LEMA

Local Emergency Management Arrangements

city of Rockingham

where the coast comes to life

Communications Plan

Emergency Events and Disaster Recovery

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Amendment Record

No.	Date	Details
1	November 2025	Draft Plan Finalised
2	January 2026	Plan Endorsed by LEMC
3	January 2026	Public Consultation

Disclaimer

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The Communications Plan – Ownership

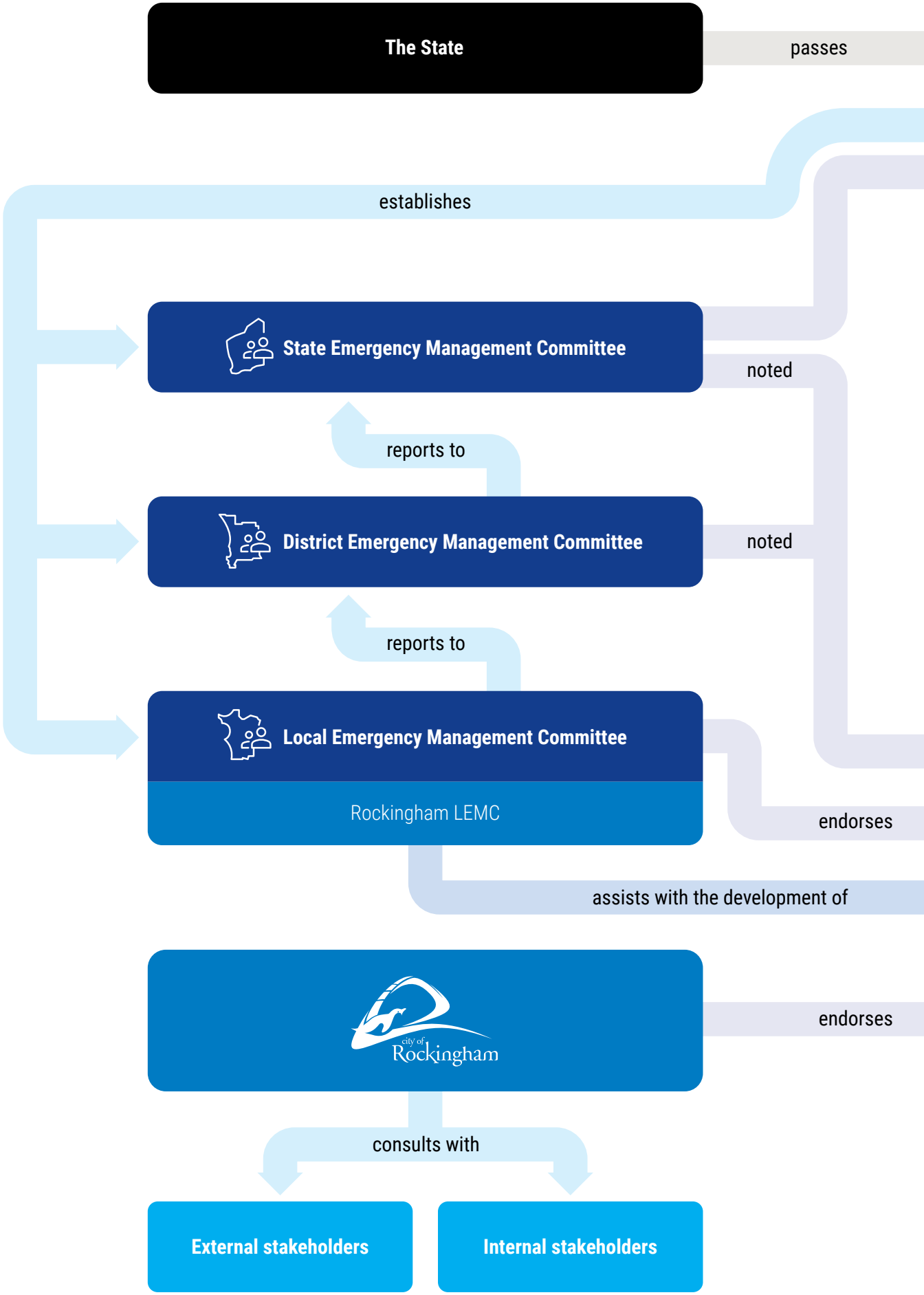
The Compliance and Emergency Liaison team, in collaboration with the Strategy, Marketing and Communications team, developed the 'Communications Plan – Emergency Events and Disaster Recovery' (the Communications Plan).

The Compliance and Emergency Liaison (CEL) Team have ownership of the Communications Plan including responsibility for reviewing and updating the plan.

The Communications Plan provides guidelines for communicating before, during and after emergencies and disasters, and should be continually updated as and when required.

Local Emergency Management Arrangements

The Communications Plan is a component of the City of Rockingham's (the City) Local Emergency Management Arrangements (LEMA) and should be considered in conjunction with the other elements of the LEMA, particularly the Local Recovery Plan.


The State
passes
establishes
State Emergency Management Committee
noted
reports to
District Emergency Management Committee
noted
reports to
Local Emergency Management Committee
Rockingham LEMC
endorses
assists with the development of
city of Rockingham
endorses
consults with
External stakeholders
Internal stakeholders

State Emergency Management Legislation

State policy, plans, procedures and guidelines

writes

requires Local Governments to have

Local Emergency Management Arrangements

forms the framework

to which LEMAs must align

Local Emergency Management Arrangements

City of Rockingham LEMA

- LEMA Overview
- Recovery Plan
- Emergency Risk Management Plan
- Communications Plan – Emergency Events and Disaster Recovery
- Emergency Animal Welfare Plan
- Department of Communities Local Emergency Relief and Support Plan
- Agreements and Memorandums of Understanding
- Emergency Contact and Resource Register
- Other emergency management documentation (registers, plans, procedures, guidelines etc)

About This Plan

Effective communication during and after an emergency or disaster helps to bring a sense of order and empowerment to both affected and non-affected communities alike, helping to improve safety, increase social cohesion, manage expectations and promote inclusiveness.

A substantial component of this document deals specifically with communication during the recovery phase of disasters, as it is a legislative responsibility of Local Government.

Typically, communities in the recovery phase are seeking access to honest, clear and concise information about plans for recovery including practical information that will assist them to best adapt to their situation.

Authority

This plan forms part of the City's Local Emergency Management Arrangements (LEMA) and has been endorsed by the City's Local Emergency Management Committee (LEMC). The LEMA have been approved by the City's Council in accordance with the *Emergency Management Act 2005*.

The City's Communication and Social Media Policy[1] specifies that no contact between the media and any employee (other than the CEO) is permitted unless authority is specifically delegated to another City representative.

Aim

To establish a framework for timely and effective communication in the event of an emergency event and/or disaster recovery that impacts the community.

1. City of Rockingham-Communications-and-Social-Media-Policy (1).pdf

Purpose

To formally document guidelines to support the City's arrangements for communication before, during and after emergency events and/or disaster recovery.

Objectives

The objectives of the Recovery Communication Plan are to:

- identify the City's communication function
- identify key roles and outline responsibilities
- provide guidance for the delivery of timely, consistent, coordinated and targeted messaging, before, during and after emergency events and/or disaster recovery.

Local Hazards

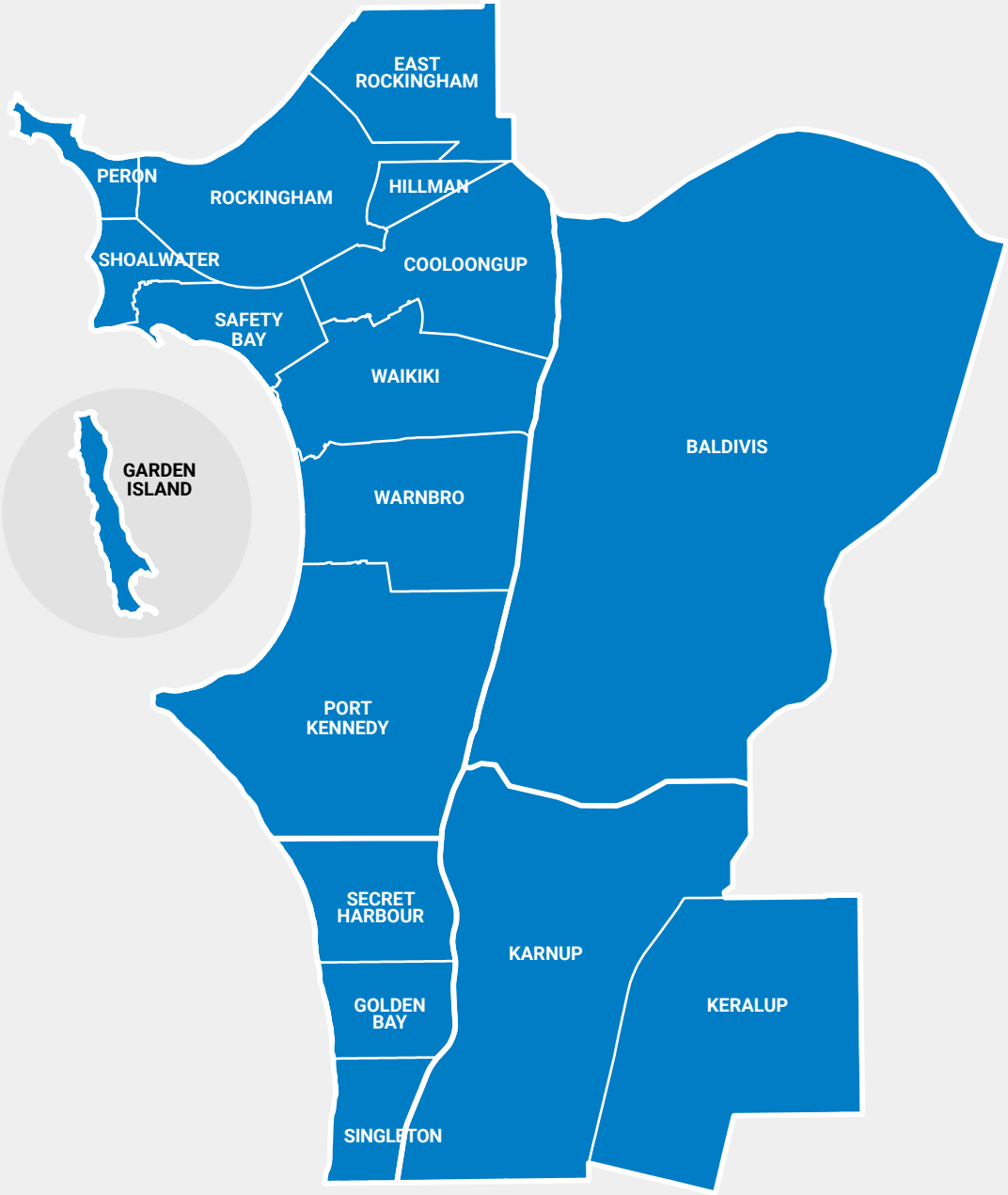
This Communications Plan takes an all-hazards approach to managing communication and while emergency events and disasters vary greatly, affected communities often require the same types of information.

The City's Emergency Risk Management Plan (ERMP) which also forms part of the City's LEMA, identifies the hazards and risks that are currently most likely to affect the local community.

Scope

The scope of this Communications Plan is limited to the City's communications and public information responsibilities and actions before, during and after emergency events and/or disaster recovery[2].

2. Local Governments have primary responsibility for coordinating the recovery process following a disaster that impacts the community in their municipality.



- Baldivis
- Cooloongup
- East Rockingham
- Garden Island
- Golden Bay
- Hillman
- Karnup
- Keralup
- Peron
- Port Kennedy
- Rockingham
- Safety Bay
- Secret Harbour
- Shoalwater
- Singleton
- Waikiki
- Warnbro

Before an Emergency

Contextual Awareness

Communication prior to an emergency seeks to encourage or support a change in people's behaviour, or a decision to act. Achieving behavioural change is complex, as a range of social factors such as beliefs, experiences, and preferences influence people's decisions and behaviours. The City understands that the provision of information alone may not incite action or change, regardless of perceived urgency or importance of the preparedness activity.

To maintain contextual awareness prior to an emergency event, the City:

- maintains knowledge of the hazards and risks facing the local community
- undertakes research about the target audience to ensure knowledge of the community remains current
- aligns information with community engagement and grass roots community education
- seeks to understand and enhance strengths of individuals and communities
- builds upon communication approaches that have worked well previously.

Community Profile

The community is diverse, with a range of demographics and specific communication needs.

Maintaining current knowledge of the evolving community profile is required to ensure public information is tailored for specific groups and audiences and is inclusive of all individuals living in the community.

The City maintains a Community Profile (CP), which serves as a resource to better understand the community's communication needs.

The Strategy, Marketing and Communications team are engaged with the community as normal business practice and maintain the CP.

Community Groups

The City often works with community leaders from a diverse range of community groups such as First Nations, faith-based, sporting and youth groups, schools and those with culturally diverse backgrounds. Through the stakeholder register, leaders within these groups have been identified as a critical resource for the:

- dissemination of information
- tailoring of information for the specific group needs
- gathering of information on local challenges and identifying emerging needs.

Information gathered from community leaders can be used to:

- refine emergency messaging and eliminate misinformation to help build trust
- facilitate effective communication
- provide context specific information to support recovery efforts.

Volunteer Identification and Preparation

The City acknowledges that the Rockingham community is made up of a variety of skilled professionals who may wish to volunteer their communication skills, knowledge and expertise during and after a disaster.

Outside of an emergency, the City will work with local support agencies to help identify suitable volunteers.

Accessible Information

The City understands the importance of ensuring all residents - including people with disabilities - can access timely and accurate information. Emergency communications will be inclusive, using multiple formats and channels to reach diverse audiences. This includes providing information in plain language, accessible digital formats, and through trusted community networks to ensure all residents have access to the same information before, during and after an emergency.

Scalable Structure

A framework which supports the creation of a realistic and scalable structure is essential for effective public information and emergency communication[3].

The City will regularly review the recovery communication structure to ensure it has the capacity to:

- develop and monitor recovery communication strategies
- build accurate situational awareness
- engage and liaise with key recovery partners and stakeholders
- engage and liaise with communities, community groups and individuals
- engage and liaise with the media
- craft information into effective messages for a variety of needs
- engage the channels that will be most effective in reaching intended audiences
- prepare the City's Public Information Team (PIT) and spokesperson
- monitor community perception (via direct engagement, social media and media monitoring) to inform decision making.

Validation

To meet the requirements of this Plan, the City will:

- Continue to engage with community to:
  - build trust and rapport with individuals and groups
  - gauge preferences for how to receive emergency communications.
- Identify 'hard to reach' elements of the community to ensure they are not missed in public information during an emergency.
- Identify potential alternative communications channels or redundancies that may be options available to the PIT during an emergency.
- Implement regular communications, as a part of business-as-usual practice, using channels that will be used during emergencies, thus:
  - validating the processes and procedures
  - verifying that the channels remain effective
  - reinforcing training for personnel.

3. see s3.3.7 of *State Support Plan: Emergency Public Information*
3. EMPA (2022) Principles of Communication in Disaster and Emergency

Collaboration

The City understands the importance of creating strong partnerships to overcome barriers to effective communication. Creating opportunities for collaboration with emergency management agencies, community groups, businesses/private sector, local residents, non-government organisations (such as Australian Red Cross), research institutions and universities and other local governments is an ongoing priority undertaken by the City.

Collaborating with key stakeholders when implementing aspects of this plan will:

- maintain a robust and effective LEMC
- reduce duplication of effort (for example greater reach for shared public messages that are distributed throughout established local networks)
- promote the sharing of expertise, knowledge, information and resources
- improve decision making and coordination of public information
- create efficiencies in planning and execution of communication objectives
- identify new systems for two-way communication
- improve community trust in emergency management agencies and local governments.

Training

Credibility is maximised when the audience can perceive that the messages issued by the City are written by people who are competent and empathetic to the needs of the community.

Therefore, effective communications skills, in general, and in the context of emergencies, are essential for the City's Public Information Team (PIT) and spokesperson(s).

Training is also required to maintain a pool of staff capable of assisting the PIT during emergency events and throughout disaster recovery.

Exercise

The Public Information function will be embedded into the City's LEMA annual exercise schedule.

Preparation - Contingencies

The City acknowledges business as usual communication practices and processes may not be possible during a disaster and throughout the early stages of recovery. Developing strategies to enable effective communication with the impacted community, key recovery partners and internal stakeholders is required to manage any reduction in operational capacity.

Contingencies would need to be implemented in circumstances where there is:

- power failure
- internet outage
- IT failure, including telephones
- staff absences
- damage to facilities.

Emergency Events

Emergency Events - Public Information Lead

Hazard Management Agency

During the response phase, the Hazard Management Agency (HMA) is responsible for Public Information relating to the emergency and response activities.

Contributors and Amplifiers

During response, the City, as the local Public Authority, will play a supporting role in sharing and amplifying public information. This could include sharing messages broadly amongst networks and communication channels at a local level.

The City will consider publishing statements to:

- inform the community that the City is monitoring the situation and working closely with the HMA
- remind residents to stay up to date with the latest alerts or warnings issued via the EmergencyWA website and/or app (as a single source of truth).

The City also has authority to publicly release information concerning its business-as-usual activities and the impacts the emergency may have on those activities[4].

Notification

Depending on the type and scale of the emergency, the City will receive advice via the HMA, where support is, or may be required.

In some cases, the HMA will implement an Incident Support Group (ISG). When this action is taken, the City would have representation on that group via an Emergency Liaison Coordinator (ELC). The ELC is the information conduit between the HMA and the City.

4. see s3.4 of *State Support Plan: Emergency Public Information*

Communicating During Response

During an emergency, situations change quickly. Generally, HMA communication during this phase will be concise, consistent, timely and easy to understand. HMAs are generally well-versed in how to best communicate with the community in times of emergency events within their sphere of expertise and will adjust methods to suit the limitations or opportunities available at the time.

Australian Warning System

The AWS is a national approach to emergency information that aims to deliver consistent warnings to Australian communities, so people know what they need to do to stay safe in an emergency, no matter where they are.

Consistent warning levels, colours and hazard icons supported by a clear and concise action statement make warnings easier to understand.

There are three AWS warning levels of Advice, Watch and Act, and Emergency Warning with corresponding colours of yellow, orange and red. These warning levels, their corresponding colours and new icons are used for all hazard warnings issued on the Emergency WA website.

The warning level is determined by the level of threat posed to the community.

Warning headlines also feature action statements[5].

5. Emergency WA Website

Advice

An incident is active but there is no immediate threat to lives or homes.

Be aware and keep up to date.

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

Watch and Act

There is a possible threat to lives or homes.

Take action now to protect yourself and others.

- Prepare to leave/evacuate
- Leave/evacuate now (if you are not prepared)
- Prepare to take shelter
- Move/stay indoors
- Stay near shelter
- 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 impacts of extreme heat
- Do not enter floodwater
- Not safe to return
- Prepare your property (cyclone/storm)

Emergency Warning

There is a threat to lives and homes.

You may be in danger and need to take immediate action.

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

The City is not a Hazard Management Agency (HMA) and is not authorised to issue warnings in accordance with the AWS.

When an emergency warning is broadcast by the relevant HMA, the City will:

- determine the requirement to perform any Public Information function
- support the HMA in their communication efforts to the Rockingham community
- ensure internal stakeholders are alerted to the warning.

EmergencyWA

In Western Australia, EmergencyWA is the State's official website for community warnings and other emergency management information. This site is positioned as the State's 'single source of truth' for emergency information, and as such there is no need for the City to replicate response messaging from EmergencyWA via local channels.

In addition to promoting the EmergencyWA website and/or app, the City may, when appropriate, share relevant posts via the City's social media platforms.

It is important to note, research has shown that the community does not rely on a single source of information during an emergency. People will seek confirmation from alternate sources, sources they trust[6]. The City will apply judgment to mirroring some information with due care to ensure consistency.

Should there be matters that impact business as usual aspects of the City that are not published on EmergencyWA, the City will consider:

- liaising with the HMA to have it included on EmergencyWA
- publishing locally though appropriate channels to disseminate the information.

Business Continuity

Depending on the nature and scale of the emergency and its impact on City infrastructure and services, the City's Business Continuity Plan (BCP) may also be activated, along with any associated communication responsibilities contained within that plan.

6. Auf der Heide, E. (1989) *Disaster Response: Principles of Preparation and Coordination*.
6. Emergency Management Victoria (2014) *Recovery Readiness: Preparation for Recovery Before A Disaster*

Evacuation Centres

The Incident Controller or the HMA may request the Department of Communities establish one or more evacuation centres. The City has a number of locations identified for this purpose.

The locations and other information relevant to the site/s identified will be subject to a number of considerations relating to the impact of the emergency event and disaster recovery.

Transition to Recovery – Public Information

The HMA retains the lead for Public Information until a formal transition to recovery has taken place.

The transition to recovery is formally marked by the handing over of an Impact Statement (IS) that is prepared by the HMA.

The City is the lead for managing recovery within its jurisdiction, including communications during recovery[7].

7. see s4.0 of the State *Support Plan: Emergency Public Information*

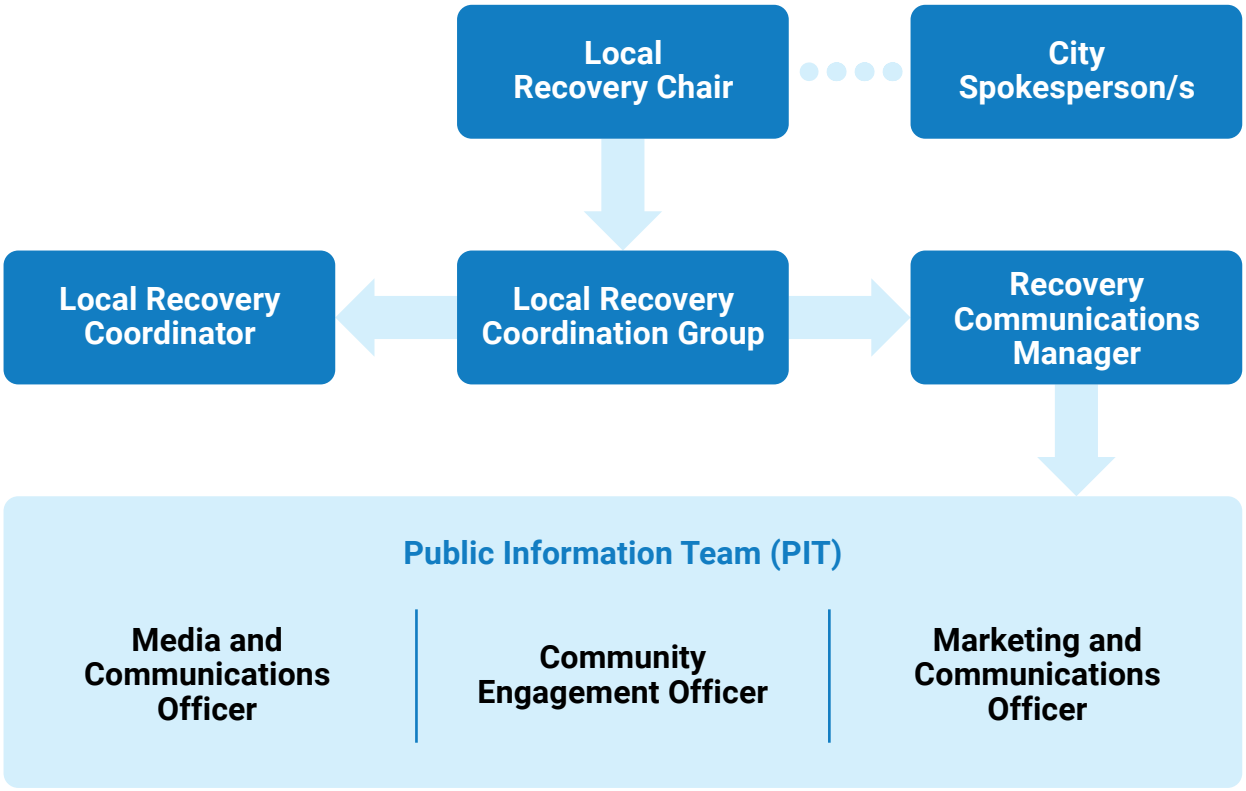
Disaster Recovery Communications Structure

Disaster Recovery Communication Structure

The State Support Plan – Emergency Public Information, details the State's public information response arrangements for activation during disaster level emergencies and outlines roles and responsibilities of emergency management agencies, controlling agencies and public authorities, including local governments.

The communication response structure will vary depending on the nature and scale of the disaster. A number of state agencies, organisations, groups and individuals will play an essential role in communicating public information, and many more will contribute to and support the sharing of public information via formal and informal channels.

The focus of Part Three of this Plan is the City's disaster recovery communications structure.



Public Information Handover

Local Governments are prescribed in the *Emergency Management Act 2005* to manage recovery following an emergency, this includes coordinating the communications.

Local governments are best placed to coordinate recovery as they are the closest level of government to the community. Providing regular up-to-date information about the recovery effort and engaging in ongoing dialogue with the community is a key priority for local governments throughout the recovery phase[8].

Local Recovery Coordinator

The CEO will appoint a suitable person to perform the role of Local Recovery Coordinator (LRC). The LRC will assess the situation and may recommend to the CEO the formation of a Local Recovery Coordination Group (LRCG)[9].

Local Recovery Coordination Group

The Local Recovery Coordination Group (LRCG) is responsible for the overall coordination of the City's recovery activities in support of the impacted community, including facilitating the provision of public information via a Recovery Communications Manager[10].

8. *Refer to Local Government Disaster Communication Action Template - Appendix 3*
9. P20 City of Rockingham LEMA Recovery Plan
10. P21 City of Rockingham LEMA Recovery Plan
11. P23 City of Rockingham LEMA Recovery Plan
12. see s3.3.7 of State Support Plan: Emergency Public Information

Recovery Communications Manager

Unless otherwise designated by the LRCG, the RCM role will be filled by the City's Manager Strategy, Marketing and Communications.

Responsibilities

The Recovery Communications Managers functions will include managing all aspects of public information during recovery. This will include:

- keeping abreast of all communications relating to the emergency
- providing support to the LRCG and LRC
- contributing to the development of the Recovery Action Plan (RAP)[11]
- developing and prioritising community recovery messaging and themes
- liaising with the City's Executive and key stakeholders
- leading the PIT (if formed)
- liaising closely with the HMA where recovery phase overlaps the response phase[12].

The Spokesperson/s

One of the most important roles in responding to a disaster is the designated spokesperson – they bring the organisation to life, personify the response and are a critical human connection to various audiences. In accordance with legislation, the spokesperson(s) for the City will be:

- the Mayor and/or
- the Chief Executive Officer
- or a person delegated by either.

Section 2.8(1)(d) of the *Local Government Act 1995* gives authority for the Mayor to speak on behalf of the City.

The Mayor may delegate this authority to the City's Chief Executive Officer (CEO) pursuant to section 5.41(f) of the Local Government Act.

Responsibilities

The spokesperson function will include:

- conducting media briefings and press conferences
- participating in-person, telephone and radio interviews
- addressing public meetings
- liaising with stakeholders
- promoting the City's recovery strategies.

Public Information Team

Depending on the scale of activities required, the RCM may create an internal PIT to focus solely on recovery communications. Depending on the type, complexity and magnitude of the disaster, the City's PIT may be one person, or the function may be shared between a team of people. In some cases, the formation of a PIT will be essential in effectively managing the myriad of relevant communication functions.

PIT roles that may be considered include, but are not limited to, the following:

Media and Communications Officer

Responsibilities

The Media and Communications Officer/s functions will include:

- coordinating media opportunities
- briefing the spokesperson before, and debrief after, media interviews and conferences
- maintaining liaison with relevant stakeholders.

Community Engagement Officer

Responsibilities

The Community Engagement Officer/s functions will include:

- ensuring information flow is coordinated between agencies, organisations, community groups and champions
- maintaining liaison with relevant stakeholders
- coordinating public information messaging and gathering information at community events
- contributing to public messaging using intelligence gathered from community sources
- developing, producing and maintaining documents in support of recovery.

Marketing and Communications Officer

Responsibilities

The Marketing and Communications Officer/s functions will include:

- monitoring community led social media channels and reporting relevant context
- gathering intelligence to contribute to messaging
- identifying misinformation spreading via social media and contribute to message development to counter
- coordinating internal communications for City staff utilising relevant platforms, capturing and assessing staff feedback as a means to monitoring the changing needs of the community
- contributing to recovery communications based on intelligence from internal personnel as well as the community feedback
- developing and maintaining documents in support of recovery.

Council Member Communication

Council members act as trusted voices within their communities. During emergencies, they can assist with:

- disseminating and reinforcing official messages through their networks
- dispelling misinformation and promoting calm.

It is important that at all times, Elected Members maintain transparency in their communication with the community and ensure that information provided is in accordance with the City's policies and plans.

Employee Engagement

The City's PIT will utilise internal communications channels to ensure staff are informed during disaster recovery as impacts on business delivery systems and processes are known. This may include utilisation of SMS messaging, the intranet, email, Microsoft Teams and where applicable, staff meetings.

Given the multitude of roles performed by City Officers in supporting the community, it is critical such internal communication is maintained throughout recovery.

DFES
VOLUNTEER
FIRE & EMERGENCY SERVICES
Craig McCall
PHIL DAVEY
BALDIVIS VFES
DFES

Principles of Communication – Disaster Recovery

Principles of Communication – Disaster Recovery

The City has used the National Principles for Disaster Recovery[13] as the framework for recovery communication to help ensure the needs of the affected community remain the focal point. These principles have been developed to guide government agencies in recovery planning. Specifically, one principle outlines how effective communication between the affected community and recovery partners should be:

- accessible to audiences in diverse situations, addresses a variety of communication needs and is provided through a range of media and networks
- constructed to encourage two-way feedback
- relevant, timely, clear, accurate, targeted, credible and consistent
- coordinated and consistent between all service providers, organisations and the community
- repetitive and adopt strategies to reiterate key messages to enable greater community confidence and receptivity.

Spokesperson Principles

The City's designated spokesperson holds a key leadership role in guiding the City's emergency communications, by delivering clear, timely and trusted messaging. By acting as the authoritative voice the City's spokesperson will provide confidence and reassurance to the community through strategic messaging and multi-platform engagement to strengthen community resilience.

13. National Principles for Disaster Recovery: https://knowledge.aidr.org.au/resources/national-principles-for-disaster-recovery

City of Rockingham Recovery Communication Commitments

This Plan is underpinned by four key principles that will support the City's efforts to deliver effective recovery communication. These are:

- **Community Focused Communication**

  The City understands people are the primary focus. Effective communication and engagement will help to build relationships, promote trust and credibility, which in turn will influence decisions and encourage action. Understanding community capacity and complexity, its perspectives and priorities will strengthen communication policy, strategies and plans and their effectiveness. A well connected community is more effective in facilitating information sharing and encourages collective participation.

- **Inclusive Design and Delivery of Information**

  The City recognises the importance of providing alternate formats and mechanisms for providing and receiving information; this is particularly important for local governments during the preparedness and recovery phases. The design and delivery of information must consider the needs of people at greater risks to the impacts of a disaster, such as people with disabilities, older populations, culturally and linguistically diverse groups and First Nations residents. Accessible templates and systems of delivery will be co-designed by people with disability to ensure the City's communication is effective and usable by all members of the community.

- **Create Opportunities For Two-way Dialogue**

  The City will seek opportunities for two-way dialogue by taking an active approach to finding ways to receive and seek information from the community. Forming an open dialogue with the community will help shape the City's approach to managing public information during recovery. It is essential that the City take the time to listen to community needs, identify the appropriate message, the most effective way to share it, and then check and validate that the message has been understood.

- **Partnerships are Key**

  Successful recovery is built upon effective communication between stakeholders including the affected community, the broader community, government, and non-government agencies, and other partners. The City will prioritise liaison efforts to build partnerships that can create understanding of needs and priorities, share resources and support the flow of information during a disaster event.

ROCKINGHAM 1ST
FIRE & RESCUE
Teklite
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Actions and Escalation – Disaster Recovery

Simple Messaging

People affected by disaster can be overwhelmed by large amounts of information. As a result, their ability to take in messages, or make decisions to initiate self-recovery, may be significantly impacted.

To assist the affected community in processing information during recovery, the City will provide honest, concise and direct messaging about:

- what we know
- what we don't know
- what we are doing
- what we want the community to do.

Communication Channels

The City uses a number of methods to disseminate information to the community.

Following a disaster, appropriate communication channels will be considered based on the impact. The City acknowledges that some communications channels may be unavailable or disrupted due to impacts, including but not limited to:

- infrastructure damage
- network congestion
- power supply failure
- transport limitations.

The below table highlights common communication channels available throughout disaster recovery. The City will utilise a mixture of these methods to best delivery inclusive, accessible information to the community.

Method	Application	Benefits	Limitations
Face-to-face (i.e., community meetings/information sessions)	Early stages of recovery planning.	• Promotes community-centered recovery by the affected community. • Ability to tailor information to suit specific individual/community needs. • Facilitates the immediate feedback loop between decision makers and community members. • Offers an opportunity for community members to connect with one another and build networks. • Builds social cohesion by helping to create a sense of partnership between local government community. • Allows local government to gain information about community needs and understand what self-recovery is happening in the community.	• Limited number of people that can be reached. • Possible access restrictions at the facility (virtual options to be considered). • Meeting agenda can be dominated by individuals.
Direct Printed Collateral (e.g. City Chronicle, direct mail, City News, brochures/flyers etc.)	Ability to disseminate broad, general information in all phases of recovery.	• Low cost and good for localised information exchange. • Reliability – unlike digital devices, print materials are not susceptible to power outages, hardware failures or network disruptions. • Print is ideal for providing detailed recovery information such as accessing financial aid, and how to volunteer during the recovery process.	• Could experience delays in delivery due to damaged infrastructure. • Inaccessibility for community members with low literacy, visual impairments or those with English as an Additional Language or Dialect (EAL/D). • Resource-intensive to produce and distribute.

Method	Application	Benefits	Limitations
Indirect Printed Collateral (e.g. information stands/notice boards, signs, bus backs, billboards etc.)	Disseminating broad, general information in all phases of recovery. Located in areas which may find other communication channels difficult to access.	• Low cost and good for localised information exchange. • Used to visually present reconstruction initiatives, including architectural designs of new public facilities or spaces at specific sites. • Can be set up quickly after an emergency. • Community members or businesses can advertise recovery services.	• Difficult to target information. • Can quickly become covered in unnecessary information if not regulated. • No control over, or knowledge of, who receives or does not receive the information. • Geographical scope might be limited unless there is an investment in a widely-dispersed number of notice boards/signage.
Social Media (e.g. Facebook, Instagram, LinkedIn, YouTube)	Suitable for all phases of recovery. Particularly suitable for information that can be communicated simply and easily.	• Good for quick informational updates to the community. • Provides a forum for users to offer opinions, identify community needs, and raise issues. • Enables community members who are socially isolated to connect with others. • Good way of obtaining quick responses from the community. • Allows the community to see visual proof of recovery efforts. • Often used by younger adults, which may increase their participation in the recovery planning process.	• Requires computer and internet access, power and computer/reading literacy. • Limited control over opinions or views expressed in postings. • Not conducive to conveying large amounts of information, although the local government's Facebook page may offer regular updates.

Method	Application	Benefits	Limitations
Radio	Early stages of recovery planning. Disseminating detailed information about specific services and events. Broad and general information updates on recovery efforts. Can be used to solicit community feedback on recovery progress.	• Communities often have pre-existing local radio stations. • Offers a low technology and inexpensive means of communication. • Messages can be transmitted across long distances, depending on transmitter strength. • Individuals with no access to electricity can use wind-up or solar powered radios. • Enables two-way communication between the public, hosts, guests and audience. • Interviews can be conducted with decision-makers taking questions from the public.	• Requires station to be operational following the emergency. • Ineffective for people with impaired hearing. • Difficult to know who has heard the information. • Radio shows or interviews are usually only presented once, meaning there is only one opportunity for people to hear the information (unless it is a podcast).
Websites	Disseminate information in all phases of recovery.	• Effectively deliver information to the broader general public. • Provide very detailed information that people may be seeking. • People can be directed to a website by receiving simple messages through SMS/text messages.	• Requires web and reading literacy. • May not be appropriate for the visually impaired, people with a cognitive disability. • Requires access to computers, power and internet. • Resources required to manage and keep it updated.

Method	Application	Benefits	Limitations
Television	Disseminate information in all phases of recovery.	• Messages can be transmitted across long distances, depending on transmitter strength. • Enables two-way communication between the public, hosts, guests and audience. • Decision-makers can be interviewed on television and respond to public queries.	• Requires television station to be operational following a disaster. • Requires access to a TV and power. • May not be appropriate for the visually or hearing impaired, and/ or people with a cognitive disability.
Mobile phone (SMS)	Early stages of recovery planning. Quick way to provide brief update to targeted community members. Direct people to more detailed sources of information (for example, websites).	• Large number of people with access to mobile phones. • Direct access to people everywhere (assuming network connectivity). • Effective for reaching people who may have left the disaster area. • Good and effective means for simple messaging.	• Requires power and phone reception. • May have difficulty obtaining people's phone numbers. • Lack of assurance that people have received messages. • Messages must be short and succinct. • Privacy legislation considerations.
Newspapers	Early stages of recovery planning. Providing community with regular updates on recovery progress.	• Can be a highly effective and trusted method of sending information out to a large number of people.	• Requires literacy and access to a newspaper distribution network. • Newspapers can be biased toward one group or political view. • Unless purchasing advertising space, little control over what is printed. • One-way information exchange.

Community Needs Assessment

In accordance with the City's Recovery Plan, a Community Needs Assessment[14] of the impacted community should be completed as early as possible to highlight priority areas and identify individual or groups that do not have access to core recovery information and services.

Community Forums

Community forums offer a means for people to receive information and provide feedback (two-way communication).

The City may coordinate a combination of in-person and virtual sessions, determined by community needs.

Escalation

Scaling of the PIT will be assessed as the disaster recovery situation evolves. This includes both scaling-up and scaling-down.

Memorandum of Cooperation

The City is a signatory to a Memorandum of Cooperation (MOC) for the provision of emergency support. In the event that the City's communication resources are exhausted, the City may request aid from one or more of the other local governments party to the agreement[15].

14. Page 18 City of Rockingham Local Recovery Plan
15. The MOC includes the City and eight other local governments.

State Support

The City may request support for recovery communication efforts from the State Emergency Public Information Coordinator and/or State Recovery Coordinator. Such support is available for large scale emergencies, or when the City's resources are severely inadequate[16].

Evaluation

Following disaster recovery (or at various intervals depending on the duration) the effectiveness of the City's communication efforts will be evaluated, including consultation with the community.

The City may also commission an independent review of their public information efforts throughout recovery to:

- evaluate the effectiveness of this plan
- identify areas to improve for future communication strategies
- understand community sentiment in response to the City's recovery efforts
- establish continuous improvement practices and processes.

16. see s 4.1 of the *State Support Plan: Emergency Public Information*

Glossary

Combat Agency – a public authority or other person who or which, because of the agency's functions or specialised knowledge, expertise and resources, is responsible for performing an emergency management activity prescribed by the regulations in relation to that agency[17].

Community – a group within a commonality of association and generally defined by location, shared experience, or function. A social group which has a number of things in common, such as shared experience, locality culture heritage, language, ethnicity, pastimes, occupation, workplace, etc[17].

Compliance and Emergency Liaison – a business unit of the City with core emergency management/liaison responsibilities.

Controlling Agency – the government agency assigned responsibility by legislation or agreement to manage and control the response activities to a specific type of emergency.

Customer and Corporate Support Team – a business unit of the City with core communication responsibilities.

District Emergency Management Committee – South Metropolitan District Emergency Management Committee.

Disaster – serious disruption of the functioning of a community or a society at any scale due to hazardous events interacting with conditions of exposure, vulnerability and capacity, leading to one or more of the following: human, material, economic and environmental losses and impacts[18].

Disaster recovery – the restoring or improving of livelihoods and health, as well as economic, physical, social, cultural and environmental assets, systems and activities, of a disaste raffected community.

Elected Member – a member of the City's Council.

Emergency – the occurrence or imminent occurrence of a hazard which is of such a nature or magnitude that it requires a significant and coordinated response[17].

Emergency Management – the management of the adverse effects of an emergency including prevention, preparedness, response and recovery[17].

EmergencyWA – the state's official website for community warnings and other emergency management information for bushfires, storm, cyclones, floods, prescribed burns, hazardous material incidents and more[19].

Exercise – simulation of emergency management events through discussion or actual deployment of personnel, in order to train personnel, review/test the planning process or other procedures, identify needs and/or weaknesses, demonstrate capabilities and practice people in working together[17].

Hazard – a source of potential harm or a situation with a potential to cause loss[20].

Hazard Management Agency (HMA) – a public authority, or other person, prescribed by the Emergency Management Regulations 2006 to be a hazard management agency for emergency management, or an aspect of emergency management, of a hazard[17].

Incident Support Group (ISG) – a group or agency/organisation liaison officers convened by the Incident Controller to provide agency specific expert advice and support in relation to operational response to the emergency.

17. from *State Emergency Management Glossary* (2021)
18. International Federation of Red Cross (IFRC Website)
19. see https://www.emergency.wa.gov.au
20. Australian Institute of Disaster Resilience. *National Emergency Risk Assessment Guidelines*.

Incident Management Team (IMT) – a group of individuals from various agencies and levels of government who are trained and equipped to manage the complex operations of a significant incident, such as a natural disaster or major accident.

Local Emergency Management Arrangements (LEMA) – refers to a document, or suite of documents, outlining what arrangements are in place for emergencies in a local government and may also be referred to as 'these arrangements' or 'local arrangements'[17].

Local Emergency Management Committee (LEMC) – a committee established under section 38 of the *Emergency Management Act 2005*[17].

Local Recovery Coordinator – an officer of the City appointed to oversee community recovery following an emergency impacting the City.

Local Recovery Coordination Group – responsible for the overall coordination of the City's recovery activities in support of the impacted communities[21].

Memorandum of Cooperation – partnership agreement between City of Rockingham and eight other local government for the Provision of Emergency Support.

Public Authorities – agencies as defined in the *Public Sector Act*, including a local government[22].

Public Information – public information is information provided to the public immediately before, during and after an emergency to reduce the potential impact of an emergency or hazard[22].

Public Information Team – develops a coordinated public information strategy for the emergency and ensures effective coordination of information dissemination to the media and the public[21].

Recovery – the support of emergency affected communities in the reconstruction and restoration of physical infrastructure, the environment and community, psychological and economic wellbeing[22].

Response – the combatting of the effects of an emergency, provision of emergency assistance for casualties, reduction of further damage, and help to speed recovery[22].

State Emergency Management Committee (SEMC) – the Western Australia State Emergency Management Committee.

State Emergency Public Information Coordinator (SEPIC) – a state based role responsible for maintaining strategic oversight of the state's public information arrangements for emergencies in conjunction with the Public Information Reference Group. The State Emergency Public Information Coordinator's responsibilities include activation of the whole of government public information response arrangements in the *State Support Plan Emergency Public Information*, when required[22].

Strategy, Marketing and Communications Team – a business unit of the City with core communication responsibilities.

21. P21 City of Rockingham Local Recovery Plan
22. from *State Support Plan Emergency Public Information* (2022)

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