

COMMUNICATIONS PLAN

Sub-Plan to the Fraser Coast Disaster Management Plan



Fraser Coast
REGIONAL COUNCIL

Updated June 2023

| | |
|--|-----------|
| Authority to Plan | 2 |
| Approval | 2 |
| Amendments and Review | 3 |
| Document Control | 3 |
| Distribution | 3 |
| 1. Governance | 4 |
| 2. Community Education and Awareness | 5 |
| 3. Activation of Communications Sub Plan | 6 |
| 4. Responsibilities | 6 |
| 5. Emergency Messaging | 10 |
| 5.1 Emergency Alerts | 10 |
| 5.2 SEWS Standard Emergency Warning Signal | 15 |
| 5.3 Dashboard Notifications..... | 16 |
| 6. Communication Methods | 17 |
| 6.1 Communications Failure..... | 18 |
| 6.2 Vulnerable Population..... | 18 |
| 6.3 Disabled or CALD Persons | 18 |
| 7. Training and Exercise | 19 |
| Annexure A: Council Media Templates | 20 |
| Annexure B: Australian Warning System Templates | 21 |
| Annexure C: Media Contacts | 22 |
| Annexure D: Communication Process | 23 |
| Action 1: Complete Checklist | 25 |
| Action 2: Activities during Alert Phase | 26 |
| Action 3: Activities during Lean Forward Phase..... | 27 |
| Action 4: Activities during Stand-Up Phase..... | 28 |
| Action 5: Activities during Stand Down Phase | 29 |

Authority to Plan

This sub plan has been prepared by the Fraser Coast Local Disaster Management Group (LDMG) for the Fraser Coast Region Council under the provisions of Section 57(1) of the Disaster Management Act 2003.

Approval

The preparation of this Communications Sub Plan has been undertaken in accordance with the Disaster Management Act 2003, to provide for the provisions of communications including public information and warnings and alerts during disaster events.

Endorsed by Fraser Coast Disaster Management Group



George Seymour

Chairman

Fraser Coast Disaster Management Group

Date: 29.11.23

Approved and adopted by Fraser Coast Regional Council



George Seymour

Mayor

Fraser Coast Regional Council

Date: 29.11.23

Amendments and Review

This sub plan will be reviewed as required by *Section 59 of the Disaster Management Act 2003*, with relevant amendments made and distributed as per the distribution and contacts lists, which are maintained by the Fraser Coast Regional Council on behalf of the LDMG.

Document Control

Amendment Control and Version Register

The Communications Sub Plan is a controlled document. The controller of the document is the Fraser Coast Local Disaster Coordinator (LDC). Any proposed amendments to this plan should be forwarded in writing to:

Fraser Coast Local Disaster Coordinator, Fraser Coast Regional Council, Po Box1943, Hervey Bay Qld 4655

Amendment Register

| Amendment | | Plan Updated | |
|-----------|---------------|------------------------------|--|
| Version | Issue Date | Author | Reason for Change |
| 2306368v3 | July 2016 | Mal Churchill | Revised and updated |
| 3840184 | June 30, 2019 | Warren Bridson Consulting | Redeveloped to contemporary information and messages for LDMG operations |
| 3840184 | November 2019 | Brendan Guy | Minor word changes |
| | May 2023 | Scott Whitby Jane Shannon | Review and Update |

Distribution

This sub plan is not publicly available and is not for distribution and/or release to persons or agencies other than those identified in the Fraser Coast Local Disaster Management Plan.

1. Governance

1.1. Purpose

The Communications Plan is a Sub Plan to the Fraser Coast Local Disaster Management Plan. It includes the protocols for effective management, and dissemination of accurate, useful, and timely information to the community during the Prevention and Preparedness, Alert, Lean Forward, Stand Up, Stand Down and Recovery stages of an event.

This Sub Plan is to be used in conjunction with the Local Disaster Management Plan and its Sub Plans.

The aims of this sub plan are:

- To increase community awareness and preparedness
- To assist the Local Disaster Management Group to communicate quickly, consistently, and clearly so that community members have access to the up-to-date information they need to stay safe and protect their properties
- To convey Council's reputation as the single point of truth for disaster operations where the LDMG has been activated.
- This sub plan also provides detailed information on the procedures for the use of Emergency Alert process.

The Communications Sub Plan outlines the goals and objectives. It also sets out what must be done to prepare Emergency Alerts (EA) effectively and comply with legislative requirements.

This sub plan does not include:

- Tactical Communications between members of the Local Disaster Management Group about operational responses to the disaster, or with participating agencies and/or operational response teams
- Reporting Communications with State and Federal Government agencies or with other Local Government authorities

1.2. Communication goals

- Community receives adequate information regarding hazards and risks, so they are aware and prepared
- Community receives warning of potential events
- Community heeds warnings and takes appropriate action

1.3. Communication objectives

- The awareness and preparedness programs delivered results in increased resilience.
- The community receives timely warnings of potential events, based on the best available information at the time.
- Provide residents and visitors with access to practical, accurate, plain English information about what to do in the immediate lead-up to an event to safeguard themselves, their families, and their properties

1.4. Reference Documents

Documents referenced when compiling this sub plan are:

- ¹Queensland Emergency Alert Manual M.1.174

¹ https://www.disaster.qld.gov.au/_data/assets/pdf_file/0027/339417/M1174-Queensland-Emergency-Alert-Manual.pdf

- Procedure Number: 1102221 - Diversion of Council's main telephone line (1300 79 49 29) during an emergency in normal business hours #DocID 1102221.

2. Community Education and Awareness

2.1. Overview

The Fraser Coast Regional Council follows the principle that an aware and prepared community is a resilient community. Likewise, the community needs to understand the intent and requirements of information provided when delivered.

This strategy has many layers of actions that take place with the community to achieve the high levels of awareness and compliance of warnings when they are issued by the Local Disaster Management Group.

Campaigns to encourage preparedness are implemented with a clear understanding that recent history has demonstrated the risks from flooding and bushfires, but that same history has limited experience in the impact of severe cyclones and storm tides. All known hazards and risks are addressed in preparing Communications in this sub plan.

The Fraser Coast Regional Council conducts community awareness programs in association with QFES, QPS local media, business, and community partners to build disaster awareness in the community.

Information is regularly provided to the community on how to prepare themselves and their property for hazards that are likely to threaten the Fraser Coast region.

The following education and awareness tools are used:

- Council's Website
- Council's Facebook pages
- Council's Disaster Dashboard
- Community Information Packs
- Displays and workshops
- Information via print, radio, television, and online media
- Tourist information packs
- Community Resilience Networks

2.2 Information Communicated

When the threats from hazards are increasing, and then during the disaster event, some or all the following information will need to be communicated to the community:

- Nature of the threat
- Advice on what precautions to take and what immediate actions may be required
- Location of the area that may be affected
- Other associated hazards
- Environmental impact
- Economic impact
- Agencies involved in response
- Extent of estimated public and private damages
- Safety instructions, how to stay safe
- How and where to get personal assistance

3. Activation of Communications Sub Plan

This Sub Plan will be activated by the Chair of the LDMG or a delegated officer when an event requires liaison between relevant authorities and coordination of communications networks.

Under Section 30 of the Disaster Management Act 2003, the LDMG is responsible for ensuring the community is aware of ways of mitigating the adverse effects of an event, and preparing for, responding to and recovering from a disaster. This involves raising awareness of identified threats and how the public should respond at an individual and/or household level, and may include warnings and directions, as provided by lead agencies for warnings relating to the hazard.

Disaster and emergency warnings need to be timely, consistent and succinct, so that people can take appropriate action. They need to include a call to action and empower people to make decisions about their own safety. Messages need to be based on risk and include information on potential impacts and consequences.

Warnings need to be trusted, authoritative and verifiable. Individuals are likely to hear about a potential disaster situation from a variety of sources and most will seek to confirm that message before they take any action. Therefore, the frequency and timing of emergency warnings needs to be carefully considered. If the information is consistent and led by the relevant agency, emergency warnings issued from two or more agencies will help to confirm and reinforce the warning message.

4. Responsibilities

At a local level, the release of information to the community regarding the emergency, and associated threats, will be the responsibility of the Local Disaster Management Group. This will generally be done by the Chairperson of the LDMG or in conjunction with representatives of lead agencies and/or support agencies.

The process for the notification and dissemination of warning products is not a function dependent upon the activation of the LDMG; rather it should be automatically implemented where necessary regardless of the status of activation of the LDMG.

Where appropriate, information and warnings may also be distributed through the Local Disaster Coordination Centre, when activated.

4.1 Communications Team Role

The Fraser Coast Regional Council Communications Team is responsible for the management of all Communications and media matters relating to the operation.

A Team Leader for the Communications Team is to be appointed who will directly interact with the Local Disaster Coordinator.

Other members of the Communications Team will be observers during disaster management meetings, including those staff with responsibilities relating to media liaison, social media, graphic design, photography, video production and website management.

Responsibilities and duties include:

- Preparing accurate media releases based on local operations
- Preparing information and warning messages for distribution to the community via the media, social media channels and Council's website
- Answering inquiries from all media sources

- Managing Council's Facebook page and website as key information channels, including responding to questions/comments where appropriate
- Maintaining a working log of press releases and all other significant contacts with media sources
- Referring all media inquiries regarding political or controversial issues to the Chair of the Local Disaster Management Group and the Local Disaster Coordinator
- Coordinating and managing all media interviews
- Preparing emergency alert and other warning messages for dissemination through a range of communications channels
- Monitor media and social media for potential misinformation that needs to be corrected

4.2 Disaster Management Team Role

The Fraser Coast Disaster Management Team are responsible for updating the Emergency News in Guardian IMS which is linked to the Disaster Dashboard. The media releases to be uploaded are supplied by the Communication Team.

All messages being displayed on the Disaster Dashboard or sent via the Comms Module in Guardian IMS must be approved by the Local Disaster Coordinator.

Emergency Alerts will be the responsibility of the Disaster Management Team and QFES Emergency Management Coordinator. More information on Emergency Alerts can be found [Chapter 5. Emergency Alerts](#)

4.3 Wide Bay Water Team Role

Wide Bay Water are responsible for sending notification to their Dam distribution groups. Templates have been developed in Guardian IMS to reflect the DAM Emergency Action Plan.

Please see: [6. Emergency Notifications](#)

4.4 Agency Responsibilities

Partner agencies may also provide information and warnings such as:

| | |
|---|--|
| ABC RADIO and commercial radio stations | Current Alerts and Warnings for Queensland regions as per arrangements with Queensland State Government. |
| Bureau of Meteorology (BOM) | Current Alerts and Warnings for Queensland regions as per arrangements with Queensland State Government. |
| Department of Agriculture and Fisheries | Information about an animal/plant disease emergency and its implications |
| Department of Transport and Main Road | Information on road closures on state roads |
| Ergon Energy | Information regarding power outages and power supply |
| Queensland Fire and Emergency Services (QFES) | Coordinates media and public information regarding fire, chemical or gas emergency situations. |
| Queensland Health | For information regarding a public health epidemic or heatwave. |
| Queensland Police Service (QPS) | Information about a locally managed incident, including directed evacuations. |

4.5 Documentation

Copies of all media release and written advice are to be uploaded into Guardian IMS or the Council's document recording system.

4.6 Process for release of media messages

All information/warning messages and media releases must be approved by the Local Disaster Coordinator and/or Local Disaster Management Group Chair.

- All information/warning messages and media releases must contain a date and time of issue.
- Media releases should indicate when the next media release will be issued to inform the media when to expect new information.

- Check the veracity of information distributed to the media - do not accept tips from other sources unless information is checked and approval to disseminate the information given by the Local Disaster Coordinator.
- All media messages and media releases must be sent to:
 - All media contacts including ABC Radio
 - Local Disaster Management Group (Chairperson, Deputy Chair, LDC and Deputy LDC)
 - FCRC Councillors
 - All Staff
 - Uploaded to Website and Facebook Account

4.7 Media, social media, and website content

For messaging to have the desired effect, such as have the recipients take a certain course of action, care must be taken to ensure that the content of the message is clear, unambiguous and follow the guidelines below:

- Include the official source of the information
- Be brief
- Use plain English
- Describe the nature of the event
- Outline the area affected or area most likely to be affected
- Give the probability of event occurring
- Give expected time frame of event impact
- Provide safety instructions
- Advise time of next warning/update
- Designed to promote action
- Give direction on how to get further information

The communications team will reference the Australian government document "Emergency Warnings - Choosing your Words"² when preparing public information and warnings. This is a national reference document on how to construct emergency warning for the Australia community.

4.8 Frequency of releases

Information is to be updated at regular intervals which will provide the community with confidence in knowing when any new information will be released.

4.9 Methods of release

Radio and social media will be the primary mechanism for public information in most events. Other methods may also be required, local online newspapers and television stations to obtain maximum coverage of events and provide community education and awareness. Other methods of release may include:

- Community Noticeboards
- Emergency Services public address vehicles
- Council's customer service number
- Disaster Dashboard, Website, Facebook & Instagram pages
- UHF-CB Radio network
- Community meetings
- House to house (SES, Police or Council staff)
- Disaster Dashboard Subscribers and Emergency News
- Email distribution lists
- VMS Boards

² <https://knowledge.aidr.org.au/media/5658/emergency-warnings-choosing-your-words.pdf>

4.10 Media Access to Local Disaster Coordination Centre

No television, radio or press personnel will be given access to the Local Disaster Coordination Centre without the approval of the Local Disaster Coordinator.

The Communications Team will arrange media briefings in an area away from the main Local Disaster Coordination Centre operations.

4.11 Media Contacts

The Fraser Coast Communications Team have a full list of media contacts and are responsible for maintaining currency.

5. Emergency Messaging

Warning systems and information require the establishment and refining of procedures regarding their use, and the inclusion of such systems in public education and awareness programs to inform the community of such systems.

Typically, these include the following:

- Emergency Alerts
- Standard Emergency Warning System (SEWS).
- Notifications via the Disaster Dashboard subscribers
- media releases; and social media and website updates.

5.1 Emergency Alerts

EA provides a platform for local and state agencies to issue warnings. EA is a way to deliver messages directly to a person's mobile or landline phone, it should complement other forms of public information or warning delivery such as traditional media, social media and website updates.

Within Queensland, any EA with higher priority than another will be processed first by the EA User.

The delivery time of an EA in Queensland can be delayed if there are simultaneous warnings occurring inter/intrastate.

5.1.1 Criteria

The Criteria for the use of EA is:

- there is a direct and threat to a community.
- there is a potential for loss of life and/or a major threat to a significant number of properties or the environment.
- the community needs to act such as relocate to a safer area, prepare property and/or be aware of information.
- there is adequate time to process and approve the use of EA to disseminate the community warning; and
- the time of the emergency or disaster situation, such as, a community needing to be warned.
- and/or act urgently in a short period or in the night.

5.1.2 Emergency Alert System

The emergency alert system can be used to send alerts to communities in the Fraser Coast Area by the Local Disaster Management Group by providing the polygon and message content to the State Disaster Coordination Centre for transmission.

The State Disaster Coordination Centre, after discussions with the Fraser Coast Local Disaster Coordinator, may also prepare polygons and transmit the alerts to the Fraser Coast community on behalf of the Local Disaster Management Group.

The system will:

- Define an emergency incident area on a map, known as a Campaign Area, by utilising Council's Intramaps system to locate and draw the incident area polygon
- Identify the phone services located within that polygon area by querying the Local Bases Number Store
- Send a voice message of up to 35 seconds in duration to all identified landline telephone services. N.B. longer messages can be sent but will cost more and may degrade the message delivery time
- Send a text message of up to 160 characters to all identified mobile phone services; and report on the delivery of these messages

Emergency Alerts will include campaign analysis, status, and reporting tools as a default feature to assist users in making informed decisions regarding the effectiveness of a campaign prior to, during and after the message has been distributed.



Requesting Officer Quick Reference Guide

EMERGENCY ALERT



DECISION TO WARN

Emergency Alert (EA) is one of many methods used to deliver community warnings. The following criteria must be met for EA to be utilised in Queensland:

- there is a **direct and likely threat** to a **community**;
- there is a **potential for loss of life** and/or a **major threat** to a **significant number of properties** or the **environment**;
- the **community needs to take action** e.g. relocate to a safer area, prepare property and/or be aware of information
- there is **adequate time** to process and approve the **use of EA** to disseminate the community warning; and
- the **time** of the emergency or **disaster situation** e.g. a community needing to be warned/act urgently or during the night.



HOW TO REQUEST AN EMERGENCY ALERT?

1. Phone the SDCC Watch Desk (07) 3635 2387 to advise an EA being developed
2. Complete EA Request Form or verbally dictate to the SDCC Watch Desk on (07) 3635 2387
3. Notify your LDMG and DDC/DDMG
4. Notify any impacted neighbouring LDMG/LGAs
5. Review consequence management arrangements (refer to EA Manual)
6. Email the EA Request form to the SDCC Watch Desk SDCC@qfes.qld.gov.au
7. Requesting Officer needs to be available by phone should SDCC Watch Desk need to contact you.

YOUR QFES EMERGENCY MANAGEMENT COORDINATOR CAN ASSIST



MESSAGE TIPS

- **Voice Message** (landlines) - Ideally only for Emergency Warnings messages
 - **Less than 450 characters preferred** for voice messages. Longer messages may delay the message delivery. Emergency Warning voice messages will be preceded with the Standard Emergency Warning Signal (SEWS).
 - Message may be modified by the SDCC Watch Desk to allow for phonetically accurate pronunciation by the EA system.
- **SMS Location Based** (physical location of the mobile when EA distributed)
 - SMS Location Base messages is recommended for larger areas.
- **SMS Service Address** (registered Billing Address)
 - **Less than 160 characters preferred** for SMS messages. Longer messages can be sent, however may place additional load on the EA system if multiple Alerts are being sent.

MESSAGE SEVERITY

| MESSAGE SEVERITY | | |
|--------------------------|----------|--|
| EMERGENCY WARNING | 1 | You may be in danger and need to take action immediately. Any delay now puts your life at risk. |
| WATCH & ACT | 2 | There is a heightened level of threat. Conditions are changing and you need to start taking action now to protect you and your family. |
| ADVICE | 3 | There is no immediate danger. Stay up to date in case the situation changes. |



KEY CONTACTS

| KEY CONTACTS | |
|---------------------------------------|----------------|
| SDCC WATCH DESK | (07) 3635 2387 |
| QFES EMERGENCY MANAGEMENT COORDINATOR | |
| DDMG EXECUTIVE OFFICER | |
| NEIGHBOURING LDMG/LGAs | |
| | |
| | |



MESSAGE CONSTRUCTION – CONSIDERATIONS:

- type of threat
- threat severity
- issuing agency
- affected area
- action community needs to take
- where further information can be found; and
- where relevant, the timing of the threat impact.

Examples of good Emergency Warning SMS messages:

Floodsville Council EMERGENCY WARNING Flood coming. Sandy Village LEAVE BY 3PM. Listen to local radio, go to floodsville.qld.gov.au/DisasterPortal

Floodsville Council EMERGENCY WARNING Flood happening now. Sandy Village LEAVE NOW. Listen to local radio, go to floodsville.qld.gov.au/DisasterPortal

Floodsville Council EMERGENCY WARNING Flood happening now Sandy Village IT IS TOO DANGEROUS TO LEAVE. GET UP AS HIGH AS YOU SAFELY CAN. Listen to radio go to floodsville.qld.gov.au/DisasterPortal

ENSURE YOUR EA MESSAGE IS CLEAR AND SIMPLE



POLYGON TIPS

Do you have pre-prepared polygons or EA Request forms on the DM Portal?

- Keep shapes simple (less than 15 vertices)
- No spaces or special characters in shape file name
- No additional file extensions to those listed
- Circular shape files are accepted in GML format
- File name convention:
HazardName_Agency_ExtentNumber e.g.
Flood_MRC_01

| GIS Format | Required File Extensions |
|-----------------|--------------------------|
| KML (preferred) | *.kml, *.kmz |
| GML | *.gml |
| GeoJSON | *geoJSON |

Polygon recommended size:

For optimal efficiency of the EA System we recommend the polygon meets the conditions for the given campaign mode:

- voice: approx. 5,000 recipients/devices
- service address SMS: approx. 80,000 recipients/devices
- location based SMS: approx. 150,000 recipients/devices

Phone the SDCC Watch Desk on (07) 3635 2387 if you are unable to produce a polygon shape file. Street names can be used; or send a map which shows the boundaries and direction of North.

THE SDCC WATCH DESK CAN ASSIST (07) 3635 2387



IMPORTANT LINKS

- Queensland Emergency Alert Manual M.1.174
<https://www.disaster.qld.gov.au/dmg/st/Documents/M1174-Queensland-Emergency-Alert-Manual.pdf>
- EA Request form
<https://www.disaster.qld.gov.au/dmg/st/Documents/F1177-EA-Request-Form.docx>



Queensland Emergency Alert Manual M.1.174 QR Code

5.1.4 Emergency Alert Roles and Responsibilities

Every person involved in the EA process should ensure situational awareness and credible intelligence informs all relevant decision making associated with EA.

The following roles ensure the legislation, guidelines and the EA process are adhered to. It is important all EA roles understand the legislative implications and the consequent use of LBNS and IPND data, which can only be lawfully obtained and used when creating an EA or during defined training and/or exercise periods:

- Requesting Officer
- Emergency Management Authorising Officer
- Emergency Alert User




5.1.5 Emergency Alert Polygons

Polygons are developed to identify the distribution area of the Emergency Alert. Polygons are closed, 2-dimensional shapes made up of straight lines. Fraser Coast has identified key areas that may require Emergency Alerts during events. Polygons have been developed for these areas and have been uploaded to the State Disaster Coordination Centre. They can also be found in the Guardian system in both PDF and KML (Google Earth) format and on the Disaster Management Portal, Emergency Sub Web.

Emergency Alert polygons have not been developed for bushfire due to the unpredictable nature of such events.

The pre-loaded Emergency Alert polygons can be adjusted to suit circumstances. Any changes or new polygons can be developed quickly by Council's GIS staff.

NOTE: the maximum file size that can be received by State is 5MB

| | |
|--|---|
| <p>EMERGENCY ALERT REQUEST</p> <p>https://www.disaster.qld.gov.au/_data/assets/pdf_file/0034/339379/F1177-EA-Request-eForm.pdf</p> |  |
| <p>More information can be found in the Queensland Emergency Alert Manual</p> <p>https://www.disaster.qld.gov.au/_data/assets/pdf_file/0027/339417/M1174-Queensland-Emergency-Alert-Manual.pdf</p> |  |
| <p>Emergency Alert Quick Reference Guide</p> <p>https://www.disaster.qld.gov.au/_data/assets/pdf_file/0026/339443/RG1284-EA-Quick-Reference-Guide.pdf</p> |  |

5.2 SEWS Standard Emergency Warning Signal

The SEWS is a wailing siren sound that has been adopted by all States and Territories to alert the community to the broadcast of an urgent safety message relating to an emergency/disaster.

The signal is sounded immediately prior to an emergency warning message being played on public media broadcasts, in the potential or likely impacted areas.

Responsibility for the management of SEWS in Queensland rests with the QFES Commissioner in coordination with the Queensland State Manager BoM for meteorological purposes.

As a rule, the following four factors should be present:

1. Potential for loss of life and/or a major threat to a significant number of properties or the largescale environment.
2. Impact is expected within 12 hours or is occurring at the time.
3. A significant number of people need to be warned.
4. One or more incidents are classified as “destructive”

As part of a coordinated national emergency plan, the SEWS is used to attract attention to emergency warnings. It is vital that the status and effectiveness of the SEWS is maintained by limiting its use to significant events only.

Such events will be restricted to: Such events will be restricted to:

- Wind gusts > 125km/h (for example tropical cyclones of category 2 and above or wintertime equivalents)
- Storm tide > 0.5m above highest astronomical tide (HAT) (initiating authorities can exercise discretion if there is a significant threat to areas below 0.5m above HAT)
- Large hail > 4cm in diameter (corresponding to > golf ball size)
- Tornado
- Major flood, flash flood or dam failure
- Intense rainfall leading to flash floods or landslides (1-6 hour rainfall total > 50 year average recurrence interval)
- Geo hazards including effects of earthquakes or tsunami waves > 1m (tide dependent)
- Major urban and rural fires
- Major pollution, hazardous material, or bio-hazard emergency
- Public safety emergency

5.3 Dashboard Notifications

5.3.1 Message Construction

Emergency Notifications (not EA's) are intended to achieve two distinct outcomes – to inform the community of an impending or current threat, and to promote appropriate actions. Agencies need to be very clear about whether they need to achieve one or both outcomes when drafting a warning.

Messages should be worded to prompt appropriate community response and/or action. Warning content and format must:

- Be simple, grabbing and brief
- Be suited to the needs of the community
- Be worded in accordance with advice from the relevant agencies
- Utilise appropriate templates

5.3.2 Guardian IMS Notifications



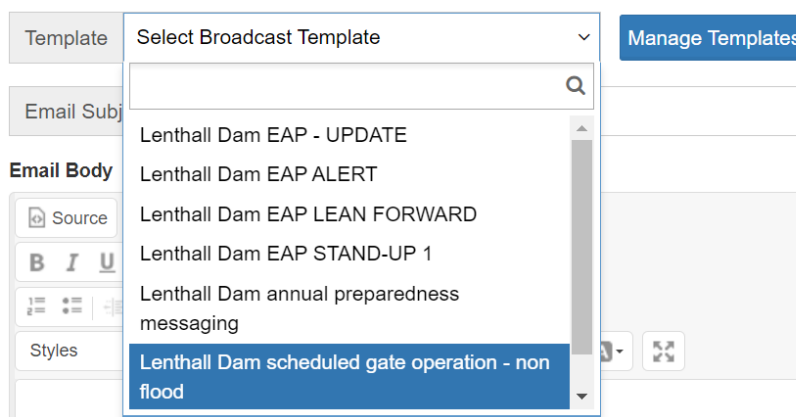
Opt-In Subscribers

The Fraser Coast Disaster Dashboard Opt-In Notifications allows members of the public to subscribe to information broadcasts via email. Any messages posted to Emergency News will automatically be sent to subscribers.

Messages can also be sent to Dashboard Subscribers ad hoc via the Communication Module in Guardian IMS. Messages can also be sent to selected subscribers in a polygon via the Communications Module in Guardian IMS.

Distribution Lists

The Lenthalls Dam Distribution group is managed by Wide Bay Water and send messages to residents, who have opted in to receive notifications. Templates have been designed which correspond with the Dam's Emergency Action Plan (EAP).



5.3.3 Monitoring

Once information and warning messages have been released, real-time monitoring must be implemented. There are two aspects that require attention.

- Monitoring the transmission of the warnings
- Monitoring the effectiveness of the warnings

This can be achieved from reports on community reaction to the warnings. Several tools can be used to track this such as, word-back from those involved in the event, monitoring of open-source media reports and the use of social networking services i.e., Facebook and Twitter.

Reports on this monitoring should be fed back to the Local Disaster Coordinator from the Communications Team to facilitate further warning message decisions.

5.3.4 Closing Information

At the end of an event, a message is sent to the community advising them that the event has eased/passed/ceased. The community is advised that recovery is progressing, and information and advice will be provided by the recovery agencies. Agencies should be mindful of the wording of the message when response ends as there may be residual sensitivities within the community experienced because of the disaster event.

The agency responsible for issuing the initial messages (control agency) is to issue the final message, through the most appropriate methods.

6. Communication Methods

Warnings related to an event are issued by the relevant lead agency. The notification and dissemination of information and warnings does not rely on the activation of a disaster management group. Rather, they should be the automatic responsibility of disaster management agencies, regardless of the status of activation of a disaster management group.

Warnings to the community from the relevant agencies and Council are transmitted via electronic media (i.e., SMS, e-mail, social media, websites, emergency dashboard, digital display boards) and radio as per the processes of their respective organisations.

| Method of Communication | Responsibility |
|--|--|
| Social Media | https://www.facebook.com/FraserCoastCouncil Managed by the FCRC Communications Team |
| Website | Managed by the FCRC Communications Team |
| Disaster Dashboard | Managed by the FCRC Disaster Management Team and Water and Waste Services Flyers can be uploaded and translated to other languages |
| Customer Service Screens | Managed by the FCRC Customer Service Team |
| Emergency Alert | Organised by MDP and QFES EMC |
| VMS Boards | Managed by the FCRC COT |
| ABC Emergency Radio and other Radio Stations | Coordinated by the FCRC Communications Team |

6.1 Communications Failure

Telecommunications services like your mobile phone, landline and internet are vital during an emergency or natural disaster to help stay connected and informed. However, no network technology is 100 per cent resilient.

Consideration must be given to how the LDMG will communicate if Mobile, Landline and internet services are not available.

The following may be used to communicate important messages.

| Method of Communication | Responsibility |
|--|--|
| Council's 1300 79 49 29 Telephone Failure | Council - Refer to Procedure - Diversion of Council's main telephone line (1300 79 49 29) during an emergency in normal business hours Doc#1102221 |
| Two Way Radio Network | All Agencies may be able to communicate within their organisations using VHF and UHF radio network. |
| Community Resilience Network Two Way Radio Network | CRNs throughout the shire can receive messages for their isolated communities. CRNs are responsible for maintenance |
| Door Knock | Coordinated by QPS |
| Community Meetings | LDMG Chair to coordinate speakers to attend community meetings |
| Handouts (Fact Sheets, Flyers, Forms etc) | These can be left at a central point such as a Post Office. |
| Community and School noticeboards | |
| Shopping Centre Stall (Information Hub) | |

6.2 Vulnerable Population

Every effort will be made to ensure vulnerable persons e.g., aged, those with disabilities, dialysis patients) and those in high-risk facilities such as aged care homes, hospitals, schools and childcare centres are provided with appropriate warnings. This will be achieved using contact details maintained by SBRC and other partner agencies. The Public Information Officer may need to copy warnings and critical public information to these contacts to ensure warnings and key messages can be relayed to those with identified special needs.

6.3 Disabled or CALD Persons

Special considerations will be given to warning disabled and CALD groups. In the case where information or communication is required with persons unable to speak English an interpreter service such as the Telephone Interpreter Service may be able to assist.

The telephone number for the Telephone Interpreter Service is 131 450

7. Training and Exercise

Section 16A of the DM Act provides a legislative requirement for the Commissioner, QFES to ensure that persons involved in disaster operations are appropriately trained to maintain or enhance capability under Queensland's disaster management arrangements.

Training in Queensland is undertaken by disaster management stakeholders in accordance with the Queensland Disaster Management Training Framework (QDMTF) and includes training relating to community messaging through

- Module 1 "Introduction to Warning and Alert Systems" and
- Module 2 "Working with Warning and Alert Systems"

Other Training may include:

- Guardian IMS Communications Module

The development and enactment of scenarios to evaluate the effectiveness of plans is key to good governance and assurance.

This plan and templates will be used to test communication methods during LDMG exercises.

Annexure A: Council Media Templates

Council has range of templates available for all hazards in Council's eDocs Management System.

| Docs# | Preformatted Media Releases |
|--------------|---|
| 1942808 | Cyclone Warning Bulletin Number 1 |
| 1942809 | Cyclone Warning (48 hours to 100 km/h winds) |
| 1942810 | Cyclone Warning (24 hours to 100km/h winds) |
| 1942815 | Cyclone Warning (XX hours to 100km/h winds) |
| 1942816 | Cyclone Warning (12 to 3 hours to 100km/h winds) |
| 1942817 | Cyclone Warning (less than 3 hours to 100 km/h winds) |
| 1942813 | Cyclone Warning Managed Evacuations |
| 2135250 | Tropical Cyclone Alert for Tourist Parks |
| 1868269 | River Flood Warning |
| 1868284 | River Flood Evacuation Centres |
| 1868293 | Tsunami Warning (Evacuations Possible) |
| 1868299 | Tsunami Warning (Land Inundation Evacuations Required) |
| 1868312 | Total Loss of Communications |
| 3183870 | Verbal Evacuation Warning to Residents |
| | Voluntary Evacuation Advice |
| | Evacuation Order |
| | Preformatted Community Information Guides Releases |
| 1868315 | Food Safety Requirements in a Disaster Situation |
| 1868327 | Drinking Water – Flood Affected Areas |
| 1868333 | Handling Effluent During Disaster Periods |
| 1868337 | Disease Control |
| 2068338 | Personal Hygiene |
| 1868347 | Disinfection – Food Premises |
| 1868350 | Vermin and Vector Control |
| 1868353 | Animal Management |
| 1868396 | Ensuring the Safety of Pets |
| 1868406 | Water Conservation |
| | Internal Staff Updates |
| 1868408 | Internal Staff – Event Update Activation of Emergency Coordination Centre |
| 1868418 | Internal Staff Event Update 2 - Non-essential Staff Arrangements |
| 1868425 | Internal staff Event Update – Ceasing of all External Operations |
| | Operational Forms |
| 2141147 | Media Disaster Forms |
| 2109720 | Emergency Alert Request Form |

Annexure B: Australian Warning System Templates

The Australian Warning System utilises a nested model that includes the warning level + hazard / location + action statements.



















There are three warning levels:

1. Advice: An incident has started. There is no immediate danger. Stay up to date in case the situation changes.
2. Watch and Act: There is a heightened level of threat. Conditions are changing and you need to start acting now to protect you and your family.
3. Emergency Warning: This is the highest level of warning. You may be in danger and need to act immediately. Any delay now puts your life at risk.

Each warning level has a set of action statements to give the community clearer advice about what to do. Calls to action can be used flexibly across all three warning levels and contextualised for each hazard within the community.

Templates can be found in the DM Portal.

<https://www.disaster.qld.gov.au/disaster-management-portal>

| | | | |
|---------|---|---|--|
| CYCLONE |  |  |  |
| FIRE |  |  |  |
| FLOOD |  |  |  |
| HEAT |  |  |  |
| STORM |  |  |  |
| OTHER |  |  |  |

Annexure C: Media Contacts

| Radio Stations | | | |
|--|-----------------------------|---|--------------|
| ABC AM | Scott Lamond (LDMG Advisor) | Lamond.scott@abc.net.au | 0408989439 |
| 855 AM | | | 03 9419 8377 |
| ABC FM – 100.1 | | | |
| Fraser Coast Community Radio Inc 107.5 FM | | www.facebook.com/FraserCoastFM | 4128 1079 |
| Mix FM – 103.5 | | https://www.triplem.com.au/frasercoast | |
| Kix FM - 92.3 | | http://socialradio.kixcountry.com.au/splayer/ | |
| Sea FM- 101.9 | | https://www.facebook.com/hitfrasercoast/ | |
| Tiaro Community Radio – 107.1FM | | tiarocommunityradio@gmail.com | 4193 9612 |
| Radio Rhema -105.1 FM | | https://www.rhemawidebay.com/ | |

Annexure D: Communication Process

The table below outlines the activation processes across the four phases of Alert, Lean Forward, Stand Up and Stand Down and details the communications goals and objectives that should be achieved in each of the phases.

| | |
|---------------------|--|
| Alert | <p>Communication goals for Alert Phase</p> <ul style="list-style-type: none"> • Community is aware of the presence of a hazard Communication objectives for Alert Phase • Residents monitor advice and warnings for their area • Widespread community awareness of the hazard • Visitors are informed of the hazard and given accurate advice about the hazard |
| Lean Forward | <p>Communication goals for Lean Forward Phase</p> <p>Community receives warning of potential events Community heeds warnings and takes appropriate action Residents check their emergency kits, prepare to, or implement their personal/ family emergency and disaster plans and monitor advice and warnings for their area via the Disaster Dashboard, Disaster Management page on Council’s website, radio broadcasts, social media etc.</p> <p>Communication objectives for Lean Forward Phase</p> <p>Provide the community with timely warnings of potential events, based on the best available information at the time</p> <p>Provide residents and visitors with access to practical, accurate, plain English information about what to do in the immediate lead-up to an event to safeguard themselves, their families, and their properties</p> |
| Stand up | <p>Communication goals – immediately prior to event</p> <p>Widespread community awareness of the impending event The community has access to the best available information about the impending event Residents and visitors are aware of advice from authorities about the precautions/actions they can take to protect themselves, their families and property as the event approaches Residents and visitors can make accurate and timely decisions based on the best available information Residents know the location of their nearest evacuation centres if possible (this may not be possible prior to an event, depends on when decision is made Council staff are fully informed about the impending event</p> <p>Communication goals – during event</p> <p>The Communications Team assists the LDMG to communicate information, public safety messages, warnings, and directions quickly, consistently, accurately, and clearly The public has access via a variety of communication channels (including radio, Council’s website, Disaster Dashboard, and social media such as Facebook and Instagram) to relevant, up-to-date, accurate information on the event and its impacts Residents can make decisions based on accurate and timely information</p> |

| | |
|--------------------------|--|
| <p>Stand down</p> | <p>Communication goals</p> <p>The community know the help that is available and where to go/who to contact to access it</p> <p>The community feels supported through the recovery and rebuilding process</p> <p>The community acknowledges Council, and its State Government/ emergency management partners are working to make their neighbourhoods safe, restore services and assist residents back to their homes as quickly as possible</p> <p>The community understands Council's first priorities are the ongoing safety and wellbeing of residents</p> <p>Residents feel encouraged to assist neighbours, friends, and their local communities in recovery/ clean-up operations</p> <p>Clear messaging provided for those who wish to volunteer or make donations to affected communities</p> <p>Residents feel they are well-informed about what is happening on the ground to assist the recovery and rebuilding process</p> <p>Residents are engaged in the recovery process</p> <p>Communication objectives</p> <p>Provide residents with ready access to factual, plain English information on where and how to obtain the services/ goods/ assistance they need</p> <p>Provide residents with detailed information about the work being undertaken by Council and others to help their community to recover and rebuild e.g.:</p> <ul style="list-style-type: none"> ○ Help with cleaning up residential and commercial properties ○ Temporary housing and emergency food and other supplies ○ Counselling services for people experiencing emotional issues as a result of the event ○ Financial assistance being offered by Council and/or State and Federal Governments <p>Provide the community with ongoing recovery updates and advice, including on resumptions of essential and non-essential services and community activities</p> <p>Provide residents with information on maintaining personal health and safety during the clean-up phase</p> |
|--------------------------|--|

Action 1: Complete Checklist

| Communications Sub Plan | | | | |
|--|-------------------------|---------------------------------|------------------------|------------------|
| OPERATIONAL CHECKLIST | | | | |
| Action | Commenced (Time) | Responsible Organisation | Contact Numbers | Completed |
| The key public spokesperson is to be the mayor | | Communication Team | Phone Mob | |
| Use the pre-printed media information graphic designs and web pages as appropriate | | Communication Team | Phone Mob | |
| Manage relationships with media organisations during the event | | Communication Team | Phone Mob | |
| Determine media release and briefing timetables during disaster events | | LDC Communication Team | Phone Mob | |
| Develop draft media releases, social media posts and website updates | | LDC Communication Team | Phone Mob | |
| Prepare and arrange Emergency Alerts messaging | | LDC Communication Team | Phone Mob | |
| Monitor news coverage and social media posts for accuracy, currency, completeness, and report discrepancies to the LDCC | | Communication Team | Phone Mob | |
| Maintain a record of all media releases, contacts, and activities for the Event Log | | Communication Team | Phone Mob | |

Action 2: Activities during Alert Phase

| Alert Phase Action | | Completed |
|--|--|-----------|
| Seek the prior support and partnership of local radio stations in issuing warnings prior to and during an event | | |
| Encourage, support, and promote community awareness and education initiatives by emergency agencies e.g.: bushfire awareness by QFES | | |
| Target Audiences for Alert Phase | | Contacted |
| Community | Residents/businesses/services (e.g.: respite) that potentially will be affected by the event | |
| | General community, rural and geographically isolated residents | |
| Partners | State Government | |
| | Emergency management organisations (QPS, QFES etc.) | |
| | Other relevant agencies, such as BOM | |
| Internal | Customer contact staff | |
| | Mayor, CEO and Councillors | |
| | All other Council staff | |
| | LDMG members | |
| Media | Radio | |
| | Social media | |
| | TV | |
| | Online newspapers | |
| | Community newspapers | |

Action 3: Activities during Lean Forward Phase

| Lean Forward Phase Action | | Completed |
|--|--|-----------|
| Activate the Disaster Dashboard, Facebook, and Website and posts warning of credible threat | | |
| Issue a media alert warning of the potential threat, advising residents of actions they can take to mitigate possible impacts, and referring them to Council's Disaster Dashboard, Website, Facebook Page | | |
| Ensure the media alert and all subsequent warnings/messages are transmitted/relayed immediately to LDMG members, Mayor, CEO, Councillors, and all FCRC staff, including field staff | | |
| Prepare key messages/ briefing for Council spokespeople | | |
| Follow up Media Alert with telephone calls to all radio stations in the area to ensure broadcast of warnings | | |
| Disseminate warning of potential event via social media, Disaster Dashboard, and website | | |
| Monitor comments on social media post and respond/reply as appropriate | | |
| Maintain close contact with media and communication personnel of relevant agencies (such as BOM, QPS, QFES etc.) to enable constant updating and aligning of information being delivered to/via all communication channels | | |
| Target Audiences for Lean Forward Phase | | Contacted |
| Community | Residents/businesses/services (e.g.: respite) that potentially will be affected by the event | |
| | General community, rural and geographically isolated residents | |
| | Schools, day care centres and kindergartens | |
| | Community organisations | |
| Partners | State Government | |
| | Emergency management organisations (QPS, QFES etc.) | |
| | Other relevant agencies, such as BOM | |
| | Owners of critical infrastructure | |
| Internal | LDMG Members | |
| | Councillors | |
| | All Council staff | |
| Media | Radio | |
| | Social media and online newspapers | |
| | TV | |
| | Disaster Dashboard | |
| | Community Newspapers | |

Action 4: Activities during Stand-Up Phase

| Stand Up Phase Action | | Completed |
|--|--|-----------|
| The media and community are constantly updated with accurate, up-to-date information, public safety messages, warnings, and directions from the LDMG. | | |
| All communication channels are effectively utilised and managed, with multiple daily posts on social media and regular news updates on Council's website | | |
| Messaging is clear, consistent, and accurate. | | |
| The LDMG is recognised as the single point of truth in an emergency/ disaster situation by the media and the community. | | |
| The community feel confident in the LDMG's advice and response. | | |
| Media outlets have confidence in the information provided by the LDMG. | | |
| The LDC provides an update on key information to the Public Information Team | | |
| The LDMG Chair provides a briefing to media when appropriate and required, but preferably daily. | | |
| Target Audiences for Stand-Up Phase | | Contacted |
| Community | General community | |
| | Rural residents | |
| | Geographically isolated residents | |
| | Visitors | |
| Partners | State Government | |
| | Emergency management organisations (QPS, QFES, QAS etc.) | |
| | Community Resilient Network | |
| | Other relevant agencies, such as BOM | |
| | Other relevant Local Government Authorities | |
| Internal | LDMG Members | |
| | Councillors | |
| | All Council staff | |
| Media | Radio | |
| | Social media and online newspapers | |
| | TV | |
| | Disaster Dashboard | |
| | Community Newspapers | |

Action 5: Activities during Stand Down Phase

As response is stood down, communications move from response to recovery. ***For further information on communication strategies during the Recovery phase, refer to the Recovery Sub Plan.***

| Stand Up Phase Action | | Completed |
|--|--|-------------|
| Use all existing communication channels to convey information on recovery effort to the public. | | |
| Investigate the use of frontline staff and non-traditional channels (e.g.: house-to-house drops, posting of critical information on noticeboards) to communicate critical messages to affected residents who don't have access to radio, television, social media, or internet. | | |
| Regular recovery information for residents of the affected area/s. | | |
| ??? Fact sheets relating to health and safety issues for people involved in clean-up. | | |
| Media releases, social media posts and website updates providing regular updates on recovery effort. | | |
| Photo opportunities relating to significant milestones in recovery. | | |
| Media releases, social media posts and website updates on damage bill and cost of recovery; long-term recovery efforts; Council recovery and rebuilding initiatives; long-term recovery efforts and priority areas for Council; economic recovery including tourism, buying local etc. | | |
| Target Audiences for Stand-Up Phase | | Contacted ✓ |
| Community | Residents/ businesses in affected areas | |
| | General community | |
| | Rural residents | |
| | Geographically isolated residents | |
| Partners | State Government | |
| | Other Local Government Authorities | |
| | NGOs (Red Cross, Salvation Army, church groups, community groups etc.) | |
| Internal | LDMG | |
| | Mayor and CEO | |
| | All Council staff, particularly customer contact staff | |
| | Councillors | |
| Media | Radio | |
| | Social media | |
| | TV | |
| | Online newspapers | |
| | Community newspapers | |