

23/02/2014

Regional Emergency Management Joint Public Information Committee
2014 Latrobe Valley Coal Mine Community Information and Engagement Plan

Contents:

Purpose

Intent

Governance

Stakeholder Analysis

Agency responsibilities

Internal Stakeholders

Appendices:

CFA Community Engagement Schedule

Key Messages

Regional Health Incident Management Team Structure

VICPOL evacuation triggers matrix

23/02/2014

GOVERNANCE

Governance of this strategy is provided by the Gippsland Regional Emergency Management Team.

A Latrobe Valley EMJPIC (Emergency Management Joint Public Information Committee) is established to provide day to day management of this strategy. The Latrobe Valley EMJPIC meets daily to monitor progress, assess new information and revise individual agency activities. Whilst there is a link to the State EMJPIC there is no direct reporting relationship.

Membership: Latrobe City Council, CFA, DoH, EPA, DHS, VICPOL, AV

PURPOSE

This strategy

- outlines the agreed high level intent to community engagement in response to the Latrobe Valley fires.
- establishes the governance structure for this strategy
- describes the responsibilities of individual agencies.
- details individual agency activities (in the appendices)
- acknowledges that a community engagement strategy will need to be in place for a protracted period of time, and will need to be updated and revised to address changing and emerging risks and demands

COMMUNICATIONS PRINCIPLES

To ensure that community messaging remains consistent and keeping with the “Timely, Tailored and Relevant” approach, the following strategies will apply to all Public Information Gippsland:

- “If you know it, tell the community” should be the approach for communication at all times.
- Ensure internal as well as external communication is maintained at all times.
- Target communication to individual communities needs and structures.
- The Incident Control Centres will utilise the systems available to them to ensure that appropriate warnings will be issued including text messages, social media and pre-recorded phone calls.
- Ask the community how best to engage with them.
- Where possible utilise local people to engage with local people.
- Incident Management Teams will utilise all available technology and local contacts to alert relevant communities in the event that the risk increases.
- Consult with relief and recovery agencies when developing messages to support relief and recovery efforts.

INTENT

(within the context of this strategy document. Note that “information points” refers generically to any method of providing information to the community)

23/02/2014

- Provide timely, relevant and accurate information to affected, and potentially affected, residents, businesses and visitors. Information must focus on public health and fire suppression activities.
- Residents, businesses and visitors to understand issues and take appropriate actions related to fire and their own health issues
- Residents, businesses and visitors to be able to take action to protect their own safety and health
- Residents to be assisted with actions to protect their safety and health, when required. This includes relocation or evacuation.
- Develop and maintain trust and good-will between community and emergency management agencies by keeping the Latrobe Valley and wider community informed.
- Inform all government agencies to ensure that they can become effective communicators.

STAKEHOLDER ANALYSIS

Agency Responsibilities

CFA

- Provide general information about fires to the community
- Provide specific warnings and advice as required
- Provide support to other agencies to assist with communication channels
- Provide support to Respite Centre

DoH

- Provide authoritative advice on health issues via the Chief Health Officer.
- Provide personnel at information points.

Ambulance Victoria

- Establish and manage a Community Health Assessment Centre
- Respond to ad hoc requests for information
- Provide personnel at information points
- Provide personnel at Respite Centre

VICPOL

- Manage relocation and/or evacuation of identified residents
- Provide personnel at Respite Centre
- Coordinate Vulnerable Persons Lists in relocation or evacuation plans

Mine – GDF Suez

- Provide expert advice
- Answer specific questions

EPA

- Monitor air quality and provide information to agencies and the community.
- Provide personnel at information points
- Water quality and other pollution related issues
- Provide personnel at Respite Centre

DEPI

- Provide information and advice in relation to companion animal and agricultural issues.

23/02/2014

Latrobe City

- Provide support to Respite Centre
- Assume responsibility for this Community Engagement Strategy via a managed transition plan.
- Create key link with business community
- Provide personnel to information points

DHS

- Establish and manage Respite Centre
- Regional Relief and Recovery Coordination
- Maintain information on the website www.recovery.vic.gov.au
- Provide financial assistance to those in hardship seeking to relocate (means tested)
- Provide information scripts for Victorian Emergency Recovery Information Line
- Provide information and advice to departmental client groups

Department of Education and Early Childhood Development

- Provide information and advice in relation to schools, school community and licenced children services
- Support distribution of community information
- Support school community feedback loop
- Liaison with independent and catholic schools
- Liaison with TAFE sector

Additional Stakeholders

- VicroadsPTV – Vline
- Worksafe
- Gippsland Water
- VFF
- Dept of Health and Aging
- Dept of Social Services
- Destination Gippsland
- Committee for Gippsland – Mary Aldridge
- Advance Morwell
- RMF

23/02/2014

KEY AUDIENCES

- Elderly and those with pre-existing health matters
- Parents with children
- Community/Towns – Morwell, Moe, Traralgon, Churchill, Rosedale, Cowwarr, Toongabbie, **Demographics [input community profiles Latrobe City]**
- Tourism
- Local businesses

KEY MESSAGING

Refer to Key Messages Appendix

Recovery.vic.gov.au

The Recovery.vic.gov.au website currently has information on the Latrobe Valley Coal Mines. Information available on this site includes the Respite Centre, links to key state and local government websites and the Victorian Emergency Recovery Information Line, including the following fact sheets:

- Brown Coal Ash and your health
- Smoke and your health
- Septic Tank issues
- Food safety and handling (non-refrigeration)
- Drinking Water

There is a statewide information line called the Victorian Emergency Recovery Information Line

emergency.vic.gov.au

Key warnings and event information

cfa.vic.gov.au

Key fire and associated related information.

epa.vic.gov.au

Key air quality information and targeted FAQ's

betterhealth.vic.gov.au

Key Health Related information and targeted FAQ's

23/02/2014

TOOLS/TACTICS**Community Education**

Structured Public info points – Shire office in Morwell – Respite Centre Moe - street level
Letter drops, Newsletters, school newsletters, Maps (potential plumes/ predictions)

| Tactic | | Purpose | Responsible |
|----------------------------------|---|--|--------------------|
| Public Information Points | Static – Shire Office | Flyers/Newsletters available weekdays to general public | |
| | Static - Respite Centre (Moe) | Targeted health and relocation information available to vulnerable | |
| | Static – Health Monitoring Location | Check CO levels of concerned local residents to reassure, health literature | |
| | Static – MEU | Focal display at common community points, incorporate footage, posters, support with IT | |
| | Static – Community BBQ | Specific Place Based Engagement | |
| | Mobile - MEU | Sectorised engagement to cover all residents. Identify current issues / concerns of residents | |
| | Mobile – Key gathering locations /Vehicle | Special interest groups eg. playgrounds, community groups | |
| | Mobile – Information Trailer | Specific Place Based Engagement | |
| | Visitor Info Centres | Tourists | |
| Walk and Talk | | Target residents & businesses who have heightened risk or concern in specific locations. Gain feedback from residents re: concerns, issues | |
| Door Knock | | Targeted residents & businesses to create/check awareness of situation & risk. Gain feedback from residents re: concerns, issues | |
| Newsletter | | Distribute to local and broader audience via web, social media, etc. | |
| Community Meeting | | Public meeting with agency & organisation reps, opportunity for public questions & comments | |

23/02/2014

| | | | |
|--|--|--|--|
| Virtual Meeting | | Utilise in conjunction with 'shelter in place' is recommended for local and vulnerable communities | |
| Shop Front | | Central location for Flyers/Newsletters available weekdays to general public | |
| Victorian Bushfire Information Line | | Broader audience, provides access to info unable to be through other sources | |

Key local leaders –

| Contact | Agency/Group | Phone |
|------------------------------|--|-------------------------------------|
| Multicultural | | |
| Merisha Grbic | Gippsland Multicultural Service | 5133 7072 |
| Salah Adam | Sudanese Community | (contact through Merisha) |
| George Kanelopolous | Senior Citizens of Greek Orthodox Community of Gippsland | 5168 1401 / 0408 378 713 |
| Aboriginal Liaison Officer | Latrobe City Council | 1300 367 700 |
| Soula Kanelopolous | International Womens Group Morwell | 5168 1401 |
| Churches | | |
| Heather Marten | St Marys Anglican Church | 5134 4866 |
| Canon Geoff Richardson | Traralgon Anglican Church | 0400 539 905 |
| Community Support | | |
| Kevin Hutchison | St Vincent De Paul | 0408112381 (private do not pass on) |
| Tracee Lund, Co-ordinator | Morwell Neighbourhood House | 51345488 / 0421957533 |
| | Lifeline Gippsland | 5136 3500 |
| | Churchill Community Health Centre | |
| | Churchill Neighbourhood Centre | |
| Rotary and Lions | | |
| | Rotary Club of Morwell | 5134 4602 |
| Janine McGowan | Lions Club of Morwell | 5133 6766 |
| Geoff Neal | Lions Club of Traralgon | 5714 9354 |
| | Hazelwood Rotary Club – Italian Australian | 5122 1366 |
| Bill Caddy | Probus Club of Traralgon Combined | 5174 3181 |
| Helen Blythman | Latrobe Ladies Probus Club Traralgon | 5174 2598 |
| | Lions club of Churchill | |
| Senior Citizens clubs | | |
| | Traralgon East Senior Citizens | 5176 3413 |

23/02/2014

- Latrobe Valley Express – Biweekly (Monday & Thursday) Access to council page in every edition

Communications Channels

- Local Place Based Activities
- Health & CFA websites - Tailored pages
- FireReady App
- Social Media – Twitter, Facebook – hootsuite

Feedback loops

- Surveys
- Social media & traditional media monitoring
- Community meetings
- Community Officer Logs
- Community Respite Centre log of contacts and issues
- Latrobe Council Reception log of calls and issues
- Informal networks

USE OF WARNINGS – Dept of Health to input
To be included in Version 2 by DoH

DRAFT

23/02/2014

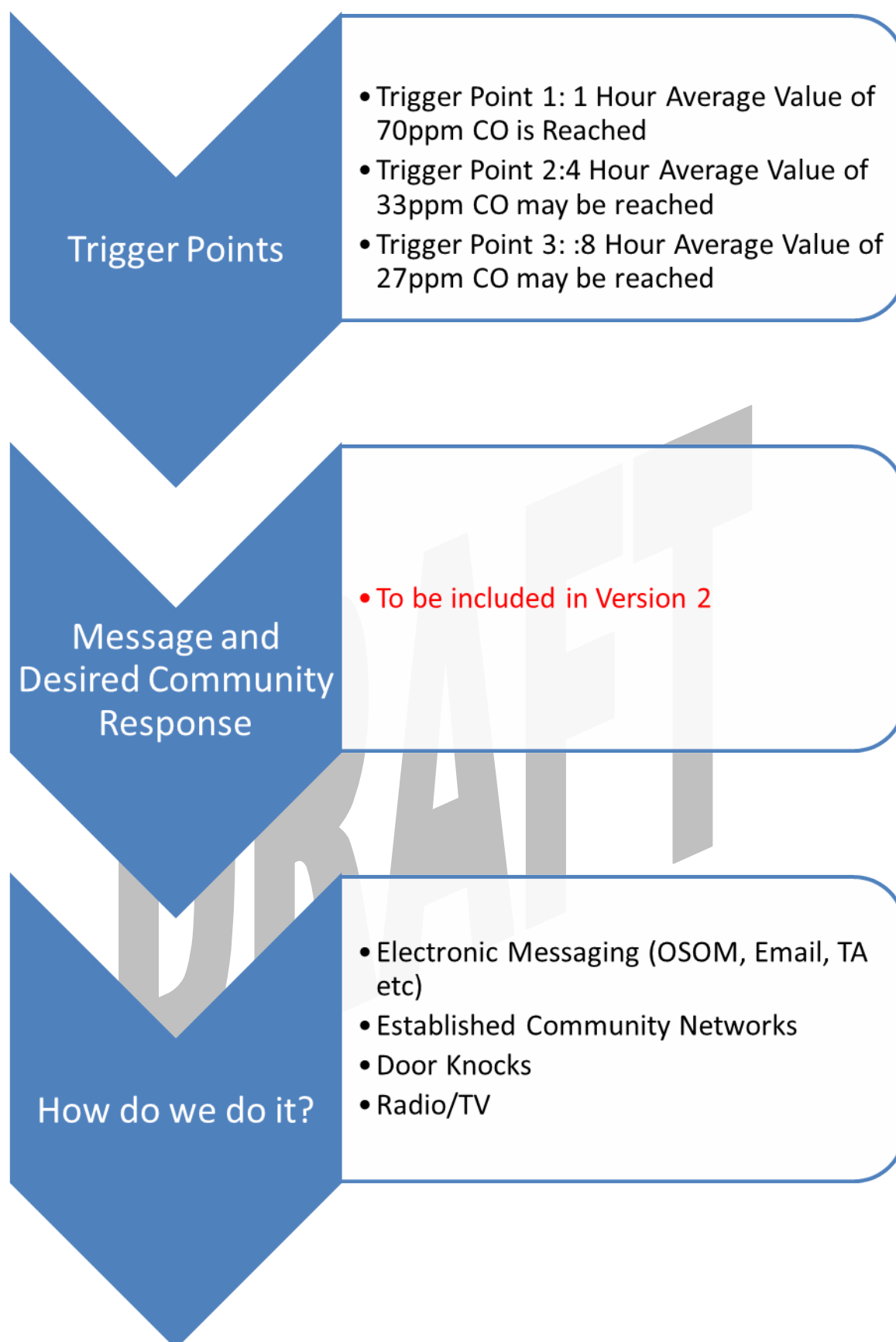
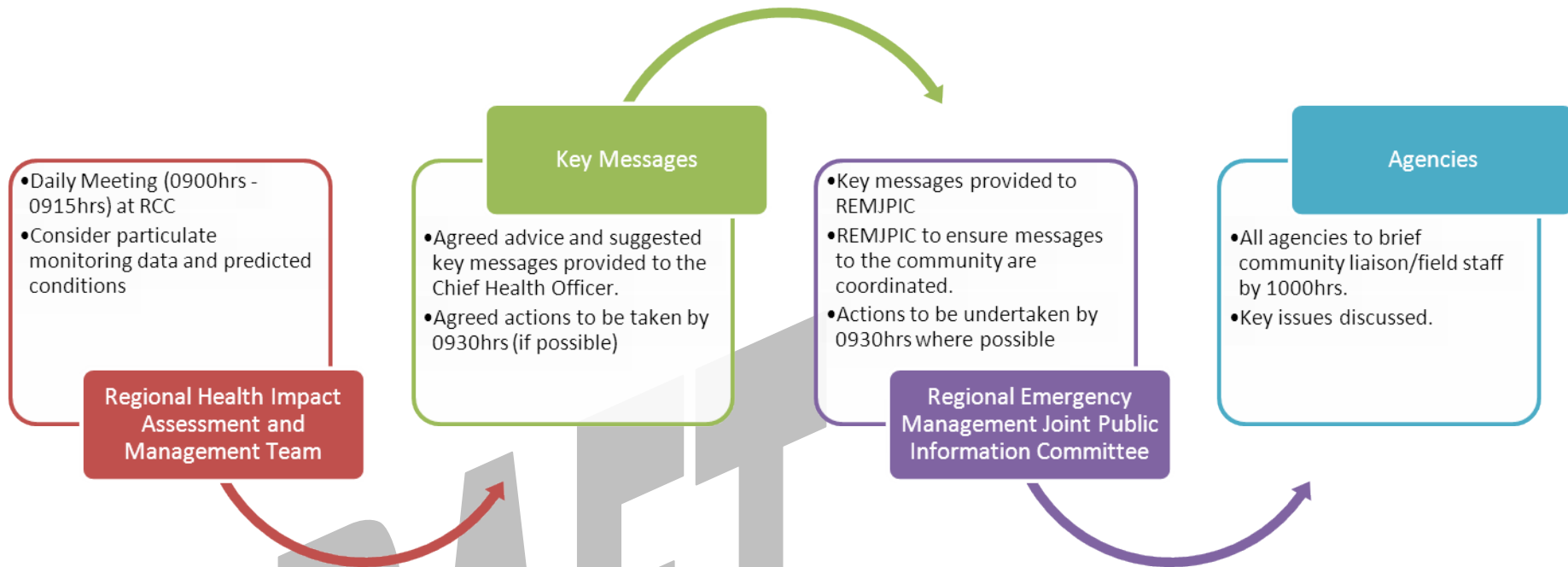


Figure 1.0 Public Warning Process – (Refer to Regional Health Impact Assessment and Management Team Appendix)

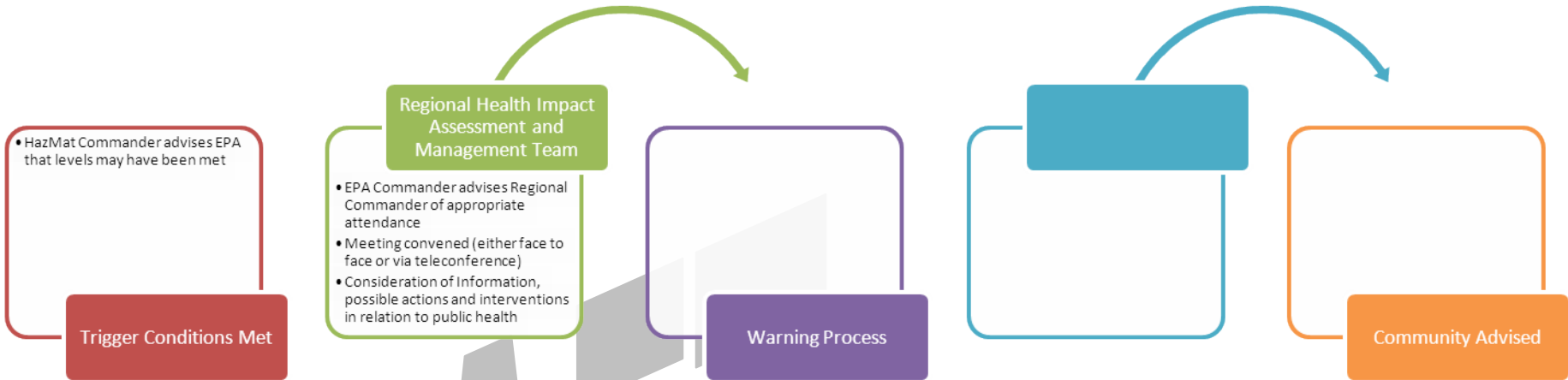
23/02/2014

Figure 3 - Smoke Prediction Communication Process



23/02/2014

Figure 4 - Carbon Monoxide Prediction Communication Process



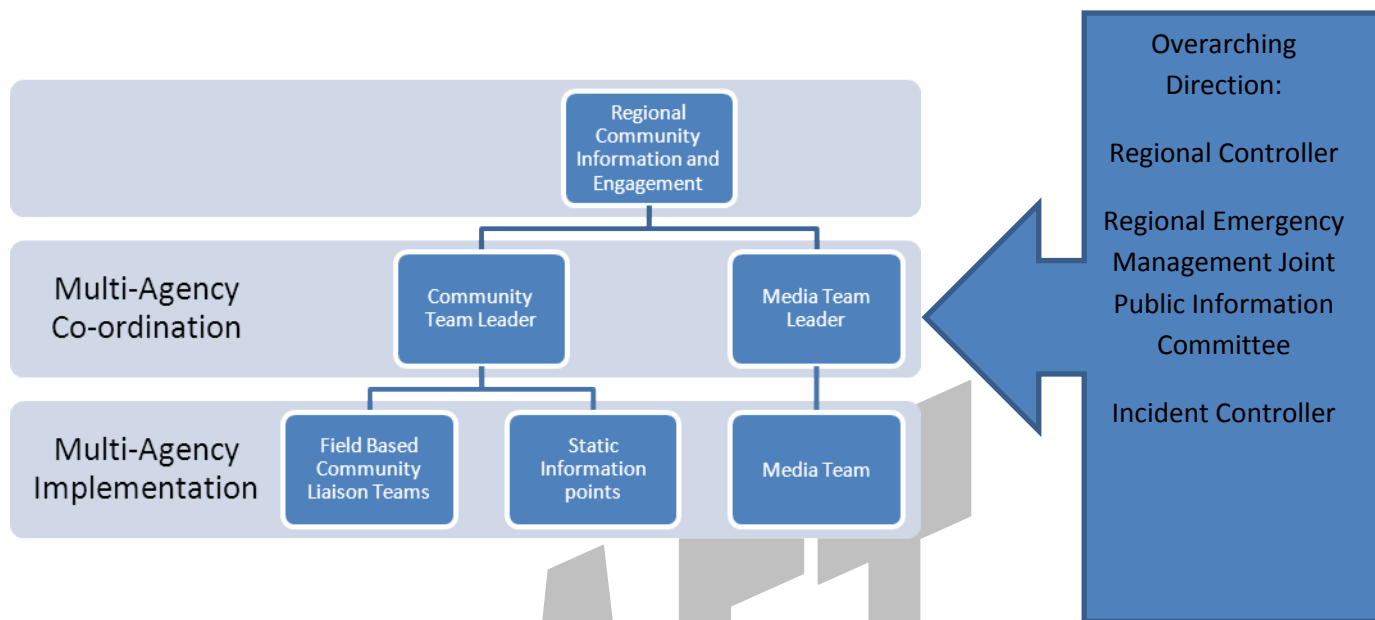
DRAFT

23/02/2014

DRAFT

23/02/2014

STRUCTURE AND RESOURCING PLAN



State

EMJPIC – state control – SEMT – State Health Commander

Region

Strategic focus

Fire RCC & Dept of Health oversight of community engagement strategies and actions

Incident

Public Information Section – tactical focus – implementation of community info requirements across agencies – supported by those agencies with responsibility outlined earlier.

APPENDICES

To be finalised

23/02/2014

EXAMPLE – ACTUAL SCHEDULE TO BE INCLUDED on 24/02/14

CFA Community Engagement Schedule Week One –

FEEDBACK PLEASE: SHOULD WE TRANSITION THIS FROM A DAY OF THE WEEK TYPE PLAN TO A PREDICTED SMOKE PLUME PLAN

Day: Monday 17th February

Forecast Weather : Temp-28, RH 27, Wind-WSW 10G15

Focal Communities: Morwell, Traralgon, Toongabbie, Glengarry, Cowwarr, Rosedale

| Time | Mobile Education Unit | Information Point | Community Meeting | Mobile Education Trailer | Walk & Talk | Newsletter Distribution Methods | Place based visit |
|----------------------|---|---|-------------------|--|---|--|---------------------------|
| | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | ICC | 2 x Community Officer |
| 0800 | | | | | | Email List MEU | Moe South – Local Brigade |
| 0900 | Daily Schedule - Morwell | Daily Schedule – Morwell | | 0900-1000 Traralgon | Community newsletter distribution / school & community group engagement | All Schools – Dept of Education Walk and Talk 2 x Bowls Clubs RSL | |
| 1000 | 30 mins ea at 9 locations | 30 mins ea at 9 locations | | | | Bus Depot | |
| 1100 | | | | 1030-1130 hrs Rosedale | | Through Community House Network | |
| 1200 | | | | 1200-1300hrs Cowwarr | | Facebook (CFA & Community House) | |
| 1300 | | | | | | Maryvale Elderly Citizens Centre | |
| 1400 | | | | 1400 – 1500hrs Toongabbie | | Moe South – Local Brigade | |
| 1500 | Shopping Centres | | | 1530 – 1630hrs Glengarry | | | |
| 1600 | Mid Valley 1500-1600hrs | | | | | | |
| 1700 | Shopping Centre Commercial Rd CBD 1630-1730hrs | 1700-1900hrs Morwell Bowls | | | | | |
| 1800 | | | | | | | |
| 1900 | | | | | | | |
| 2000 | | | | | | | |
| 2100 | | | | | | | |
| 2200 | | | | | | | |
| Special Notes | | | | | | | |
| | | | | Community Officer to make contact with local brigade prior to commencement | | | |

23/02/2014

Community Schedule

Day: Tuesday 18th February

Forecast Weather : Temp-31, RH 27, Wind-WSW 15G20

Focal Communities: Morwell, Maryvale, Traralgon, Toongabbie, Glengarry, Cowwarr, Rosedale

| Time | Mobile Education Unit | Information Point | Community Meeting | Mobile Education Trailer | Walk & Talk | Newsletter Distribution Methods | Place based visit |
|----------------------|---|---|----------------------------------|--|---|--|-----------------------|
| | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | ICC | 2 x Community Officer |
| | Local Area Daily Schedule | Local Area Daily Schedule | Local Area Daily Schedule | Local Area Daily Schedule | Local Area Daily Schedule | Email List MEU All Schools – Dept of Education Walk and Talk 2 x Bowls Clubs RSL Bus Depot Through Community House Network Facebook (CFA & Community House) Maryvale Elderly Citizens Centre Moe South – Local Brigade | |
| 0800 | | | | | | | |
| 0900 | | Lions Park Yallourn North 08.30 – 09.30 | | 0900-1000 hrs Yallourn North | Distribution of newsletters, school & community group engagement, | | |
| 1000 | | | | | | | |
| 1100 | | | | 1100hrs – 1200hrs Hearnes Oak | | | |
| 1200 | | | | | | | |
| 1300 | | Moe Coles 13.00 – 14.00 | | 1300hrs – 1400hrs Moe | | | |
| 1400 | | | | | | | |
| 1500 | Shopping Centres Mid Valley 1500-1600hrs | | | 1500hrs-1600hrs Trafalgar | | | |
| 1600 | Shopping Centre Commercial Rd CBD 1630-1730hrs | Trafalgar Fire Station 16.00 | | | | | |
| 1700 | | | | 1700hrs-1800hrs Newborough | | | |
| 1800 | | 1700-1900hrs Morwell Club | Morwell – Location TBC | | | | |
| 1900 | | Newborough Leisure Centre BBQ area 19.00 | | | | | |
| 2000 | | | | | | | |
| 2100 | | | | | | | |
| 2200 | | | | | | | |
| Special Notes | | | | | | | |
| | | | | Community Officer to make contact with local brigade prior to commencement | | | |

23/02/2014

Community Schedule

Day: Wednesday 19th February

Forecast Weather : Temp-21, RH 46, Wind-WSW 40G60

Focal Communities: Morwell, Maryvale, Traralgon, Toongabbie, Glengarry, Cowwarr, Rosedale

| Time | Mobile Education Unit | Information Point | Community Meeting | Mobile Education Trailer | Walk & Talk | Newsletter Distribution Methods | Place based visit |
|----------------------|---|---|----------------------------------|--|---|--|-----------------------|
| | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | ICC | 2 x Community Officer |
| | Local Area Daily Schedule | Local Area Daily Schedule | Local Area Daily Schedule | Local Area Daily Schedule | Local Area Daily Schedule | Email List MEU All Schools – Dept of Education Walk and Talk 2 x Bowls Clubs RSL Bus Depot Through Community House Network Facebook (CFA & Community House) Maryvale Elderly Citizens Centre Moe South – Local Brigade | |
| 0800 | Daily Schedule Morwell | | | | | | |
| 0900 | | 0900-1000 Traralgon-shopping centre | | 0900-1000 Traralgon | Distribution of Newsletters / School Engagement | | |
| 1000 | | | | | | | |
| 1100 | | | | 1030-1130 hrs Rosedale | | | |
| 1200 | | 1200-1300 Cowwarr –General store | | 1200-1300hrs Cowwarr | | | |
| 1300 | | | | | | | |
| 1400 | | | | | | | |
| 1500 | Morwell Neighbourhood House BBQ 1500 – 1700 | | | 1400 – 1500hrs Toongabbie | Shopping Centres | | |
| 1600 | | | | | Mid Valley 1500-1600hrs | | |
| 1700 | | 1730-1830 Toongabbie -Mechanic's Institute | | 1530 – 1630hrs Glengarry | Shopping Centre Commercial Rd CBD 1630-1730hrs | | |
| 1800 | | Churchill Fire Station 18:00 | | | | | |
| 1900 | | 1930-2030 Glengarry – community hall | | | | | |
| 2000 | | | | | | | |
| 2100 | | | | | | | |
| 2200 | | | | | | | |
| Special Notes | | | | | | | |
| | | | | Community Officer to make contact with local brigade prior to commencement | | | |

23/02/2014

Community Schedule

Day: Thursday 20th February

Forecast Weather : Temp-21, RH 35, Wind-WSW 25G45

Focal Communities: Morwell, Maryvale, Traralgon, Toongabbie, Glengarry, Cowwarr, Rosedale

| Time | Mobile Education Unit | Information Point | Community Meeting | Mobile Education Trailer | Walk & Talk | Newsletter Distribution Methods | Place based visit |
|----------------------|---|---|-------------------|--|--|--|-----------------------|
| | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | ICC | 2 x Community Officer |
| 0800 | | | | | | Email List MEU All Schools – Dept of Education Walk and Talk 2 x Bowls Clubs RSL Bus Depot Through Community House Network Facebook (CFA & Community House) Maryvale Elderly Citizens Centre Moe South – Local Brigade | |
| 0900 | Daily Schedule in Morwell | Daily Schedule in Morwell 0930-1030 Lions Park Yallourn North | | 0900-1000hrs Yallourn Nth | Distribution of newsletters, school / community group engagement | | |
| 1000 | 30 mins ea in 9 locations | 30 mins ea in 9 locations | | | | | |
| 1100 | | | | 1100hrs – 1200hrs Hearnes Oak | | | |
| 1200 | | | | | | | |
| 1300 | | Moe Coles 13.00 – 14.00 | | 1300hrs – 1400hrs Moe | | | |
| 1400 | | | | | | | |
| 1500 | Shopping Centres | | | 1500hrs-1600hrs Trafalgar | | | |
| 1600 | Mid Valley 1500-1600hrs | Trafalgar Fire Station 1600-1700 | | | | | |
| 1700 | Shopping Centre Commercial Rd CBD 1630-1730hrs | 1700-1900hrs Morwell Club | | 1700hrs-1800hrs Newborough | | | |
| 1800 | | | | | | | |
| 1900 | | Newborough Leisure Centre BBQ area 19.00 | | | | | |
| 2000 | | | | | | | |
| 2100 | | | | | | | |
| 2200 | | | | | | | |
| Special Notes | | | | | | | |
| | | | | Community Officer to make contact with local brigade prior to commencement | | | |

23/02/2014

Community Schedule

Day: Friday 21st February

Forecast Weather : Temp-20, RH 41, Wind-S 11

Focal Communities: Morwell West, Yallourn North

| Time | Mobile Education Unit | Information Point | Community Meeting | Mobile Education Trailer | Walk & Talk | Newsletter Distribution Methods | Place based visit |
|----------------------|---|---|-------------------|--|--|--|-----------------------|
| | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | | 2 x Community Officers 1 x Local Health (if Avail) | 2 x Community Officers 1 x Local Health (if Avail) | ICC | 2 x Community Officer |
| 0800 | | | | | | Email List MEU All Schools – Dept of Education Walk and Talk 2 x Bowls Clubs RSL Bus Depot Through Community House Network Facebook (CFA & Community House) Maryvale Elderly Citizens Centre Moe South – Local Brigade | |
| 0900 | Daily Schedule in Morwell | Daily Schedule in Morwell 0900-1000 Traralgon-shopping centre | | 0900-1000hrs Traralgon | Community Newsletter distribution, school / community group engagement | | |
| 1000 | 30 mins ea in 9 locations | 30 mins ea in 9 locations | | | | | |
| 1100 | | | | 1030-1130hrs Rosedale | | | |
| 1200 | | | | 1200-1300hrs Cowwarr | | | |
| 1300 | | | | | | | |
| 1400 | | | | | | | |
| 1500 | Shopping Centres | | | 1400 – 1500hrs Toongabbie | | | |
| 1600 | Mid Valley 1500-1600hrs | | | | | | |
| 1700 | Shopping Centre Commercial Rd CBD 1630-1730hrs | 1700-1900hrs Morwell Bowls | | 1530 – 1630hrs Glengarry | | | |
| 1800 | | | Morwell - TBC | | | | |
| 1900 | | | | | | | |
| 2000 | | | | | | | |
| 2100 | | | | | | | |
| 2200 | | | | | | | |
| Special Notes | | | | | | | |
| | | | | Community Officer to make contact with local brigade prior to commencement | | | |

23/02/2014

Key Messages

Key messages will be developed each day by the CFA Public Information Officer in conjunction with all agencies.

A daily "Key Messages" email will be distributed to all agencies and stakeholders.

CFA media will support public information activities.

DRAFT

23/02/2014

Regional Health Incident Management Team Structure (separate document)

DRAFT

23/02/2014

VICPOL relocation triggers matrix

(to be provided)

DRAFT