Community Information and Warnings Sub Plan

Document Control

Amendment Control

The Community Information and Warnings Sub Plan is a controlled document. The controller of the document is the Burdekin Local Disaster Coordinator (LDC). Any proposed amendments to this plan should be forwarded in writing to:

Local Disaster Coordinator
Burdekin Shire Council
PO Box 974
Ayr Qld 4807

The LDC may approve inconsequential amendments to this document. The LDC will ensure that any changes to the content of the document will be submitted to the Burdekin Local Disaster Management Group (LDMG) for approval and be endorsed by the Burdekin Shire Council.

Amendment Register

<table>
<thead>
<tr>
<th>Amendment</th>
<th>Version No.</th>
<th>Issue Date</th>
<th>Inserted by</th>
<th>Action</th>
<th>Date</th>
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<tbody>
<tr>
<td>01 Initial Plan</td>
<td>October 2016</td>
<td>Eileen Robinson</td>
<td>Initial Plan</td>
<td>October 2016</td>
<td></td>
</tr>
<tr>
<td>02 Revised Plan</td>
<td>September 2018</td>
<td>Eileen Robinson</td>
<td>Revised Plan</td>
<td>September 2018</td>
<td></td>
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<th>Full Title</th>
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<tbody>
<tr>
<td>BOM</td>
<td>Bureau of Meteorology</td>
</tr>
<tr>
<td>BSC</td>
<td>Burdekin Shire Council</td>
</tr>
<tr>
<td>EA</td>
<td>Emergency Alert</td>
</tr>
<tr>
<td>EAP</td>
<td>Emergency Action Plan</td>
</tr>
<tr>
<td>EWN</td>
<td>Early Warning Network</td>
</tr>
<tr>
<td>GIS</td>
<td>Geospatial Information System</td>
</tr>
<tr>
<td>LDC</td>
<td>Local Disaster Coordinator</td>
</tr>
<tr>
<td>LDCC</td>
<td>Local Disaster Coordination Centre</td>
</tr>
<tr>
<td>LDMP</td>
<td>Local Disaster Management Group</td>
</tr>
<tr>
<td>LDMP</td>
<td>Local Disaster Management Plan</td>
</tr>
<tr>
<td>QFES</td>
<td>Queensland Fire and Emergency Services</td>
</tr>
<tr>
<td>QPS</td>
<td>Queensland Police Service</td>
</tr>
</tbody>
</table>

Part One – Overview

Purpose

The purpose of the Community Information and Warnings Sub Plan is to manage the effective collection, monitoring, management and dissemination of accurate, useful and timely information and warnings to the community for a local disaster event, in which the Burdekin Local Disaster Management Group (LDMG) and its plans and processes have been activated.

Authority

This plan forms a sub plan of the Burdekin Local Disaster Management Plan and is developed under the authority of the Disaster Management Act 2003. This sub plan will be managed in accordance with the administrative and governance processes outlined within the LDMP including approval, document control, distribution, review and renew.

This sub plan will be reviewed annually by the Local Disaster Coordinator of the Local Disaster Management Group and reissued as necessary.

Functional Responsibility

The Burdekin Local Disaster Coordinator is to ensure all agencies and members of the LDMG are aware of these arrangements.

Responsibilities of Agencies and Organisations

The release of information to the community regarding an emergency/disaster, and associated hazards, will be the responsibility of the Chairperson of the LDMG or his/her delegate. This will be done in conjunction with representatives of lead agencies and/or support agencies of the LDMG, who are responsible for the input of relevant information to this process.
A Media Liaison Officer from Council will be utilised for disaster events as per the position description within the LDMG Local Disaster Coordination Centre Standard Operating Procedures (LDCC SOP).

Some partner agencies that also provide public information and warnings in the event of an emergency/disaster include:

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bureau of Meteorology (BOM)</td>
<td>Provides weather advices to media outlets on cyclones, floods (flood alert, flood watch and flood advice), severe storms (including thunderstorm), tsunamis, land gales and severe bushfires.</td>
</tr>
<tr>
<td>Department of Agriculture, Fisheries and Forestry</td>
<td>Provides clear, accurate information about an animal/plant disease emergency and its implications and the progress of control or eradication procedures.</td>
</tr>
<tr>
<td>Department of Transport and Main Roads</td>
<td>Provides information on road closures on state highways through 13 19 40.</td>
</tr>
<tr>
<td>Ergon Energy</td>
<td>Provides information regarding power outages and power supply.</td>
</tr>
<tr>
<td>Queensland Fire and Emergency Services (QFES) – Fire and Rescue</td>
<td>Provides information for the media and the public regarding fire, chemical or gas emergency situations.</td>
</tr>
<tr>
<td>Queensland Health</td>
<td>Provides information regarding a public health epidemic or heat wave.</td>
</tr>
<tr>
<td>Queensland Police Services (QPS)</td>
<td>Provides information about locally managed incidents, including directed evacuations.</td>
</tr>
<tr>
<td>Burdekin Shire Council</td>
<td>Provides information on local road closures, traffic routes, evacuations, shelters and place of refuge, recovery centres, debris clean-up and all matters relating to the activation of the LDMG.</td>
</tr>
</tbody>
</table>

**Relevant Issues**

Effective warning systems are an essential prevention strategy that aims to convey information to the community relating to the impending disaster event. Warnings to the community from the relevant agencies and the LDMG are transmitted via electronic media, social media and radio as per the processes of their respective organisations. Warning systems in use for disaster management purposes are detailed in Part Three – Emergency Messaging of this document.
Part Two – Communication Process

Communication Phases

There are five (5) communication phases for emergency management used within the LDMG. The length of each phase is depended upon impact assessment and size of disaster event. These are:

<table>
<thead>
<tr>
<th>Communication Phases</th>
<th>Detail</th>
<th>Alignment with LDMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1 – Seasonal Preparedness - Media</td>
<td>This includes: Get Ready Burdekin Information Stalls, Get Ready Guide, Burdekin Shire Emergency Action Guide and Recovery Fact Sheets.</td>
<td>ALERT</td>
</tr>
<tr>
<td>Phase 2 – Imminent Event</td>
<td>This would include communications 7 days out from the commencement of a disaster event.</td>
<td>LEAN FORWARD</td>
</tr>
<tr>
<td>Phase 3 – Operational</td>
<td>This would include communications 1-2 days out from the commencement of a disaster event.</td>
<td>STAND UP</td>
</tr>
<tr>
<td>Phase 4 – During and Immediate Post Event</td>
<td>This would include communications immediate post event (within 1 – 2 days)</td>
<td>STAND DOWN</td>
</tr>
<tr>
<td>Phase 5 – Recovery Post Event</td>
<td>This would include communications post event (3 – 10 days)</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*Length of phase is depended upon impact assessment and size of disaster event.

Information to be released

Communications will focus on preparation for, response to and recovery from disaster events ensuring residents are informed of:

i) the progress of the event;
ii) the progress made in combating the event; and
iii) the threat to themselves and the actions they need to take;
iv) recovery

Assessment of the Situation

Information for events will be analysed and assessed as per the LDMP and its sub plans and procedures. Decisions relating to warning of impending events, possible evacuations or other issues affecting the local community will be distributed via a range of methods and in a timely manner.

Events that will trigger community messaging include:
Burdekin Local Disaster Management Group

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- Cyclones
- Storm tides
- River flooding
- Localised flash flood events
- Potential landslides
- Bushfires
- Earthquakes
- Public health threats and issues – pandemics, heatwave, etc.
- Other emergency disaster events that may arise from time to time.

Identification of Vulnerable Communities

Burdekin Shire Council understands that some members of the community may need to be specifically targeted with disaster and emergency information and warnings due to their increased vulnerability to the adverse impacts associated with an event.

The Burdekin LDMG will work closely with external agencies regarding vulnerable groups and will endeavour to assist as required.

The Burdekin LDMG will maintain good relationships and lines of communication with external stakeholders to ensure that they meet the specific needs of the region’s most at-risk individuals or groups during times of emergency or disasters.

In addition, the LDMG has identified coastal and regional communities and has established an Area Warden program which will enable the Local Disaster Management Group (LDMG) to better understand the situation in communities that become isolated during times of natural disaster.

Area Wardens are critical to the flow of information during a disaster and they are a valuable point of contact in each community.

The LDMG has an active Area Warden program with wardens located in the following townships:

- Alva Beach
- Groper Creek
- Jerona
- Clare
- Dalbeg
- Millaroo
- Wunjunga
- Rita Island
Part Three – Emergency Messaging

Method of Distribution

The method of distribution may include:

- Official warning agencies
- Local media
- Telephone-based
- Radio-based
- TV-based
- Internet-based (Council’s web site, Emergency Dashboard)
- Social Media (LDMG/Council)
- Person-to-person
- Community organisation networks
- Roadside changeable signs and/or
- Queensland Government Emergency Alert System – SMS, text, recorded message.

<table>
<thead>
<tr>
<th>Mode of Distribution</th>
<th>Delivery Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>Arrange interview for key messages from the Chair of the LDMG</td>
</tr>
<tr>
<td>Television</td>
<td>Arrange interview for key messages from the Chair of the LDMG</td>
</tr>
<tr>
<td>Newspaper</td>
<td>Arrange interviews for key messages from the Chair of the LDMG</td>
</tr>
<tr>
<td>Council Phone System – Messages on Hold</td>
<td>Implement pre-recorded messages using same script as radio ads</td>
</tr>
<tr>
<td>Council Website</td>
<td>Maintain content distribution network to host emergency information for the website</td>
</tr>
<tr>
<td>Council’s Social Media Outlets</td>
<td>Maintain increased monitoring and posting on LDMG Facebook page</td>
</tr>
<tr>
<td></td>
<td>Maintain increased monitoring and posting on @BurdekinSC twitter account and Facebook</td>
</tr>
<tr>
<td>Council’s Emergency Dashboard</td>
<td>User friendly information sharing platform, which allows the LDMG to communicate Emergency News and other essential information about the disaster including local road information and updates on Council infrastructure. This dashboard provides a one-stop shop for users to obtain important emergency information.</td>
</tr>
<tr>
<td>Person-to-person</td>
<td>Door-knocking and/or mobile speakers</td>
</tr>
<tr>
<td>Community organisation networks</td>
<td>Contact as per arrangements through LDMG</td>
</tr>
<tr>
<td>Roadside changeable signs</td>
<td>Specific local messages at key locations</td>
</tr>
<tr>
<td>Queensland Government Emergency Alert System</td>
<td>Key warnings/advisory messages sent via:</td>
</tr>
<tr>
<td></td>
<td>- SMS to mobile phones; and</td>
</tr>
<tr>
<td></td>
<td>- Automatic scripted voice recordings to landlines</td>
</tr>
</tbody>
</table>
Messaging for Vulnerable Communities

Burdekin Shire Council has adapted its communications processes for the distribution of emergency messages to reflect the following principles as per Communication with People with Disability: National Guidelines for Emergency Managers, in order to target all vulnerable groups in the community. Council will:

- Only distribute necessary and relevant information;
- Verbalise visual information, including phone numbers and websites details;
- Use multiple information and presentation formats;
- Keep information consistent, accurate, short and sharp; and
- Use clear language and simple sentences.

In order to assist in the delivery of emergency warning messages, Council may utilise interpreter services as required.

Emergency Alerts (EA)

The Queensland Government’s “Emergency Alert Service” is the national telephone-based emergency warning system, which provides the capability to send warning messages to fixed line telephones (i.e. landlines) based on the location of the handset and to mobile phones based on the location of the mobile phone. The “Emergency Alert” (EA) system will be utilised by the LDMG as required and as per the Queensland Emergency Alert Guidelines.

Messages will:

- Warn targeted areas of the local community of imminent and severe threats from disaster events; and
- Direct those warned to other sources of information and/or direct them to move away from an imminent hazard or threat.

Council will utilise Geographic Information System (GIS) data to generate a map of the region which includes a polygon of the defined incident area. Using this map, the EA system will:

- Identify the phone services located within that polygon area;
- Send a voice message to all identified landline telephone services;
- Send a text message of up to 160 characters to all identified mobile phone services; and
- Report on the delivery of these messages.

The local areas to receive the messages and contents of the message will be prepared by the LDMG, approved by the Chairperson and processed as per the Queensland Emergency Alert Guidelines.

Predefined messages and mapped areas have been prepared for storm surge zones and stored by the Watch Desk, State Disaster Coordination Centre. These messages and mapped areas will be reviewed by the LDC and LDMG by November each year.
Early Warning Network (EWN)

The “Early Warning Network” (EWN) is a privately operated, paid subscription service, which issues Bureau of Meteorology weather advisories to subscribers via SMS messaging. LDMG does not use the EWN to issue updates to the community regarding weather events.

Social Media and Website (Digital Communications)

The Burdekin Shire Council’s website and social media links will be altered as required to ensure relevant and up to date information is available for the Community.

Highlighted links to include:

- Burdekin Shire Council Website – Emergency Management Information
- Burdekin Shire Council Emergency Dashboard
- Burdekin Disaster Coordination Centre Facebook
- Burdekin Disaster Coordination Centre Twitter
- Burdekin Shire Council Facebook
- Burdekin Shire Council Twitter
- Get Ready Queensland website
- Burdekin LDMG Announcements
- Flood report bulletins
- Road Conditions
- Media Releases
- Current Water Information
- Lost and Found Animals

Increased monitoring and posting on the Emergency Dashboard, DCC and BSC Facebook and Twitter will occur during times of disaster.