a hazard or disaster, emergency self-help and community protection planning. The public warnings may emanate from different sources, which will be dependant upon the event at hand. The determination to issue a public warning will be made in consultation with the LDMG and the Incident Controller.

Information about the disaster is best broadcast via the radio but there are a number of other methods can be used. These methods may include, but are not limited to, television, SMS mobile text messaging, print media, mail drops, notice boards, 1800 telephone numbers, internet sites and public address vehicles.

The standard emergency warning signal (SEWS) is utilised to assist in the delivery of public messages and warnings for major emergency events. This utilises the existing Bureau of Meteorology tropical cyclone warning signal, which consists of a distinctive audible tone and is a wailing siren. An example format for a SEWS message is included in Appendix 8C and is drawn from the State Disaster Management Group.

The use of the SEWS is governed by a number of guidelines to ensure the impact of the warning signal is preserved. The following are a list of events that the SEWS could be used for:

- Wind gusts >125km/h
- Storm tide > .5m above highest tide
- Large Hail > 4cm in diameter
- Tornadoes
- Major floods, flash floods and or dam break
- Intense rainfall leading to flash floods/landslides
- Earthquakes, tsunamis waves
- Major urban and rural fires
- Major pollution, hazardous materials or bio-hazards
- Civil Defence emergency
- Other major emergency situations.

The authority to initiate a SEWS warning is restricted to the following:

- The regional director of the Bureau of Meteorology
- The executive officer of the State Disaster Management Group
- The commissioner of the Queensland Fire and Rescue Authority
- The Commissioner (or senior officer no less than an Assistant Commissioner) of the Queensland Police Service.

Another format for the dissemination of emergency information is the Wireless Institute Civil Emergency Network (WICEN). WICEN is the emergency service arm of the Amateur Radio, which can be used to provide communication support during times of civil emergency to primary emergency services such as the Police and SES. The implementation of WICEN is decided by the LDMG.

The operating frequencies utilised by WICEN, and associated information, can be located on the internet via http://www.vk4radio.info/indexwcn.html

Short term notice

Generally when the hazard or disaster is occurring with a rapid onset or there is little to no warning of the pending disaster, the amount of information available and the format that information is broadcast to the public and community will be affected. The most effective means of broadcasting public warning information in the short term is through radio or television broadcast. The broadcast may be accompanied by a SEWS signal depending upon the urgency of the disaster.

The public warning message will then be followed up by further actions, which may include evacuation, response and recovery phases of the disaster. The specific actions relating to these phases are contained in their respective Sub Plans.

Long term notice

If the LDMG have time due to the type of disaster, the delivery of public warnings and messages can be speared over a number of formats. The LDMG can utilise any of the following methods of release pending the disaster:

- Radio/television
- Newspapers
- Mail drops/newsletters
- Notice boards
- Internet
- Telephone numbers 1800 etc
- Emergency Services
- Visits to public places
- Door to door visits.

These methods are used prior to the disaster to adequately inform the community and public of the pending disaster and provide contact numbers, evacuation information, support centre locations and information relating to recovery after the disaster. There are example key messages and sample holding statements and media releases contained within this Sub Plan that can be modified to suit the situation and then disseminated using the above methods of release.

Stand down

The Communication Group will continue work into the recovery phase of the disaster, however this may be done under normal work arrangements. Therefore, the Communication Group is likely to stand down when the COT or LDMG stand down.

Call Centre

The Council coordinated and staffed Call Centre is a central point of contact for the community. Call Centre staff are not available to solve problems, but will provide information and assistance relating to council infrastructure and operations as well as guidance on where to find more information e.g. websites, contact numbers, facilities. This information is provided by the Communication Group and the Administration Group.

The Communication Group is to provide regular and timely official information such as media statements/releases and contacts to the Call Centre to ensure they assist with communicating a clear and consistent message to the community. If an enquiry cannot be handled through normal council operations and relates directly to the incident, then the enquiry should be referred to the LDMG or police media officer or logged using the Telephone Message Sheet (Appendix 8F) and delivered to the Call Centre Team Leader for further assessment and distribution

Refer to Part 2, Operations and Support Sub Plan for more detailed information regarding the Call Centre operation.

Handling media enquiries

Under no circumstances should council staff make comment to the media or say “no comment”. The correct response is “I am not authorised to comment, but I will pass your enquiry on to a spokesperson. If you provide me with your details, I will ensure they return your call as soon as possible”.

The Communication Officer is responsible for providing council staff with tools, tips, scripts and Q & As to ensure a consistent and reliable message is delivered.

Community announcements

The Communication Officer is responsible for the preparation of any community announcements for the LDMG or COT. The announcement should address specific requirements as determined by the LDMG in consultation with the Incident Controller and any emergency services media or communication officers.

The community announcement log sheet is a register of all community notifications and media statements released by the Council and the LDMG. It is the responsibility of the Communication Officer to maintain and update the log with information as community announcements are delivered. The log includes:

- The issue number
- Date and time the announcement was prepared
- The target group
- Summary of the details included in the announcement
- Which media outlets received the announcements and the contact person
- When the announcement was broadcast or is planned to be broadcast.

A copy of the announcement should be retained in conjunction with the log sheet and readily accessible.

Refer to Appendix 8D and 8G for a copy of the community announcement template and log sheet respectively.

Section 4 – Disaster Recovery Communication and Community Engagement

The recovery process

The main objective of disaster recovery communication is to provide reassurance, actively engage the community to determine recovery objectives and to provide timely information on the progress of the recovery process.

The communication process continues from the response phase into recovery and can be coordinated by the FCRC. Detail on the recovery process is contained in the Recovery Sub Plan, which should be read in conjunction with this section.

Initial recovery communication

The following activities should be considered during the initial stages of the recovery process:

- Provide regular updates and reassurance to the community about relief efforts through media and advertising
- Notify the community on when and how they can return to the affected area
- Notify the community about the support and welfare services available
- Notify the community about unsafe areas and what not to do
- Maintain the website and post regular updates
- Develop information packs for businesses and the community on how to 'get back on track' after a disaster.

Support the recovery process

Communication with the community should support the recovery process by assisting the LDMG and FCRC to determine the short and long-term recovery objectives for the region, including business recovery, tourism recovery, infrastructure rebuilding, counselling and community resourcing.

From a communication perspective, this is about:

- Thanking those in the community who played a role and assisted in disaster management and response
- Engaging the community on re-building efforts and where to access information and assistance
- Learning from the event and using those learning's to improve existing procedures.

Facilitate two-way communication

The community must be engaged throughout the recovery process to ensure recovery plans meet community desires and expectations. This includes meeting with various interest groups to discuss the different areas of recovery such as business and environment recovery. Apart from meeting with community members, there must be communication avenues in place to allow two-way communication between Council and the community. The following measures are simple ways for the community to provide feedback:

- Maintain the 1800 number throughout the recovery phase to keep the district's 'finger on the pulse'
- Provide email addresses for submitting ideas
- Provide feedback and suggestion boxes at public places.

Media Liaison

Well prepared media statements are an excellent way to disseminate information regarding the disaster to the community. Sample statements are contained in Appendices of this Sub Plan and can be modified to suit the disaster or emergency. The platform that can be utilised is contained in the 'method of delivery' section of this Sub Plan.

The Communication Officer may be responsible for the media liaison, however, the LDMG may identify a Media Liaison Officer to assist. If required, the LDMG may establish a Media Liaison Group with media and communication staff from the responding agencies to ensure a coordinated communication strategy.

Door-knocking

If door knocking is to be utilised, the use of the evacuation zoning map provided in Part 7 Evacuation Sub Plan, is a tool that can assist with a uniform approach and ensure all areas and streets are covered by the door knock. This zoning map may also be utilised to identify the areas that will be affected by the disaster and allow for a directed approach to the door knock, minimising resources and lost time.

Depending upon the urgency of the event, SES or Queensland Police officers may conduct a door knock of the areas to be affected. If the matter is urgent, the police will conduct an evacuation, which is subject to the evacuation Sub Plan.

Appendix 8A – Supporting Information

The supporting information file for the Local Disaster management Plan is maintained electronically. Follow this file path for the latest version of the Supporting Information file: Docs Number 857228.

Appendix 8B – Communication Officer Duty Card

DUTY CARD	**COMMUNICATION OFFICER**
Reports to:	**COT Leader / LDMG Chair**
RESPONSIBILITIES	
PRE-DISASTER	
Attend all training activities organised for the LDCC/COT	
Remain familiar with your responsibilities within the LDCC/COT	
IMMEDIATE ACTIONS	
Start personal log	
Proceed to the LDCC	
Attend the LDCC and COT initial briefs	
DURING CRISIS	
Provide guidance and assistance in the case of media arriving on-site	
Maintain close liaison with media outlets to ensure LDMG monitors all reports	
In conjunction with the Incident Controller and LDMG Chair, release official information both internally and externally	
Maintain the media enquiry log sheet	
Provide communication and media advice and support to the LDMG	
Assist in the development of any communication sub-plans	
Assist in developing an initial media strategy for communicating with media throughout the disaster	
Attend briefings and keep informed of actions	
Advise the LDMG of potential community relations implications	
Provide regular updates to local media and respond to media enquiries promptly	
Support spokesperson(s) with key messages and other requirements	
Contribute to the development of the response and recovery plan, particularly the development of any communication and community engagement sub-plans	
Refer all external communication materials to the LDMG Chair for review and relevant approvals	
Provide an opportunity and means for community and stakeholder input and feedback through community forums as required	
Provide the COT Leader with official communication material as required.	
POST-DISASTER	
Assist with implementing the communication strategy for post-disaster communication with all stakeholder groups	
Collate communication information and provide to COT for filing	
Be prepared to assist LDMG and Recovery Committee with community engagement for Recovery planning	
Participate in post-disaster review	
Contribute to the development of the post-disaster report	
Debrief all group staff	

Appendix 8C – SEWS Message Format

Emergency Announcement
That is an official emergency announcement for …(Insert appropriate area)… issued by …(insert appropriate authority)…concerning…(insert type of emergency)….

The SEWS message should contain the following:

- What has happened
- What has been done to date
- Where it happened
- What is proposed to be done
- When it happened
- Any public safety instruction/message/directions

Messages should close with the following statement:

This emergency announcement was issued by ….(insert appropriate authority)… Stay tuned to this station for further information.

Electronic copies of these guidelines and the SEWS signal can be downloaded at http://www.disaster.qld.gov.au

This information is drawn from the publication 'the standard emergency warning signal and its use in Queensland'.

Appendix 8D – Community Announcement Template

COMMUNITY ANNOUNCMENT

DATE:

TO:

CC:

FROM:

RE:

PRIORITY:

When developing the announcement use the following considerations:

- What has happened?
- Where has it happened?
- What actions are being conducted?
- Location of Evacuation Shelter/s
- Safe evacuation routes
- Transport options
- Location of Welfare Centre
- 1800 number
- Website address
- Public warnings
- Expected duration (if known)
- Other specific and relevant information.

CONTACT AND BROADCAST DETAILS:

NAME:
POSITION:
PHONE/EMAIL:
ESTIMATED BROADCAST TIME:
ACTUAL BROADCAST TIME:

NOTE: On receipt of this notice, complete the contact/broadcast details and after broadcast of notice, please fax to the Council Operations Centre for recording purposes.

Appendix 8E – Key messages

Blueprint for key messages

Samples of key messages and media documents included in this plan may not be suitable or relevant in all situations. They have been designed as a guide only. All material must be reviewed and adapted to the current situation and approved by the appropriate individuals, based on the incident severity level.

Below is a blueprint of key messages that should be used and adapted for all incidents involving the district. Please note, that for each of the below key messages, a number of supporting facts should be developed to prove the validity of the district's communication with stakeholders.

1. The safety and wellbeing of the Fraser Coast District is our highest priority

Supporting facts should include information on what the region does/is currently doing to ensure the safety and wellbeing of the community:

- Please bear with us as we take the necessary precautions to ensure the safety of the community.

2. We are well prepared OR We have managed the risk

Supporting facts should include risk management initiatives and actions that the district has undertaken:

- We have [insert systems in place/initiatives the district has undertaken to prepare for risk eg. risk management systems in place that are practised yearly to prepare the community]

3. We are managing the incident

Supporting facts should include the things that the Council is doing to respond to the incident:

- We require your cooperation throughout this difficult time
- We are [insert actions being undertaken]
- We are working towards restoring the district's critical infrastructure, but in the meantime, please avoid the area
- [Insert detail on evacuation information if necessary]
- We expect that the community can return to the district [insert estimated time/date].

4. We will keep you informed

Supporting facts should include information on how the district will keep stakeholders informed throughout the response effort:

- We thank you for your patience and will keep you informed as we progress with our response
- We will keep you informed as the situation develops and the impact is known
- Please check our website XX or call our hotline XX for further updates.

Appendix 8F – Telephone message sheet

TELEPHONE MESSAGE		
YOUR NAME:	DATE:	TIME:
CALLER'S NAME:	CALLER'S TELEPHONE NUMBER:	
	CALLER'S FAX NUMBER:	
CALLER'S ORGANISATION/AFFILIATION:		
MESSAGE/NOTES:	ACTION:	DEADLINE:
FOR HANDLING BY: ❏ Control ❏ Operations ❏ Logistics ❏ Administration	❏ Communication ❏ LDMG ❏ Other: _____	

Appendix 8G – Community Announcement Log

ISSUE #	DATE AND TIME PREPARED	COMMUNITY GROUP / AREA	SUMMARY OF ANNOUNCEMENT	MEDIA OUTLET/S	DELIVERED TO	ESTIMATED / ACTUAL BROADCAST TIME
e.g. 001	08/07/08, 0900	Residents	Welfare Centre established, location, detours, 1800 number, website, contact personnel	Radio stations: TAB AM 1161 Mix FM 103.5 Rhema FM 106.5 Sea FM 101.9 TV stations: WIN Ten Seven	 Producer, J Smith Producer, I Able Director, S Small Secretary, M Jones Receptionist, Lynn Programmer, S Davis Producer, L Turner	 E 1030 / A 1031 E 1020 / E 1020 / A 1020 E 1030 / E 1015 E 1015 / A 1017 E 1010 / A 1011

Appendix 8H – Stakeholder contact sheet

DATE AND TIME	MEDIA OUTLET/ STAKEHOLDER GROUP	CONTACT NAME / NUMBER	SUMMARY OF COMMUNICATION ACTIVITIES	ACTION REQUIRED	ACTION COMPLETE (✓)	FOLLOW-UP ACTIONS REQUIRED
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	
					❑	

Appendix 8I – Stakeholder Assessment Tool

STAKEHOLDER	ISSUE	WHAT WE WANT THEM TO THINK/FEEL	WHAT STAKEHOLDERS WANT TO KNOW	KEY MESSAGES	RESPONSE (PROSPOSED COMMUNICATION CHANNELS)	COMMUNICATION GROUP MEMBER RESPONSIBLE	ACTION COMPLETE (✓)
eg. tourists	A number of tourists in the area to be evacuated do not speak English.	?	?	?	?		❑
							❑
							❑
							❑
							❑
							❑
							❑
							❑