



PUBLIC INFORMATION, COMMUNICATIONS AND WARNINGS



SUB PLAN 4

MAY 2024



Balonne

Local Disaster

Management Group

Table of Contents

ACRONYMNS	3
PART 1 – Purpose	3
PART 2 – Public Information	4
2.1 Objectives	4
PART 3 – Agency Specific Roles	4
3.1 Balonne Shire Council	4
PART 4 – PUBLIC INFORMATION SOURCES	6
PART 5 – Methods of Information Release	7
PART 6 – CORPORATE COMMUNICATIONS TEAM	8
6.1 Staffing.....	9
PART 7 – MANAGEMENT OF MISINFORMATION	10
PART 8 – AUSTRALIA’S WARNING SYSTEM (AWS)	10
8.1 Warning Levels	11
Warning Level 1 – Yellow – Advice	11
Warning Level 2 – Orange – Watch and Act	11
Warning Level 3 – Red – Emergency Warning.....	12
8.2 Warning Dissemination Process	12
8.3 Warning Dissemination Channels.....	14
PART 9 – OTHER USEFUL RESOURCES AND APPENDICES	15
APPENDIX 1 – Local Support Services	16
APPENDIX 2 – Emergency Contacts	17
APPENDIX 3 – Communications Officer Role Description & LDMG Logo Use ..	19
APPENDIX 4 – Schools (QLD & NSW)	20
APPENDIX 5 – Emergency Alert Flow Chart.....	21
APPENDIX 6 – Emergency Alert Request Template	22
APPENDIX 7 – Emergency Alert Messages Register.....	23
APPENDIX 8 – Social Media Sites	24
APPENDIX 9 – Resupply to Flood Isolated Properties Brochure.....	25
APPENDIX 10 – QFES Posters - If It’s Flooded Forget It – Flood Water Safety	27

ACRONYMNS

ABC	Australian Broadcasting Corporation
AWS	Australian Warning System
BOM	Bureau of Meteorology
BSC	Balonne Shire Council
CEO	Chief Executive Officer
DAF	Department of Agriculture and Fisheries
DDC	District Disaster Coordinator
DDCC	District Disaster Coordination Centre
DLDC	Deputy Local Disaster Coordinator
EA	Emergency Alert
EAP	Emergency Action Plan
LDC	Local Disaster Coordinator
LDCC	Local Disaster Coordination Centre
LDMP	Local Disaster Management Plan
NDIS	National Disability Insurance Scheme
LDMG	Local Disaster Management Plan
NEMA	National Emergency Management Agency
SEWS	Standard Emergency Warning System
QFES	Queensland Fire and Emergency Services
QPS	Queensland Police Service
QRA	Queensland Reconstruction Authority

PART 1 – PURPOSE

This Public Information, Communications and Warnings Sub-Plan was prepared under the authority of the Balonne Shire Council Local Disaster Management Group (LDMG) in support of the Balonne Shire Council Local Disaster Management Plan (LDMP).

The aim of the Balonne Shire, Public Information, Communications and Warnings Sub-Plan is to detail the agreed emergency management arrangements in coordinating the release of public information with Emergency Response Agencies and supporting agencies, during times of disaster. The plan also identifies strategies to support public awareness and education strategies together with the development of emergency warnings in accordance with the Australian Warning System (AWS) through various methods such as, media releases, Emergency Alerts (EA) and SEWS.

The term 'public information' refers to communication with all stakeholders, including the media, as opposed to 'communications', which is used to denote communications devices in a disaster context.

This sub plan has three main sections:

- Public Information
- Communication
- Warnings

PART 2 – PUBLIC INFORMATION

2.1 OBJECTIVES

To ensure that affected residents in the Balonne Shire region are informed of:

- Potential ways to mitigate the effects of any disaster
- Dangers that disasters pose to the community
- Progress of the disaster
- Progress made in managing the disaster
- Threat to themselves
- Action they need to take before during and after the event
- Strategies to recover from events or disasters
- All arrangements in regard to the issue of warnings that relate to the Australian Warning System

To:

- Identify the stakeholders directly affected and ensure that the messages are received and understood by a range of audiences, such as hearing impaired and those with English as a second language
- Ensure that the communication should be two-way, and that feedback should be sought and considered
- Identify appropriate communication requirements in the event of a disaster
- Ensure that the Balonne Shire Council operational staff, LDCC and LDMG are confident of their roles in communicating with stakeholders, including the media, during a disaster
- Ensure that the LDMG Members are keeping their respective organisations informed
- Support the activities of the LDMG by providing a guide to manage the public information component in a disaster
- Coordinate and distribute reliable and consistent information to maintain public safety, meet public needs and to keep people informed

During times of a disaster, the Balonne LDC in conjunction with the CEO may establish a Public Information Team to assist in the management of media requests and distribution of key messages.

PART 3 – AGENCY SPECIFIC ROLES

3.1 BALONNE SHIRE COUNCIL

Council is committed to an ongoing public awareness campaign, which satisfies the requirements of the Queensland Disaster Management Act 2003.

Community education and awareness is a recognised disaster mitigation strategy. An aware community is a significant component of a resilient community. A primary strategy to ensure community resilience is through public education and awareness. Following are communication tools used to assist with promoting community awareness:

- BoM Weather Warnings
- Brochures displayed and available in Council Customer Service Centres and Libraries
- Balonne Shire Council website, Emergency Dashboard and media releases
- Social Media, (Twitter, Facebook, YouTube and more)
- Media Releases – E-Bulletins

- Newspapers/Shire Magazines (Balonne Bulletin)
- Show stands
- Permanent Electronic Message Board
- Letter Box drops
- Radio
- Noticeboards located throughout the town
- Community organisation networks (community networking)
- Members of the LDMG are encouraged to provide public education programs in their area of responsibility
- Creation and dissemination of information to the public as per guidelines set out in the Australian Warning System

LDMG Partner Agencies represented on the LDMG provide ongoing community education campaigns depending on the season and current risk levels identified. Agencies where possible should co badge campaigns to ensure a consistent community message and value for money.

Balonne Shire Council is keen to participate in joint community campaigns.

Where agencies are planning to run key community campaigns, they are requested to advise the LDC or provide the detail in Agency Reports submitted before/during LDMG meetings.


The government responsible will be able to assist in the development and review of the Sub Plan.

Vulnerable Population Several organisations care for the elderly, disabled and otherwise vulnerable individuals in the community. Such organisations include Care Balonne, Churches of Christ, Anglicare, Blue Care including their networks eg. Queensland Health.

To expedite the dissemination of information to individuals, a contact list of the organisations throughout the shire that care for them has been prepared. **Local Support Services - See Appendix 1, Page 16*

The National Disability Insurance Scheme (NDIS) provides estimates in relation to vulnerable people in the Balonne community for the 2022-2023 Financial Year, as outlined in the following table:

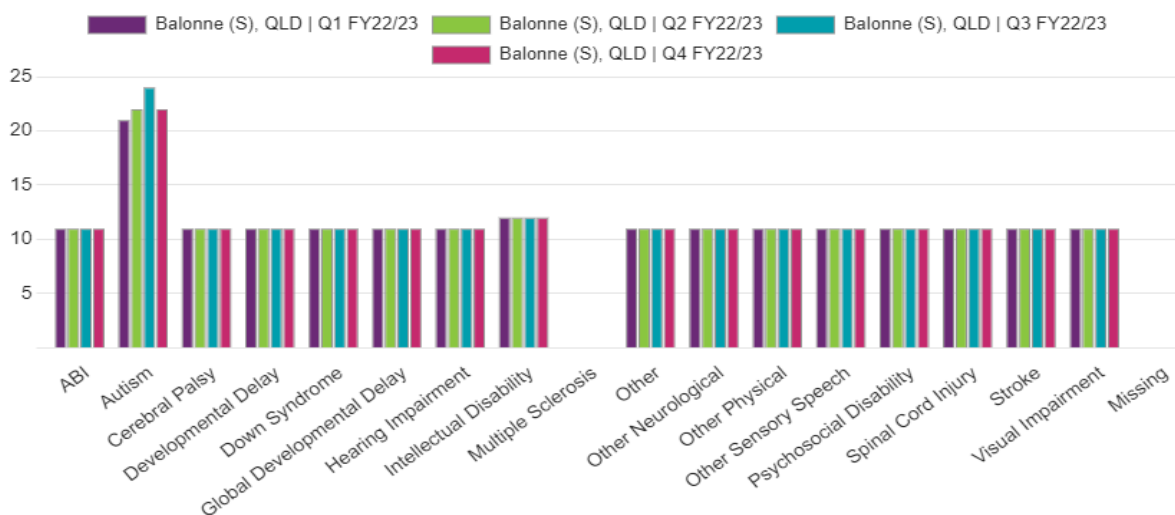
Active participants by Primary Disability

The number of active participants as at the end of the selected quarter. Those who have been determined eligible and have an approved plan. (There are also cases where a participant's plan has expired and a new plan has not formally commenced, but they have not exited the Scheme. These individuals are also counted as active participants.) 

Metric

Active participants Average committed support Average payments

[Graph](#) [Table](#)



Additional communication efforts may be required for:

- Home-bound population
- Mobility impaired
- Medical (Home Dialysis Machines, Oxygen Concentrators), etc.
- Transient population (street people, motel and hotel guests, seasonal workers)
- Lack of transport (private or public)
- Pre-register special needs population
- Caravan Park permanent residents
- Non-English speaking background
- Indigenous population
- At risk of abuse and/or neglect

More information relating to **Balonne's Regional Profile Statistical Data** can be found via the following website: [2016 Balonne \(S\), Census All persons QuickStats | Australian Bureau of Statistics \(abs.gov.au\)](#)

PART 4 – PUBLIC INFORMATION SOURCES

Agency	Source
Balonne Shire Council	Visit Balonne Shire Council Website for the latest updates. Council's website and emergency dashboard – OPT In service <u>Disaster and Emergencies – Balonne Shire Council</u>
Balonne Shire Council	Facebook page – <u>www.facebook.com/BalonneSC/</u>
Australian Warning System	<u>Australian Warning System (aidr.org.au)</u>
Rural Fire - QFES	<u>Home Page Queensland Fire and Emergency Services (qfes.qld.gov.au)</u>
Disaster Management	<u>www.disaster.qld.gov.au</u>
QldTraffic	<u>www.qldtraffic.qld.gov.au</u>
Translator service	13 QGOV (13 74 68)
BoM	<u>www.bom.gov.au</u>
QPS	<u>www.police.qld.gov.au</u>
QAS	<u>www.ambulance.qld.gov.au</u>
Connect South West Qld	<u>www.connectsouthwest.com.au</u>
Ergon Energy	<u>www.ergon.com.au</u>
Qld Health	<u>www.health.qld.gov.au</u>
SES	<u>www.ses.qld.gov.au</u>
NSW SES	<u>www.ses.nsw.gov.au</u>
QRA	<u>www.qra.qld.gov.au</u>
Sunwater	<u>www.sunwater.com.au</u>

Agency	Source
Mallawa Irrigation	www.mallawairrigation.com.au
Department Communities, Housing and Digital Economy	www.housing.qld.gov.au
Telstra	www.telstra.com.au
FSG (Field Solutions Group)	www.fieldsolutions-group.com
Department Natural Resources and Mines	www.resources.qld.gov.au
DAF	www.daf.qld.gov.au
Care Balonne	www.carebalonne.com
Lifeline	www.lifeline.org.au
Redcross	www.redcross.org.au
South West Hospital & Health Services	www.southwest.health.qld.gov.au
Qld Education	www.education.qld.gov.au
Cotton Growers Association	www.cottonaustralia.com.au
NSW Health	www.health.nsw.gov.au
NEMA	www.nema.gov.au
RACQ	www.racq.com.au/car/road-conditions

Other handy Emergency Contacts is also attached to the Sub Plan for quick reference – **Emergency Contacts - See Appendix 2, Page 17*

PART 5 – METHODS OF INFORMATION RELEASE

The objective is to release accurate information to all stakeholders in a timely manner.

Mode of Distribution	Delivery Methods
Radio	Arrange interviews for key messages with the LDMG Chair or authorised representative as defined in the LDMP. Implement pre-recorded radio advertisements or “live” reads with “key” messaging.
Television	Arrange interviews for key messages with the LDMG Chair or authorised representative as defined in the LDMP.
Newspapers/Shire Magazines	Balonne Bulletin
Council Website	BSC’s Communications team maintains content as required
Emergency Dashboard	User-friendly information sharing platform that provides a one-stop shop for all users, that provides current information about emergencies, disasters, or hazards in a specific area or region. This allows the LDMG to communicate disaster/emergency news and other essential information about the disaster effectively. Other information on the Dashboard that is available to the community includes: road conditions, weather warnings, power outages, emergency news etc.
Doorknocking	Face to face contact with the public to relay important

Mode of Distribution	Delivery Methods
	information.
Social Media – Facebook, Twitter	Public Information Team/Communications Team will increase monitoring and posting on the Balonne Shire Council Facebook page and Twitter account.
Flyers/letterbox drop	Distribution of leaflets or flyers directly to residential homes and businesses
Noticeboards	Distributing Media Release, Flyers, Bulletins etc throughout the Balonne Shire townships.
Community Organisation Networks	Contacting various community organisations to progress important information to their clients – “Networking”. This is recommended for the vulnerable population.
Media Releases and E-Bulletins	Via the distribution of emails to various stakeholders eg. Qld Police, QAS, Qld Education etc.
Permanent Electronic Message Boards	Specific local messaging within the St George township.
Roadside Changeable signs	Specific messages displayed at key locations.
Creation and dissemination of information as per guidelines in the Australian Warning System	Is a new national approach to provide consistent messaging and warnings for emergencies, that apply to bushfire, flood, storm, extreme heat, and severe weather to the community.
Queensland Government Emergency Alert System	Platform for local and state agencies to issue warnings directly to a person’s mobile or landline phone via SMS, text or recorded message.
SEWS	A siren is sounded to broadcast an urgent safety message eg. Dam failures

The primary methods of communication for most people in Balonne communities are:

- ABC Radio
- Balonne Shire Council Website and Emergency Dashboard
- Balonne Shire - Balonne Bulletin Council’s Social Media outlets – Facebook and Twitter
- Balonne Media Releases – E-Bulletins
- Emergency Alert System

In addition to the methods mentioned above, remote, and rural landholders may benefit from:

- Satellite phone communications
- UHF & VHF channels

As per the Communicating with People and Disability: National Guidelines for Emergency Managers, BSC will distribute consistent and effective emergency messages that reflect these guidelines to the vulnerable population such as: the elderly, disabled, or those with English as a second language and the like. Distribution of such message may include:

- Doorknocking
- Letterbox drops during meals-on-wheels delivery
- Interpretation services
- Direct contact with community organisation networks (community networking)

PART 6 – CORPORATE COMMUNICATIONS TEAM

The role of the Corporate Communications Team is to assist in achieving the objectives of the Sub-Plan by:

- Implementing and coordinating communications with LDC, LDMG Chair and available Emergency Response Agencies during a disaster or major event
- Upon developing an effective Communications Sub-Plan, to regularly review and assess it
- Providing reports and making recommendations to the LDMG about matters relating to communication issues of disaster management

6.1 STAFFING

The LDMG Chair will be the primary spokesperson. This allows one voice to be heard clearly and unambiguously. There will be situations where others may be asked to speak publicly to certain aspects of a crisis. When appropriate, the primary spokesperson, in consultation with the Public Information Team, will select these people. Those additional persons speaking will communicate fully with the Public Information Team before and after acting in this role.

Any information will include:

- Public telephone numbers of relevant authorities
- Telephone number of the LDCC
- Other information as deemed appropriate by the LDMG Chair

A Communications Officer may join the LDMG Executive Team once the size and type of disaster is established.

In consultation with the LDMG Chair, the Communications Officer will discuss the timeframes for regular media updates with the media outlets as appropriate to the situation.

The Communications Officer will act as the supervisor and overseer of all information into and out of the LDCC. He or she will coordinate with the Public Information Team:

- Media liaison
- Management of website updates
- Manning of the call centre
- Administration support

The Communications Officer or his/her delegate will meet on a regular basis with the LDMG Chair (Mayor) and a representative of the Control Organisation. He/she will also be present at any meetings called by the LDMG Chair during the 'activation' phase as outlined in the LDMP.

***Note** - that during a disaster it may be necessary to support the Public Information Teams from lead agencies and second staff from other organisations when required.

**Communications Officer Role Description and LDMG Logo Use – See Appendix 3, Page 19*

As such, sourcing additional stakeholders may be required, however this will depend on the type and extent of a disaster, but may include the following:

Internal

- CEO, Directors, Manager Corporate Services, Departmental Managers / Supervisors
- Council staff and their families
- Councillors
- LDMG Members

External

- Residents, workers, business people from the affected area and surrounds
- Local hospitals and the medical community
- Relief organisations such as Lifeline, St Vincent De Paul, Red Cross

- Key government ministers, departments, and agencies
- Local, regional, and national media
- Visitors
- Schools – **Schools Qld and NSW - See Appendix 4, Page 20*
- Community organisations – **Local Support Services, See Appendix 1, Page 16*
- Local business community
- Council controlled entities

Key messages or talking points are the themes that permeate all communication with stakeholders in a crisis. The Public Information Team will devise key messages for the spokesperson, allowing him/her to convey those messages to stakeholders. “No comment” is never an acceptable answer.

Key messages will include:

- What has happened?
- What has been/is being done?
- What is going to happen?
- What does the LDMG need the community to do?

PART 7 – MANAGEMENT OF MISINFORMATION

There are two potential causes of misinformation:

- Misinformation has been released (or out-of-date information) has been released by other sources; or
- Correct information has been miscommunicated or perceived to be confusing and conflicting information by the public.

When this comes to the attention of the LDMG and depending on the scope of spread of the misinformation, the LDMG may choose to issue a public statement refuting or clarifying the issue. The statement may also be released via E-Bulletins, Media Releases, newspaper, social media, or radio.

PART 8 – AUSTRALIA’S WARNING SYSTEM (AWS)

The role of warnings in a public information and warnings context is to provide point-in-time information about a hazard that is impacting or is expected to impact communities. It also describes the impact and expected consequences for communities and includes advice on what people should do.

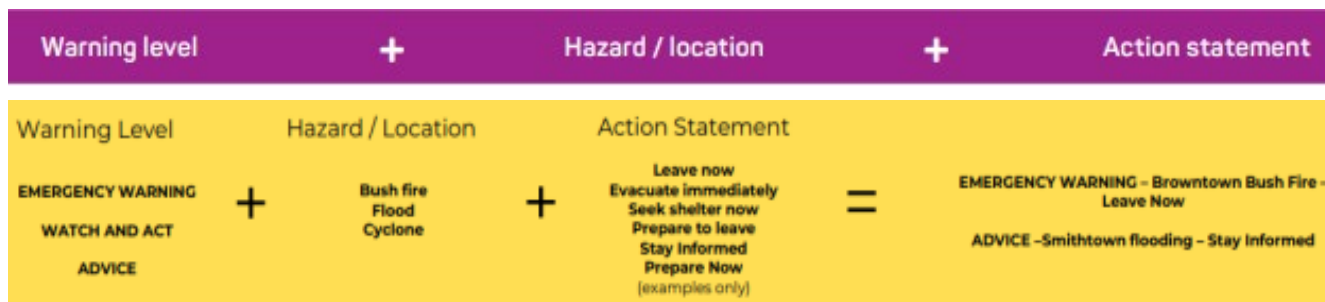
The AWS has been developed based on input from Australia’s emergency services and hazard agencies, including more than 14,000 members of the community surveyed. Such research has determined community perceptions of the existing warning systems and improvements, which its purpose is to provide warnings to be more consistent and clearer for the Australian communities to take action during a hazard event.

The AWS has been built on existing warning frameworks and was established to provide consistent warnings for emergencies, which applies to bushfire, flood, storm, extreme heat and severe weather. This framework has been designed to be adaptable and scalable to other hazards.

The system is a three-level scaled warning system, which includes a nationally consistent set of hazard icons for each warning level to show warnings on various publishing platforms and provides the relevant calls to action.

There are icons for cyclone, bushfire, flood, extreme heat, storm, and other, which includes a consistent shape and colour scheme, with icons increasing in size as the warning level increases.

This system is easily outlined in a nested model, which includes the Warning Level, + Hazard/Location + Action Statements, as shown in the below image:



8.1 WARNING LEVELS

The Balonne Shire Council adopts the national tiered arrangements related to warnings and encompasses the model above in its messaging strategies.

There are three (3) warning levels:

[Warning Level 1 – Yellow – Advice](#): “An incident has started. There is no immediate danger. Stay up to date in case the situation changes”.

Hazard Icons:



**Note – As per National Hazard Icons – Design Guidelines Oct 2020 the Colour palette for ‘Advice’ – C 3 M 7 Y 91 K 0 R 251 G 224 B 50 HEX # fbe032*

Action Statement:

- Prepare now
- Stay informed
- Monitor conditions
- Stay informed/thread is reduced
- Avoid the area
- Return with caution
- Avoid smoke

[Warning Level 2 – Orange – Watch and Act](#): “There is a heightened level of threat. Conditions are changing and you need to start taking action now to protect you and your family.”

Hazard Icons:



**Note – As per National Hazard Icons – Design Guidelines Oct 2020 the Colour palette for ‘Watch and Act’ – C 0 M 65 Y 100 K 0 R 255 G 121 B 0 HEX # ff7900*

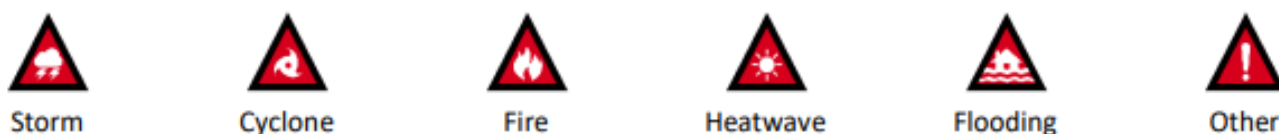
Action Statement:

- Prepare to leave/evacuate

- Leave/evacuate now (if you are not prepared)
- Prepare to take shelter
- Move/stay indoors
- Stay near shelter
- Walk two or more streets back
- Monitor conditions as they are changing
- Be aware of ember attack
- Move to higher ground (away from creeks/rivers/coast)
- Limit time outside (cyclone, heat, asthma)
- Avoid the area/avoid the flooded area
- Stay away from damaged buildings and other hazards
- Prepare for isolation
- Protect yourself against the impact of extreme heat
- Do not enter flood water
- Not safe to return
- Prepare your property (cyclone/storm)

Warning Level 3 – Red – Emergency Warning: “This is the highest level of warning. You may be in danger and need to take action immediately. Any delay now puts your life at risk.”

Hazard Icons:



***Note** – As per National Hazard Icons – Design Guidelines Oct 2020 the Colour palette for ‘Emergency Warning’ – C 9 M 100 Y 100 K 2 R 214 G 0 B 28 HEX # d6001c

Action Statement:

- Leave/evacuate (immediately, by am/pm/hazard timing)
- Seek/take shelter now
- Shelter indoors now
- Too late/dangerous to leave

8.2 WARNING DISSEMINATION PROCESS

Council will develop and maintain systems and strategies in order to warn the community prior to, during and post an event and/or to activate the community e.g. during evacuation operations.

The release of information to the community regarding the emergency and associated threats, will normally be approved by the LDMG Chair and distributed through the Communications Officer after discussions with the Officer in Charge of the Lead Agency and LDC or Deputy Local Disaster Coordinator (DLDC).

The LDMG Chair or LDC will decide the most appropriate method and delivery dependent on the situation and may utilise multiple forms of media to distribute key messages. This process may be

completed through Council's own staff and resources and activation of the LDCC or the LDMG may not be required.

As per the Local Disaster Management Plan, Australian Warning System, Emergency Alert and SEWS all public warnings will be developed and distributed through the LDMG Coordination Centre upon recommendation of the Lead Agency and on the authorisation of the LDC or DLDC.

As described above, public warnings are developed in accordance with these frameworks, to raise awareness of identified threats and the means by which the public should respond. To assist in developing meaningful public warnings an additional guide called Warning Message Construction: Choosing Your Words. This guideline provides advice on key considerations for writing effective warning messages, a proposed structure for a warning message, specific language to use when constructing a message and suggestions for constructing warning messages for non-English speaking audiences and more information can be found on the following link:

- https://www.aidr.org.au/media/9105/aidr_choosingyourwords_companion_2021.pdf

The "Emergency Warning" is the highest level of warning and the below frameworks are meant to attract listeners' attention to the fact that they should take notice of the emergency message and to take action immediately:

- **Emergency Alert (EA)** is the national telephone warning system used by emergency services and local Council to send voice messages to landlines and text messages to mobile phones within a defined spatial area about the likelihood or during an actual emergency situation. This also includes visitors and travellers if their mobile phones are registered to "roam" to an Australian network.

The EA system will only be used in dangerous situations where there is likely to be an impact to human life. It relies on telecommunications networks to send a message, however message delivery cannot always be guaranteed.

***Note** – A copy of the Queensland Emergency Alert Manual – M.1.174 can be found via their website on the following link:

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

As outlined in the Queensland Emergency Alert Manual the **Emergency Alert Flow Chart Process is attached to the Sub Plan - See Appendix 5, Page 21*

Template for issuing Emergency Alert Requests for all severe weather warnings, including the level of activation as detailed in the Emergency Alert Guidelines is attached to the Sub Plan – **Emergency Alert Request Template - See Appendix 6, Page 22*

Template relating to the Emergency Alert Messages Register is attached to the Sub Plan – **Emergency Alert Messages Register - See Appendix 7, Page 23*

- **Standard Emergency Warning Signal (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.

As part of a coordinated national emergency plan, the SEWS is used to attract attention to emergency warnings, such as dam failures.

***Note** – a copy of the Queensland Standard Emergency Warning Signal Manual M.1.171 can be found by via their website on the following link:

- https://www.qld.gov.au/data/assets/pdf_file/0022/339412/M1171-Queensland-SEWS-Manual.pdf

8.3 WARNING DISSEMINATION CHANNELS

ABC Radio

The LDC and the LDMG Chair can organise interviews, release of messages and warnings. It is advised that they inform the DDC of the communications being undertaken.

During a disaster, the Australian Broadcasting Authority (ABC) local Radio Station becomes the designated warning network, issuing warnings to the general public.

In the Balonne Shire, the local warning Radio Station is 711.

During disaster times, residents should be encouraged to tune into the local radio station for warnings. It is important to include education of the public about this information channel prior to any disasters in the Council's normal disaster awareness campaigns.

The ABC website is also a useful tool in obtaining Australia-wide information on disaster and Threat statuses: <http://www.abc.net.au/news/emergency/>. It also features separate sections for Get Ready and Recovery.

Broadly, the LDMG or its Communications Officer may initiate contact with ABC Radio to disseminate localised information.

Social Media

The LDC and the LDMG Chair can organise interviews, release of messages and warnings. It is advised that they inform the DDCC of the communications being undertaken.

The term 'social media' refers to internet-based applications that enable people to communicate and share resources and information. Examples of social media include blogs, discussion forums, chat rooms, wikis, YouTube, Channels, LinkedIn, Facebook and Twitter.

Recent disaster events, in Australia and internationally, have demonstrated Social Media's role in the importance of delivering vital information during a disaster and in strengthening relationships between emergency services and the community. It also facilitates 'crowd sourcing' – where Council is able to gain critical intelligence on the status of a Disaster in a remote location.

Social Media can be used to communicate a range of activities, and the LDC may elect to post information such as:

- Promotion of disaster awareness, likelihood, and readiness
- Issue warnings
- Provide up-to-the-minute recovery information
- Link the community to organisations that can aid, either financially, physically, or emotionally

The Balonne Shire Council has an official Facebook page, which should be used during disasters to disseminate information to the public. It is: <https://www.facebook.com/balonne.shirecouncil>.

A range of government and relevant non-government Social Media sites can also be utilised to enhance the reach of the message during a disaster and connect the public with external resources is attached to the Sub Plan - **Social Media Sites - See Appendix 8, Page 24*

Additionally, messages can also be uploaded to the Council's website: www.balonne.qld.gov.au

Integrating Social Media into preparedness efforts and making sure the strategy fits an emergency situation is crucial. Consistent and timely messages through all Media and Social Media channels are essential if the community are to respond or act on the messages.

Information released via Social Media is undertaken by the Public Information Team in conjunction with the LDMG so that all information is consistent and timely.

Mainstream Media

The use of mainstream media, such as radio, television and newspapers are essential for the provision of warnings and are generally very proactive in the monitoring of official sources.

The National Guidelines for the Request and Broadcast of Emergency Warnings are an initiative of the Australian Government and have been developed in consultation with State and Territory Governments and all peak broadcast media bodies. National Guidelines and a Broadcast Levels Chart for the broadcast of emergency warnings to the Australian public have been developed to provide a consistent approach across Australia, on the processes and expectations that underpin the issue and broadcast of emergency warnings to the public.

The objective of this work is to improve the effectiveness, clarity and consistency of arrangements between all broadcast media, and all emergency management organisations, for the request and broadcast of emergency public warnings. More information can be found on the National Guidelines and Broadcast Levels Chart for the Broadcast of Emergency Public Warnings click on the following link:

- <https://www.cbaa.org.au/sites/default/files/media/National%20Best%20Practice%20Guidelines%20for%20the%20Request%20and%20Broadcast%20of%20Emergency%20Warnings.PDF>

PART 9 – OTHER USEFUL RESOURCES AND APPENDICES

Useful Resources:

- Resupply to Flood Isolated Properties Brochure (*Print ready version Magiq ID #645565) - **See Appendix 9*
- QFES Posters etc (*Electronic version Magiq ID #645562) - **See Appendix 10, Page 27*

Appendices:

To fully understand these systems and to ensure the correct message is given to the appropriate audience, the following documents are attached to this Sub Plan and should be read in conjunction with the Balonne Shire LDMP.

Appendix	Attachment Details
1	Local Support Services
2	Emergency Contacts
3	Communications Officer Role Description and LDMG Logo Use
4	Schools (Qld & NSW)
5	Emergency Alert Flow Chart Process
6	Emergency Alert Request Template
7	Emergency Alert Messages Register
8	Social Media Sites
9	Resupply to flood isolated properties brochure
10	If It's Flooded Forget It – Flood Water Safety Posters etc.

APPENDIX 1 - LOCAL SUPPORT SERVICES

Community Organisation	Contact Details
Anglicare Community	07 4620 2000
Care Balonne	07 4625 5450
Churches of Christ Aged Care Warrawee	07 4620 2263
Healthy Ageing Program Bollon	07 4620 2023
Health Ageing Program Dirranbandi	07 4620 2023
Healthy Ageing Program Thallon	07 4620 2023
Healthy Ageing Program St George	07 4620 2023
Lifeline Elders Group St George	1300 991 443
Meals on Wheels Association Inc - Dirranbandi	07 4625 8222
Meals on Wheels Association Inc - St George	07 4620 2222
Domestic Violence Centacare – St George	07 4625 4317
Domestic Violence Cunnamulla Primary Health	07 4625 4566

APPENDIX 2 – EMERGENCY CONTACTS

Scenario	Emergency Contact
Life Threatening Emergencies	Telephone Triple Zero 000 For life threatening, critical or serious situations only.
State Emergency Service (SES) Flood & Storm Assistance	Telephone: 132 500 for help with a damaged roof, rising flood water, trees fallen on buildings, or storm damage.
Queensland Local Councils	Visit your Local Government Directory https://www.statedevelopment.qld.gov.au/local-government for information on your specific location, or check your local Council's Website to obtain relevant contact numbers.
Fire	To report a fire telephone Triple Zero 000 Fire Bans: 13QGOV (13 74 68) Fire Bans & Restrictions Queensland Fire and Emergency Services visit https://www.qfes.qld.gov.au
Road Conditions and Closures	For state-wide details visit the Department of Transport and Main Roads https://qldtraffic.qld.gov.au website. You can also telephone 13 19 40 for 24-hour statewide road reports. RACQ Road Conditions visit https://www.racq.com.au/car/road_conditions
Power Supply/Outages	Dangerous situations or downed power lines: <ul style="list-style-type: none"> • SEQ residents call 000 or contact Energex on 13 19 62 • All other QLD residents call 000 or contact Ergon Energy on 13 16 70 Loss of Supply: <ul style="list-style-type: none"> • SEQ residents visit the Energex website https://www.energex.com.au/ or phone 13 62 62 • All other QLD residents visit the Ergon Energy website https://www.ergon.com.au/ or phone 13 22 96
Weather and Warnings	Visit the Bureau of Meteorology website www.bom.gov.au Also tune to your local radio station for warnings and advice. Details of your local ABC radio frequency and local webpage can be obtained from https://www.abc.net.au/local
Animal Emergencies	To report wildlife emergencies, marine strandings and pollution incidents, call the Wildlife Hotline on 1300 130 372 To report lost or missing animals during times of disaster and emergency events visit the RSPCA lost/found website https://www.rspcaqld.org.au/what-we-do/lost-animals/lost-found-services Should you need to report an animal in distress, or you have concerns for

Scenario	Emergency Contact
	<p>the welfare of an animal, please contact one of the following options:</p> <ul style="list-style-type: none"> • RSPCA on 3426 9999 or 1300 264 625 (1300 animal) • Queensland Primary Industry call centre on 3239 3111 • Your local Police Station <p>Further information visit the RSPCA website:</p> <ul style="list-style-type: none"> • https://www.rspcaqld.org.au/emergencies/ <p>Emergency Animal Disease and Biosecurity Matters refer to the Queensland Primary Industries and Fisheries website:</p> <ul style="list-style-type: none"> • http://www.dpi.qld.gov.au/home.htm
<p>Tsunami Warnings</p>	<p>Visit the Bureau of Meteorology tsunami warnings website:</p> <ul style="list-style-type: none"> • www.bom.gov.au/tsunami/ <p>Listen to your local radio and TV announcements.</p> <p>Telephone 1300 TSUNAMI (1300 878 6264).</p>
<p>Health and Hospital Information</p>	<p>Contact Queensland Health via the website https://www.health.qld.gov.au/ or phone 13HEALTH (13 43 25 84)</p>
<p>Telecommunications <i>(Telstra, Optus, FSG)</i></p>	<p>Telstra website https://www.telstra.com.au/ Phone:</p> <ul style="list-style-type: none"> • 132 203 - report faults & damage to Telstra property • 132 299 – business only technical support <p>Optus website: https://www.optus.com.au</p> <ul style="list-style-type: none"> • Phone: 133 937 <p><i>Note – majority of mobile services in the Balonne region (townships) is serviced by Telstra mobile. Other services may not have reception in townships. Mobile services may not be available between townships and agencies and community members should ensure they have alternative communication options when visiting the region.</i></p> <p>FSG (Field Solutions Group) website https://www.fieldsolutions-group.com</p> <ul style="list-style-type: none"> • Phone: 1300 000 488 • Email: support@fieldsolutionsgroup.com
<p>Schools</p>	<p>For information on school closures either contact your children's school directly or visit Education Queensland https://www.education.qld.gov.au/</p>

APPENDIX 3 – COMMUNICATIONS OFFICER ROLE DESCRIPTION & LDMG LOGO USE

The Communications Officer is responsible for the management of all media matters relating to the Disaster or Council operations in the Local Government area of responsibility.

The Communications Officer's duties include:

- Preparing accurate media releases based on local operations
- Answering enquiries from all media sources
- Maintaining a working log of press releases and all other significant contacts with media sources
- Referring all media enquiries regarding political or controversial issues to the chair of the LDMG
- Coordinating and manage all media interviews
- Keeping abreast of the operational developments by liaison with the Intelligence Section
- Maintaining a current contact register of media organisations
- Utilising media and a variety of media platforms to ensure timely and accurate dissemination of disaster information to the public; at one location and away from the Coordination Centre

Use of Balonne LDMG Logo

In 2021, the Balonne LDMG resolved to create its own logo for the purposes of LDMG business and for the issuing of Alerts and public information when communicating as the LDMG.

Given the Balonne LDMG is made up of several collaborating agencies, when communicating as a group, an identifiable logo was endorsed.



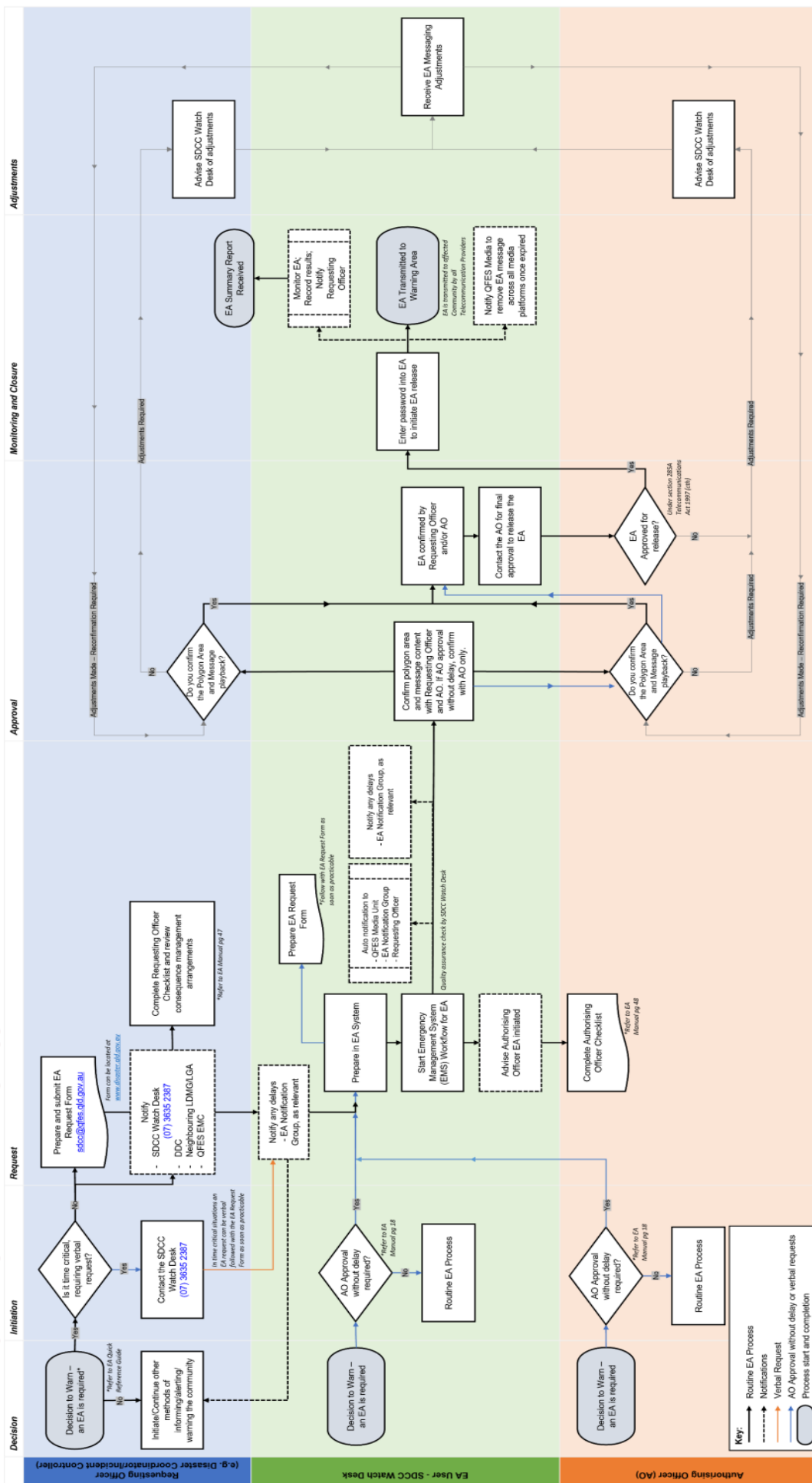
This logo has been phased in for ALL LDMG communications issued by the Chair or delegate of the Balonne LDMG; and is only associated with authorised LDMG business.

APPENDIX 4 – SCHOOLS (QLD & NSW)


School Name	Contact Details
<u>QUEENSLAND SCHOOLS</u>	
St George State School Grey Street St George 4487	Website: https://stgeorgess.eq.edu.au Email: admin@stgeorgess.eq.edu.au Phone: (07) 4620 8333
St George State High School 2 Victoria Street St George 4487	Website: https://stgeorgeshs.eq.edu.au Email: admin@stgeorgeshs.eq.edu.au Phone: (07) 4620 8222
Dirranbandi P-10 State School Jane Street Dirranbandi 4486	Website: https://dirranbandiss.eq.edu.au Email: admin@dirranbandiss.eq.edu.au Phone: (07) 4625 8555
Hebel State School Maud Street Hebel 4486	Website: https://hebelss.eq.edu.au Email: admin@hebelss.eq.edu.au Phone: (07) 4625 0938
Thallon State School 15 Henry Street Thallon 4497	Website: https://thallonss.eq.edu.au Email: admin@thallonss.eq.edu.au Phone: (07) 4625 9139
Bollon State School Main Street Bollon 4488	Website: https://bollonss.eq.edu.au Email: admin@bollonss.eq.edu.au Phone: (07) 4625 6139
<u>NSW SCHOOLS</u>	
Mungindi Central School 59-67 Wirrah Street Mungindi NSW 2406	Website: https://mungindi-c.schools.nsw.gov.au Email: mungindi-c.school@det.nsw.edu.au Phone: (02) 6753 2207
St Josephs Catholic School – Mungindi 72-74 Bucknell Street Mungindi NSW 2406	Website: https://stjosephsmungindi.catholic.edu.au Email: munadmin@arm.catholic.edu.au Phone: (02) 6753 2327

APPENDIX 5 – EMERGENCY ALERT FLOW CHART

APPENDIX 3: EMERGENCY ALERT PROCESS MAP



APPENDIX 6 – EMERGENCY ALERT REQUEST TEMPLATE

 <p>Queensland Government</p>	PHONE THE SDCC WATCH DESK (07) 3635 2387 – ADVISE EA IS BEING DEVELOPED		
	EMERGENCY ALERT REQUEST		
	Location of Alert: (e.g. Suburb, Town)		Date:
LGA/Agency requesting:		Time:	
Requesting Officer (e.g. Disaster Coordinator/Incident Controller) Name: Agency/Position:		Telephone: <i>(SDCC Watch Desk may telephone you)</i>	
Email:			
Advised	LDC/LDMG: <input type="checkbox"/> YES	DDC/DDMG: <input type="checkbox"/> YES	Neighbouring LDMG/LGA: <input type="checkbox"/> YES <input type="checkbox"/> N/A
Send Alert	Immediately: <input type="checkbox"/> YES	Scheduled: <input type="checkbox"/> YES	Date & Time / / : hrs
Event Type	<input type="checkbox"/> Cyclone <input type="checkbox"/> Storm Tide <input type="checkbox"/> Flash Flood <input type="checkbox"/> Flood <input type="checkbox"/> Bushfire <input type="checkbox"/> Fire Incident <input type="checkbox"/> Smoke / Toxic Plume <input type="checkbox"/> Chemical Spill <input type="checkbox"/> Tsunami (Sent as Location Based Text Message ONLY) <input type="checkbox"/> Other (please specify):		
Distributed by: (Channel)	<input type="checkbox"/> Voice <i>(Landline only)</i>	<input type="checkbox"/> SMS – Location Based <i>(Location of phone at time of distribution)</i>	<input type="checkbox"/> SMS – Service Address Based <i>(Registered billing address)</i>
Message Severity	<input type="checkbox"/> Emergency Warning (Activates SEWS) <input type="checkbox"/> Watch & Act <input type="checkbox"/> Advice		
Threat Direction Required? <i>(e.g. Fire, Chemical Spill, Dam Spill)</i>	<input type="checkbox"/> YES <input type="checkbox"/> N/A	Threat location indicated on map? <i>Only For Emergency Warning Voice & Service Address SMS</i>	<input type="checkbox"/> YES <input type="checkbox"/> N/A
EA Messaging Filename (Doc, Pdf):	Polygon Filename, (Kml, Kmz, Gml, GeoJSON): Number of polygons _____ (if multiple, attach list in order of priority)		
Supplied via: <input type="checkbox"/> DM Portal <input type="checkbox"/> Email <input type="checkbox"/> Verbal <input type="checkbox"/> Other Other (please specify):	Supplied via: <input type="checkbox"/> DM Portal <input type="checkbox"/> Email <input type="checkbox"/> Verbal <input type="checkbox"/> Other Other (please specify):		
Voice: Type or handwriting, max 4000 characters incl spaces. <i>(Ideally message should be < 450 characters)</i>			
SMS: Type or handwriting, use capitals for clarity, max 612 characters incl spaces. <i>(Ideally should be < 160 characters incl. spaces)</i>			
Remove EA from websites:	<input type="checkbox"/> 12 hrs <input type="checkbox"/> 24 hrs <input type="checkbox"/> 48 hrs <input type="checkbox"/> Specify Date & Time:	<input type="checkbox"/> Check back in 12 hrs:	Contact #:
Requesting Officer:		Signature:	Date: / /
Send to sdcc@qfes.qld.gov.au and telephone (07) 3635 2387 to confirm receipt			
FOR USE BY SDCC			
EA Request Form completed by: SDCC Watch Desk <input type="checkbox"/> Requesting Officer <input type="checkbox"/>			
Notification of any delays provided to Requestor: <input type="checkbox"/> YES <input type="checkbox"/> NO			
EA User Name:	Signature:		Emergency Alert No:
	Date: / /		
Authorising Officer Name:	Signature:		EMS EA Campaign Report ID:
	Date: / /		
Report provided to Requestor on EA outcomes: <input type="checkbox"/> YES <input type="checkbox"/> NO			
<i>The EA Manual, EA Quick Reference Guide, EA Request Form Template are available at: www.disaster.qld.gov.au</i>			

EA Request Form – F.1.177 Last Updated: 31 October 2022 Version: 3.0

APPENDIX 7 – EMERGENCY ALERT MESSAGES REGISTER

Balonne EA Messages Register - DRAFT ONLY

Message Severity	Classification	Town	NO VOICE MESSAGE	Voice Message	SMS Message	Polygon	Word Count
Preparedness	WATCH & ACT	Balonne			TEXT ONLY WATCH & ACT Notification from Balonne Shire Council. The <<River>> affecting <<Town>> is flooding over the next /number/ hours / days. Roads will be impacted & closures are in place. Residents may be isolated for a period of time and are advised to make preparations as required. Stay up to date with the latest information from BOM. Listen to local radio or visit emergency.balonne.qld.gov.au. For flood assistance contact the SES on 132500	Specific	452
Emergency Warning	Emergency Alert - Likely Flooding - Levee Breach	Specific	EMERGENCY EMERGENCY - Flood Warning from Balonne Shire Council. A Levee Breach has occurred / a potential levee breach may occur in <<Town>>. Residents between //Street// and //Street// (INSERT LANDMARKS) should move to higher ground or evacuate to //Place// now. For life threatening emergencies phone triple zero. Stay up to date with the latest information from the Bureau of Meteorology. Listen to local radio or visit - emergency dot balonne dot q l d dot gov dot a u. For flood assistance contact the S E S on 1 3 2 5 hundred	EMERGENCY EMERGENCY - Flood Warning from Balonne Shire Council. A Levee Breach has occurred / a potential levee breach may occur in <<Town>>. Residents between //Street// and //Street// (INSERT LANDMARKS) should move to higher ground or evacuate to <<Place>> now. For life threatening emergencies phone 000. Stay up to date with the latest information from BOM. Listen to local radio or visit emergency.balonne.qld.gov.au. For flood assistance contact the SES on 132500.	Specific	460	

Date of last review:

Reviewed By: LDMG Chair, LDC, BSC Comms Team, QFES Emergency Management Coordinator, District XO

Date Approved: _____

Signature: _____
LDMG Chair:

(Councillor Samantha O'Toole)

Date:

Local Disaster Coordinator: _____











(Matthew Magin)

Date:

Date lodged with SDCC: _____









Document ID: _____

APPENDIX 8 – SOCIAL MEDIA SITES

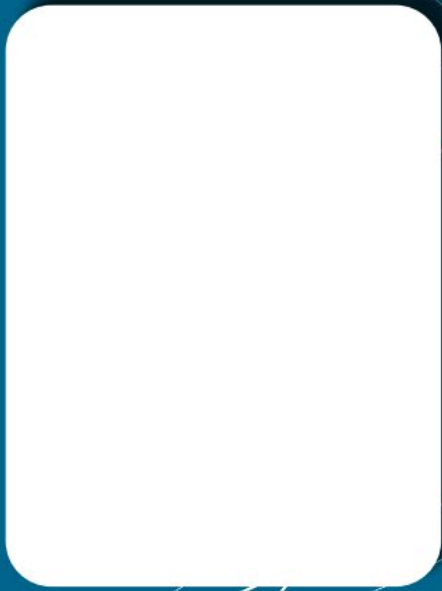
	<p>Queensland Police Service</p> <p> http://facebook.com/queenslandpolice</p> <p> https://x.com/QldPolice</p>
	<p>Queensland Fire and Emergency Services</p> <p> https://www.facebook.com/QldFireandEmergencyServices</p> <p> https://x.com/QldFES</p>
	<p>Qld Councils</p> <p> https://www.facebook.com/Qldcouncils</p>
	<p>Queensland Ambulance Service</p> <p> https://www.facebook.com/qldambulanceservice</p> <p> https://x.com/QldAmbulance</p>

Non-Government Social Media

**Note - The links below are to sites NOT moderated or controlled by the Queensland Government. Information published on these sites may not be comprehensive or accurate.*

	<p>Energex</p> <p> https://www.facebook.com/Energex</p>
	<p>Ergon</p> <p> https://www.facebook.com/ErgonEnergy</p> <p> https://www.twitter.com/ErgonEnergy</p>
	<p>Volunteering Queensland</p> <p> https://www.facebook.com/VolunteeringQld</p> <p> https://twitter.com/volunteeringqld</p>

RESUPPLY TO FLOOD ISOLATED PROPERTIES



What is resupply?

During a natural disaster, the Queensland Government will assist isolated individuals with the resupply of essential goods, including food and medical supplies.

Isolated properties may include primary producers and smaller towns or outstations that cannot access retail facilities to maintain sufficient levels of essential goods.

Plan ahead

It's important for all Queenslanders to prepare their homes and families before disaster season strikes.

Know your risk. Familiarise yourself with your local area including historical flood levels, and the location and duration of flooding. Consider how long you might be isolated for.

Prepare your emergency kit with enough supplies to last the duration of any extended flooding. Stock supplies for your family including food, water, fuel, and medications prior to an event. Include items that may be in short supply in an emergency such as frozen foods.

If you are unable to store enough supplies, find out what support your local council may be able to provide in an emergency.

Make sure your local council has accurate Global Positioning System (GPS) location details for your home or community.

Visit the Queensland Fire and Emergency Services website at www.qfes.qld.gov.au to learn more about preparing for flooding.



@QldFES



@QldFireandEmergencyServices



www.qfes.qld.gov.au

Version 01/2022

© State of Queensland (Queensland Fire and Emergency Services) 2022 All Queensland Fire and Emergency Services material in this document – except any material protected by a trademark, graphics, and unless otherwise noted – is licensed under a Creative Commons Attribution 4.0 license.



What's the resupply process?



How much does it cost?

As an isolated property resident, it is your responsibility to place your order with the local retailer and pay for your goods.

What can I order?

- Basic foodstuffs (preferably dried, tinned or packaged to last on the shelf).
- Basic cleaners and disinfectants *(subject to clearance by carrying agency)*.
- Baby foods, formula, and nappies.
- Medication and medical supplies.
- Water and purification treatments.
- Dried pet food.
- Fuels (if appropriate transportation is available) to ensure continued running of power, heating, lighting, refrigeration etc.
- Batteries *(subject to clearance by carrying agency)*.

What can't I order?

- Chilled and frozen goods, including fresh milk (if refrigerated transportation is unavailable).
- Alcoholic beverages, canned and bottled soft drink.
- Tobacco and cigarettes.
- Machinery parts.
- Entertainment and electrical equipment.
- Non-essential or luxury items.

When flooding strikes remember...

Tune in to warnings. Stay connected to information channels including radio and social media for current weather advice and warnings.

Monitor rising flood waters.

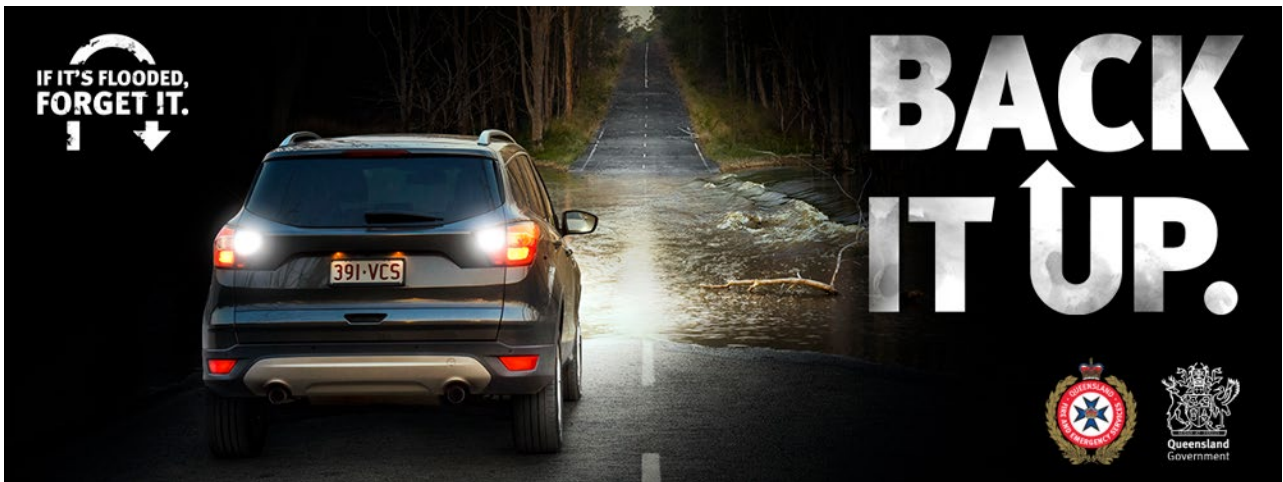
If it's flooded, forget it. Don't attempt to swim or drive across flooded bridges or roads. Water can be deeper and faster flowing than it appears and you never know what's hidden under the surface.

Always follow instructions from local authorities and be ready to evacuate if necessary.

Be aware when travelling in flood conditions. Watch out for hazards such as fallen power lines, fallen trees and debris, broken water and sewage lines, loose materials, and wildlife.

APPENDIX 10 – QFES POSTERS - IF IT'S FLOODED FORGET IT – FLOOD WATER SAFETY

EMAIL SIGNATURE – REVERSING CAR



A4 POSTERS – MALE – “DON'T BACK YOURSELF”

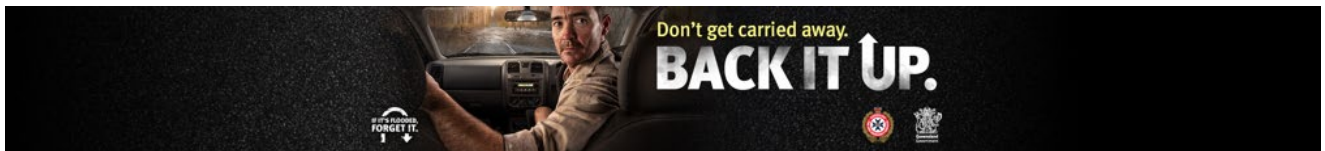


SOCIAL MEDIA POST – VEHICLE AERIAL VIEW

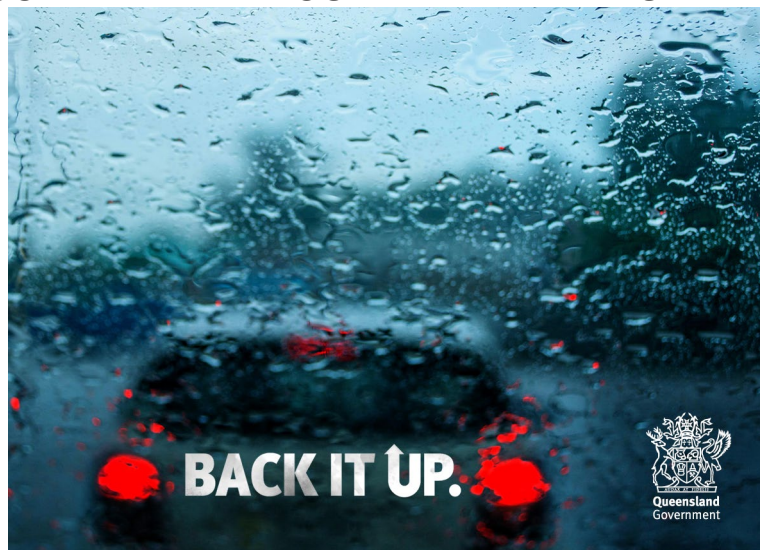


Authorised by the Queensland Government, William Street, Brisbane.

WEB BANNER – MALE “DON’T GET CARRIED AWAY”



SOCIAL MEDIA POST – RAINY WINDSCREEN



Authorised by the Queensland Government, William Street, Brisbane.

A3 POSTER – MUM

When faced with floodwater

**BACK
IT UP.**



No reason is good enough to drive through floodwater.
The bravest and smartest thing you can do is Back It Up.

Be prepared for flood season.



WEB BANNER – MUM



When faced with floodwater

**BACK
IT UP.**

Be prepared for flood season.

