



COMMUNITY EDUCATION AND MARKETING SUB PLAN

Endorsement

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



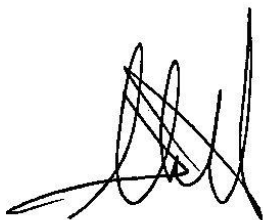
Sarah Sullivan
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Date: 21/01/2021



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Date: 21/01/2021



Cr Jenny Hill
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Townsville Local Disaster Management Group

Date: 21/01/2021

Consultation

Organisation	Name of consulted	Date distributed	Comments received
Townsville City Council	Wayne Preedy	21 January 2021	
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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.

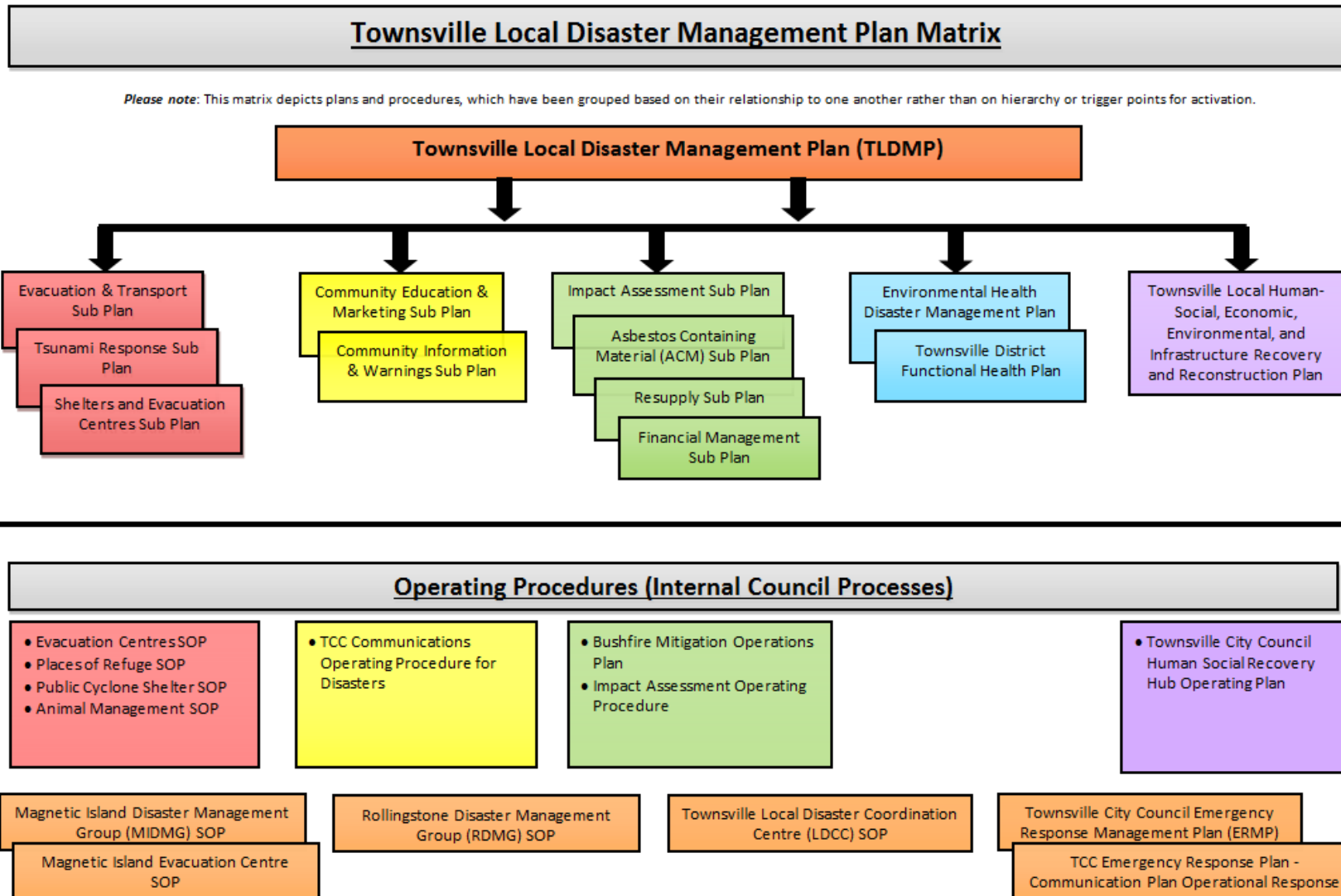
Amendment Register

Amendment		Plan Updated		
Version No.	Issue Date	Inserted by	Action	Date
01 Initial Plan	September 2013	Allen Morris	Initial Plan	30 September 2013
02	October 2015	Gavin Hammond	Annual Review	25 October 2015
03	November 2016	Catherine Jordan	Annual Review	1 November 2016
04	January 2018	Wayne Preedy	Annual Review	5 January 2018
05	January 2019	Wayne Preedy	Annual Review	28 March 2019
06	February 2021	Wayne Preedy	Annual Review	8 February 2021

Abbreviations List

BOM	Bureau of Meteorology
KPI	Key Performance Indicator
LDC	Local Disaster Coordinator
MarComms	Marketing and Communications
QFES	Queensland Fire and Emergency Services
RACF	Residential Aged Care Facilities
TCC	Townsville City Council
TLDMG	Townsville Local Disaster Management Group
TLDMP	Townsville Local Disaster Management Plan

Plan Matrix



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.
- heatwave

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.

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.

Event	Examples	Summary	Timing
Corporate Events	Disaster Ready Day	<ul style="list-style-type: none"> 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
	Eco Fiesta	<ul style="list-style-type: none"> 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 	Every second year, June
	Seniors Lifestyle Expo	<ul style="list-style-type: none"> Annual, free council information expo held at RSL Stadium Targets seniors/community and aged care organisations Includes information display/activities with EMQ 	Annually, August
Meetings with community stakeholders/ organisations	<i>Townsville Aged Care Partnership Group Agreement (TACPG)</i>	<ul style="list-style-type: none"> 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
	Aged Care Assessment Team (ACAT), Residential Aged Care Facilities (RACF), and Community Care Providers Forum	<ul style="list-style-type: none"> Deliver information and brochures to organisations involved in the regular support of special needs groups within the community 	Meetings held three (3) times per year
Community Events	Rotary Markets	<ul style="list-style-type: none"> Cyclone/wet season preparedness and information stall operated by council 	Annually, October - December
	James Cook University 'O-Week Market Day'	<ul style="list-style-type: none"> Cyclone/wet season preparedness and information stall operated by council, targeting new students to the local area 	Annually, February and July
	Defence Welcome Expo	<ul style="list-style-type: none"> Cyclone/wet season preparedness and information stall operated by council, targeting new Defence personnel and families to the local area 	Annually, February
Presentations	Schools and Community Groups	<ul style="list-style-type: none"> Cyclone/wet season preparedness and information presentations delivered by council's Emergency Management staff throughout the year. 	Annually, as requested
Discussions	Caravan Parks and Marinas	<ul style="list-style-type: none"> Cyclone/wet season preparedness visits and provision of resource materials 	Annually, October - November

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 2019/20, Council refreshed its existing community education communication based on the *Emergency Action Guide*. This has been continued for 2020/21.

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
- Television
- Radio
- Press- Townsville Bulletin, Success Magazine, Pakmag
- Website
- Social media
- Digital Advertisements
- Billboards – static and digital

Townsville City Council also delivered a partnered campaign with NQROC members (Charters Towers, Burdekin, Hinchinbrook, Palm Island and Townsville) focused on demonstrating a united front of our neighbouring Councils and reminding residents to be disaster ready even with COVID-19 concerns still upon us.

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 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

Annexure

Annexure A – Previous and Ongoing Campaigns/Projects List

PROJECT/CAMPAIGNS	YEAR	TARGET GROUP	METHOD
Disaster Management Education in Schools	Annually	Primary and secondary school children	Presentations/interactive activities/ brochures
Disaster Management Education for community organisations	Annually	Local community and staff	Presentations/ brochures
Disaster Management Education and evacuation preparedness	Annually	Nursing homes and retirement villages	- Refer to <i>Townsville Aged Care Partnership Group Agreement</i> - Presentations/ brochures
Disaster Management Education and evacuation preparedness	Annually	Caravan Parks and Marinas	Annual visits to distribute brochures and update local information
Community Information on Council's website	Annually	General Community	Relevant, up-to-date information and maps available
Disaster Management Information in 'City Update'	Annually	General Community	Council information document sent to all residents quarterly
Billboard ads on Preparedness for disaster events	Annually (commenced 2008)	General Community and travelers/visitors	In conjunction with adjacent Councils
'Disaster Ready Day' wet season preparedness community expo	Annually (commenced 2008)	General Community	In conjunction with local TLDMG members and government organisations
Disaster Management displays at council community events and markets	Annually	General Community	Relevant, up to date information and maps available
Tsunami Evacuation Guide	2008	Coastal and low-lying suburbs	Brochure delivered to residents in area
	2011	Coastal and low-lying suburbs	Updated and reissued
'Bullywind Bob' & "Birdie Books" - local content book for children regarding cyclones & Natural Disasters	2009	5 year-old/ Pre-school children	Books produced and distributed to all local primary schools and libraries
	2013	5 year-old/ Pre-school children	- E-book made available online through council - Prepared in conjunction with EMQ

PROJECT/CAMPAIGNS	YEAR	TARGET GROUP	METHOD
Storm Tide Evacuation Guide	2011	Coastal and low-lying suburbs	Brochure delivered to residents in colour-coordinated at-risk zones in Guide
Disaster Preparedness DVD and Brochure	2011	Migrant and Indigenous within local community	DVDs and brochures distributed to local agencies
Asbestos cleanup after disaster events	2012	General Community	Plans and kits prepared for distribution when required
Advertising templates for TV	2013	General Community	Ads on key messaging for disaster events
Document scanning	2013	General Community	Scanners installed in libraries for residents to copy key personal documents to USBs
Waterproof document holders/wallets and USBs	2013	General Community	Distributed at 2013 'Cyclone Sunday' event
Storm Tide Evacuation Guide, education campaign	2014/15	People in affected storm tide zones	Brochure refresh, tv, radio, print, web, social
Get Ready USB Campaign (get ready funding)	2015/16	General Community	Campaign to educate people on safely storing important documents
Townsville Bulletin Storm and Cyclone Guide	Annually	General Community	Campaign in partnership with the Townsville Bulletin, printed guide in the bulletin the day prior to Cyclone Sunday
General Mosquito Awareness	2015/16	General Community	Campaign to educate the community on mosquitos, 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
Get Ready Digital Campaign	2016/17	General Community	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
Emergency Management Dashboard (disaster.townsville.qld.gov.au)	2017	General Community	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 & Main Roads, Bureau of Meteorology, etc.

PROJECT/CAMPAIGNS	YEAR	TARGET GROUP	METHOD
2019/20 Disaster Readiness Campaign	2019/20	General Community	<p>Based on outcomes from the IGEM report after the 2019 Monsoon event, a 12-month seasonal campaign educating community how to be disaster ready pre, during and post a disaster.</p> <ul style="list-style-type: none"> • Nov – March – Wet Season – cyclones, floods, storms, king tides. • April – Oct – Bushfires <p>This is a broadcast mass media campaign with an objective to reach as many Townsville residents as possible.</p>
NQROC Disaster Ready Campaign	2020	Townsville, Burdekin, Hinchinbrook, Charters Towers and Palm Island	Television and social media campaign.
2020/21 Disaster Readiness Campaign	2020/21	General Community	<p>12-month seasonal campaign educating community how to be disaster ready pre, during and post a disaster.</p> <ul style="list-style-type: none"> • Nov – March – Wet Season – cyclones, floods, storms, king tides. • April – Oct – Bushfires <p>This is a broadcast campaign with an objective to reach as many Townsville residents as possible.</p>