Endorsement

This plan is recommended for distribution by the Townsville Local Disaster Management Group.

Wayne Preedy ESM
Local Disaster Coordinator
Townsville Local Disaster Management Group

Date: 10 / 04 / 2019

Cr Jenny Hill
Chair
Townsville Local Disaster Management Group

Date: 10 / 04 / 2019
## Consultation

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Name of consulted</th>
<th>Date distributed</th>
<th>Comments received</th>
</tr>
</thead>
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<tr>
<td>Townsville City Council</td>
<td>Wayne Preedy</td>
<td>28/03/2019</td>
<td>28/03/2019</td>
</tr>
<tr>
<td>Townsville City Council</td>
<td>Catherine Jordan</td>
<td>28/03/2019</td>
<td>28/03/2019</td>
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<td>Townsville City Council</td>
<td>Anthony Templeton</td>
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<tr>
<td>Townsville City Council</td>
<td>Lauren Filbee</td>
<td>28/03/2019</td>
<td>28/03/2019</td>
</tr>
<tr>
<td>Townsville City Council</td>
<td>Stacey Gibson</td>
<td>28/03/2019</td>
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Document Control

Amendment Control

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

Local Disaster Coordinator  
 Townsville City Council  
 PO Box 1268  
 Townsville, QLD 4810

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 Townsville Local Disaster Management Group (TLDMG) for approval and be endorsed by the Townsville City Council.

Amendment Register

<table>
<thead>
<tr>
<th>Amendment</th>
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<tr>
<td>Version No.</td>
<td>Issue Date</td>
</tr>
<tr>
<td>01 Initial Plan</td>
<td>September 2013</td>
</tr>
<tr>
<td>02</td>
<td>October 2015</td>
</tr>
<tr>
<td>03</td>
<td>November 2016</td>
</tr>
<tr>
<td>04</td>
<td>January 2018</td>
</tr>
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Abbreviations List

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tr>
<td>BOM</td>
<td>Bureau of Meteorology</td>
</tr>
<tr>
<td>KPI</td>
<td>Key Performance Indicator</td>
</tr>
<tr>
<td>LDC</td>
<td>Local Disaster Coordinator</td>
</tr>
<tr>
<td>MarComms</td>
<td>Marketing and Communications</td>
</tr>
<tr>
<td>QFES</td>
<td>Queensland Fire and Emergency Services</td>
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<tr>
<td>RACF</td>
<td>Residential Aged Care Facilities</td>
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<td>TCC</td>
<td>Townsville City Council</td>
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<td>TLDMG</td>
<td>Townsville Local Disaster Management Group</td>
</tr>
<tr>
<td>TLDMP</td>
<td>Townsville Local Disaster Management Plan</td>
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</tbody>
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Plan Matrix

Townsville Local Disaster Management Plan Matrix

Please note: This matrix depicts plans and procedures, which have been grouped based on their relationship to one another rather than an hierarchy or trigger points for activation.

Operating Procedures (Internal Council Processes)

- Evacuation Centres SOP
- Places of Refuge SOP
- Public Cyclone Shelter SOP
- Animal Management SOP

- TCC Communications Operating Procedure for Disasters

- Bushfire Mitigation Operations Plan
- Impact Assessment Operating Procedure

- Rollingstone Disaster Management Group (RDMG) SOP
- Magnetic Island Disaster Management Group (MDMG) SOP
- Magnetic Island Evacuation Centre SOP
- Townsville Local Disaster Coordination Centre (LDCC) SOP
- Townsville City Council Emergency Response Management Plan (ERMP)
- TCC Emergency Response Plan Communication Plan Operational Response

- Townsville District Functional Health Plan
- Townsville Local Human-Social, Economic, Environmental, and Infrastructure Recovery and Reconstruction Plan
- Environmental Health Disaster Management Plan
- Asbestos Containing Material (ACM) Sub Plan
- Resupply Sub Plan
- Financial Management Sub Plan
- Community Information & Warnings Sub Plan
Part One – Overview

1.1 Purpose

The purpose of the *Community Education and Marketing Sub Plan* is to provide an overview of the public education programs and campaigns implemented by Townsville City Council (TCC), which convey key messages regarding disaster/emergency mitigation, preparedness, response and recovery to all facets of the local community.

1.2 Objective

The objective of the *Community Education and Marketing Sub Plan* is to deliver public education programs designed by Townsville City Council, in conjunction with partner agencies (e.g. Queensland Fire and Emergency Services (QFES) and the Townsville Local Disaster Management Group (TLDMG)), that:

- Provide a detailed explanation of particular hazards;
- Provide details of practical measures residents can take prior to, during and after a disaster/emergency event to help them mitigate, prepare for, respond to and recover from the potential impacts of an event;
- Promote the community’s self-reliance through personal planning; and
- Encourage the public to “be aware” through ongoing media campaigns.

1.3 Authority

This plan forms a sub plan of the *Townsville Local Disaster Management Plan (TLDMP)* 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 TLDMP including approval, document control, distribution and review and renew.

This plan will be reviewed annually by the Local Disaster Coordinator (LDC) of the TLDMG and reissued as necessary.

1.4 Functional Responsibility

The LDC is to ensure all agencies and members of the TLDMG are aware of these arrangements.

The coordination and distribution of these programs is the responsibility of council’s Community Engagement Department, as per their *TCC Emergency Management Communication Plan* and *TCC Community Safety Marketing Communications Plan*. 
1.5 Responsibilities of Agencies and Organisations

The release of information to the community is the responsibility of the LDC as directed by the Chairperson of the TLDMG or his/her delegate. This will be done in conjunction with representatives of lead agencies and/or support agencies of the TLDMG, who are responsible for the input of relevant information to this process.

1.6 Financial Arrangements

The programs described under this sub plan are funded by the Townsville City Council and are subject to the relevant financial procedures of the departments which oversee them.

1.7 Relevant Issues

The Community Education and Marketing Sub Plan provides an overview of the range of public education programs and campaigns, which council delivers to the local community to learn about disaster and emergency mitigation, preparedness, response and recovery. Details of each program and responsibility for implementation are set out in the TCC Emergency Management Communication Plan, TCC Community Safety Marketing Communications Plan and the TCC Communication Operational Procedure. Contact the LDC for more information.

The public education programs and campaigns under this sub plan have been developed to complement similar state-wide campaigns implemented by the Queensland government, such as the ‘Get Ready’ campaign reinstated across the state in preparation for the coming wet season. Campaigns at both state and local levels are focused on improving the disaster resilience of Queensland’s many at-risk communities.
Part Two – Communication Process

2.1 Context

North Queensland has a long history of extreme weather events, the most common of which include:

- bushfires;
- tropical cyclones;
- storm tides;
- localised flash flooding; and
- riverine flooding.

In order to reduce the risk to both people and property, Townsville City Council actively delivers ongoing and seasonal messages about these and other hazards through a range of public education programs.

2.2 Key Message Content

Due to the recurrent nature of disaster events in the Townsville local government area, council has implemented public education programs and campaigns on a cyclical basis, focusing on tropical cyclones and their associated hazards during the wet season and bushfires during the dry season. Throughout the year, in the immediate lead up to, and during the wet and dry seasons, council conveys key messages about how to mitigate, prepare for, respond to and recover from the impacts of potential natural hazards and emergency events that are common to the region. More detailed information about programs and campaigns is listed in the TCC Emergency Management Communication Plan.

2.3 Distribution of Key Messages

Key messages and printed collateral are distributed to the community through a range of delivery methods, including:

- Council’s Emergency Management Dashboard (disaster.townsville.qld.gov.au);
- Council’s website;
- Council’s social media (i.e. Facebook, Twitter, Instagram);
- Local radio and television;
- Print media (press, billboard, brochures);
- Digital media;
- Workshops;
- Community display events; and
- Awareness presentations to schools and community groups.
2.4 Distribution of Key Messages to Identified Vulnerable groups

Townsville City Council understands that some members of the community may need to be specifically targeted with disaster and emergency campaigns and education programs due to their increased vulnerability to the adverse impacts associated with these events. To ensure the effective distribution of key messages, council collaborates closely with the local organisations and agencies that represent vulnerable groups in the community in order to develop meaningful and specific educational tools and campaigns.

Townsville City Council has adapted its communications processes within its public education program to reflect the following principles as per *Communicating with People with Disability: National Guidelines for Emergency Managers*, in order to target all vulnerable groups in the community.

- Only distribute necessary and relevant information;
- Verbalise visual information, including phone numbers and website details;
- Use multiple information and presentation formats;
- Keep information consistent, accurate, short and sharp;
- Use clear language and simple sentences; and
- Developed construction videos and printed collateral demonstrating the correct actions to take leading up to a disaster event.

For a detailed list of groups identified as potentially vulnerable in the Townsville region and their representative organisations/networks, refer to the *TLDMP – Annexure D – Community Consultation List.*
# Part Three – Public Education Program

## 3.1 Annual Program Schedule

Council’s Annual Program Schedule includes a range of community information, public education and planning events facilitated by relevant council departments that target the spread of emergency and disaster preparedness key messages to all demographics and groups in the region.

<table>
<thead>
<tr>
<th>Event</th>
<th>Examples</th>
<th>Summary</th>
<th>Timing</th>
</tr>
</thead>
</table>
| Corporate Events                             | Cyclone Sunday                                | • Annual, free council event held at Strand Park  
• Targets all members of community  
• Official “kick off” for the wet season  
Includes information displays/stalls/activities | Annually, early November          |
| Econ Fiesta                                   |                                               | • Annual, free council information expo held at Queens Gardens  
• Targets general community particularly those interested in the environment  
• Focuses on environmental impact of disaster events | Annually, June                    |
| Seniors Lifestyle Expo                       |                                               | • Annual, free council information expo held at RSL Stadium  
• Targets seniors/community and aged care organisations  
• Includes information display/activities with EMQ | Annually, August                  |
| International Men’s Day                      |                                               | • Annual, free council information expo held at Townsville RSL Stadium | Annually, November              |
| Meetings with community stakeholders/ organisations | Townsville Aged Care Partnership Group Agreement (TACPG) | • MOU between Townsville’s Aged Care Facilities  
• Mutual commitment to share resources and facilities in the event of an emergency/disaster and/or evacuation of one or more facilities | Meetings held annually          |
<p>|                                             | Aged Care Assessment Team (ACAT), Residential Aged Care Facilities (RACF), and Community Care Providers Forum | • Deliver information and brochures to organisation involved in the regular support of special needs groups within the community | Meetings held three (3) times per year |</p>
<table>
<thead>
<tr>
<th>Event</th>
<th>Examples</th>
<th>Summary</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Events</td>
<td>Rotary Markets</td>
<td>• Cyclone/wet season preparedness and information stall operated by council</td>
<td>Annually, October – December</td>
</tr>
<tr>
<td>James Cook University ‘O-Week Market Day’</td>
<td></td>
<td>• Cyclone/wet season preparedness and information stall operated by council, targeting new students to the local area</td>
<td>Annually, February and July</td>
</tr>
<tr>
<td>Defence Welcome Expo</td>
<td></td>
<td>• Cyclone/wet season preparedness and information stall operated by council, targeting new Defence personnel and families to the local area</td>
<td>Annually, February</td>
</tr>
<tr>
<td>Presentations</td>
<td>Schools and Community Groups</td>
<td>• Cyclone/wet season preparedness and information presentations delivered by council’s Emergency Management staff throughout the year</td>
<td>Annually, as requested</td>
</tr>
<tr>
<td>Discussions</td>
<td>Caravan Parks and Marinas</td>
<td>• Cyclone/wet season preparedness visits and provision of resource materials</td>
<td>Annually, October – November</td>
</tr>
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### 3.2 Previous and Ongoing Campaigns

Refer to Annexure A for a complete list of previous and ongoing projects/campaigns that have been and continue to be implemented by council.

### 3.3 Recently Implemented Campaigns

In the lead up to the 2014/15 wet season, council developed an education campaign that focused on the *Storm Tide Evacuation Guide*. The objectives of this campaign were to:

- Ensure that the community was fully informed about their roles and responsibilities in an evacuation event
- Develop a level of confidence within the community of Council’s ability to deal with a major disaster event
- Ensure that evacuation zones were easy to understand and made obvious
- Develop a profile of community groups in high risk areas
- Develop the plan in partnership with other agencies involved in disaster management.

This initiative was achieved through a series of communication channels including:

- A direct mail out to all residents in the coloured storm tide areas of Townsville
• Reminder coloured zone sticker for placement in homes
• Re-design and print of the Storm Tide Evacuation Guide
• TV, radio, press, website and social media campaign to communicate messages.

Townsville City Council also secured another three–year partnership with two (2) other Queensland councils (Burdekin and Hinchinbrook Shire Councils) and QFES, in a community education campaign focusing on cyclone preparedness. The partnership included sharing the advertising costs in billboard and television advertising of key warning and preparation messages for Tropical Cyclones and Bushfires every six (6) months during the wet and dry seasons.

3.4 Future Campaigns

Future campaigns, which focus on cooperation and collaboration between council’s Emergency Management and Marketing and Communications (MarComms) staff, will ensure key messages about disasters and emergency preparedness are accurately and effectively delivered to the Townsville community. Council’s Community Safety MarComms Team will be the focus of this continued and strengthened collaboration, including regular communications between MarComms and Emergency Management staff.

3.5 Surveys and Analysis

Council undertakes regular community surveys, customer service feedback and market research analysis. Key Performance Indicator (KPI) ratings, event–specific questionnaires, customer service calls and website statistics are used to measure the effectiveness of the TCC Community Safety Marketing Communications Plan and determine if they achieve their core objectives. The outcomes of this analysis will:
• assist the direction of future campaigns;
• ensure the relevance of current campaigns; and,
• ensure that the resources utilised for the various preparedness campaigns are providing true value to the community.
Related Documents

Queensland Disaster Management Act 2003
Townsville Local Disaster Management Plan
Communicating with People with Disability: National Guidelines for Emergency Managers
TCC Communication Operational Procedure
TCC Community Safety Marketing Communications Plan
TCC Emergency Management Communication Plan
TCC Emergency Management – Internal Communication Plan
## Annexure

### Annexure A – Previous and Ongoing Campaigns/Projects List

<table>
<thead>
<tr>
<th>PROJECT/ CAMPAIGNS</th>
<th>YEAR</th>
<th>TARGET GROUP</th>
<th>METHOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disaster Management Education in Schools</td>
<td>Annually</td>
<td>Primary and secondary school children</td>
<td>Presentations/interactive activities/ brochures</td>
</tr>
<tr>
<td>Disaster Management Education for community organisations</td>
<td>Annually</td>
<td>Local community and staff</td>
<td>Presentations/ brochures</td>
</tr>
<tr>
<td>Disaster Management Education and evacuation preparedness</td>
<td>Annually</td>
<td>Nursing homes and retirement villages</td>
<td>– Refer to <em>Townsville Aged Care Partnership Group Agreement</em></td>
</tr>
<tr>
<td>Disaster Management Education and evacuation preparedness</td>
<td>Annually</td>
<td>Caravan Parks and Marinas</td>
<td>Annual visits to distribute brochures and update local information</td>
</tr>
<tr>
<td>Community Information on Council’s website</td>
<td>Annually</td>
<td>General Community</td>
<td>Relevant, up-to-date information and maps available</td>
</tr>
<tr>
<td>Disaster Management Information in ‘City Update’</td>
<td>Annually</td>
<td>General Community</td>
<td>Council information document sent to all residents quarterly</td>
</tr>
<tr>
<td>Billboard ads on Preparedness for disaster events</td>
<td>Annually (commenced 2008)</td>
<td>General Community and travelers/visitors</td>
<td>In conjunction with adjacent Councils</td>
</tr>
<tr>
<td>‘Cyclone Sunday’ wet season preparedness community expo</td>
<td>Annually (commenced 2008)</td>
<td>General Community</td>
<td>In conjunction with local TLDMG members and government organisations</td>
</tr>
<tr>
<td>Disaster Management displays at council community events and markets</td>
<td>Annually</td>
<td>General Community</td>
<td>Relevant, up to date information and maps available</td>
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<tr>
<td>Tsunami Evacuation Guide</td>
<td>2008</td>
<td>Coastal and low-lying suburbs</td>
<td>Brochure delivered to residents in area</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>Coastal and low-lying suburbs</td>
<td>Updated and reissued</td>
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<tr>
<td>‘Bullywind Bob’ – local content book for children regarding cyclones</td>
<td>2009</td>
<td>5 year-old/ Pre-school children</td>
<td>Books produced and distributed to all local primary schools and libraries</td>
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<td>PROJECT/CAMPAIGNS</td>
<td>YEAR</td>
<td>TARGET GROUP</td>
<td>METHOD</td>
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<tr>
<td>----------------------------------------------</td>
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<td>--------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
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<tr>
<td>2013 5 year-old/ Pre-school children</td>
<td>2013</td>
<td>- E-book made available online through council</td>
<td>- Prepared in conjunction with EMQ</td>
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<tr>
<td>Storm Tide Evacuation Guide</td>
<td>2011</td>
<td>Coastal and low-lying suburbs</td>
<td>Brochure delivered to residents in colour-coordinated at-risk zones in Guide</td>
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<tr>
<td>Disaster Preparedness DVD and Brochure</td>
<td>2011</td>
<td>Migrant and Indigenous within local community</td>
<td>DVDs and brochures distributed to local agencies</td>
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<td>Asbestos cleanup after disaster events</td>
<td>2012</td>
<td>General Community</td>
<td>Plans and kits prepared for distribution when required</td>
</tr>
<tr>
<td>Advertising templates for TV</td>
<td>2013</td>
<td>General Community</td>
<td>Ads on key messaging for disaster events</td>
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<td>Document scanning</td>
<td>2013</td>
<td>General Community</td>
<td>Scanners installed in libraries for residents to copy key personal documents to USBs</td>
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<td>Waterproof document holders/wallets and USBs</td>
<td>2013</td>
<td>General Community</td>
<td>Distributed at 2013 ‘Cyclone Sunday’ event</td>
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<tr>
<td>Storm Tide Evacuation Guide, education campaign</td>
<td>2014/15</td>
<td>People in affected storm tide zones</td>
<td>Brochure refresh, tv, radio, print, web, social</td>
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<tr>
<td>Get Ready USB Campaign (get ready funding)</td>
<td>2015/16</td>
<td>General Community</td>
<td>Campaign to educate people on safely storing important documents</td>
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<td>Townsville Bulletin Storm and Cyclone Guide</td>
<td>Annually</td>
<td>General Community</td>
<td>Campaign in partnership with the Townsville Bulletin, printed guide in the bulletin the day prior to Cyclone Sunday</td>
</tr>
<tr>
<td>General Mosquito Awareness</td>
<td>2015/16</td>
<td>General Community</td>
<td>Campaign to educate the community on mosquitoes, how to prevent dengue outbreaks, what council does to manage mosquitoes. Tools used include new info graphic marquee, mossie wheel of knowledge, billboard, bus wraps, new tvc, web, social media</td>
</tr>
<tr>
<td>PROJECT/CAMPAIGNS</td>
<td>YEAR</td>
<td>TARGET GROUP</td>
<td>METHOD</td>
</tr>
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<td>----------------------------------------</td>
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<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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<tr>
<td>Get Ready Digital Campaign</td>
<td>2016/17</td>
<td>General Community</td>
<td>Campaign to educate and prepare community for the storm season ahead via digital billboards and digital display ads. Also allows us to upload specific disaster related messages as a storm approaches with minimal timeframes and display ads to targeted audiences based on key demographics</td>
</tr>
<tr>
<td>Emergency Management Dashboard</td>
<td>2017</td>
<td>General Community</td>
<td>User–friendly information sharing platform, which allows the TLDMG to communicate Emergency News and other essential information about disaster events, as well as provides a “one–stop shop” for users to obtain important updates from Emergency Services, Transport &amp; Main Roads, Bureau of Meteorology, etc.</td>
</tr>
</tbody>
</table>