

CABINET-IN-CONFIDENCE DRAFT FOR LPBC AS AT 15 MAY 2014.

EPA communications

9.793 As part of its response to the Hazelwood Coal Mine Fire, EPA implemented a comprehensive, integrated Communication & Community Engagement program to:

- communicate the results of its environmental monitoring activities in a timely, transparent and meaningful way for to the agency responsible for providing health-related advice (Department of Health)
- communicate the results of its environmental monitoring activities in a timely, transparent and clearly understood way for the impacted communities, media outlets and the wider Victorian public
- support the lead agency and collaborate with other support agencies to ensure a whole of government approach, where appropriate, to communications and engagement.

9.794 The following table summarises the information and communication provided by the EPA, including as part of planned whole of government efforts to communicate with and hear the Morwell community:

Information	Date Commenced	Frequency	Total
EPA's Air Quality Forecast Report – Supplied to lead agencies	Throughout bushfire season	Daily, then twice daily during the peak of the incident	76
EPA's Data Summary Report –Supplied to lead agencies	19 February	Twice daily during the peak of the incident then daily	60
Smoke Advisories	11 February to 18 March	Frequency changed through Hazelwood incident from once daily to twice daily	66 advisories issued
General media releases about other matters related to Hazelwood Mine Fire	20 February	As required for community engagement events/activities	5 media releases
CEO Media activities	19 February to 24 March	As required	18
Pollution Hotline	10 February	Recorded daily	3,272 calls taken
EPA website	7 February	Recorded daily	1,483,036 hits
EPA Hazelwood Coal Mine Fire microsite	21 February	Always online	142,519
Dedicated fact sheets	17 February	Distributed during community engagement	5



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Information	Date Commenced	Frequency	Total
and community flyers		activities	
Social media updates	12 Feb	Several Twitter updates each day	82
Presence at:	22 February to 26 March	Daily (except for 12 March)	31 staff involved
<ul style="list-style-type: none"> • FA information bus C • respite centres R • community events C • neighbourhood houses N • hopping centre information stop S • train station Tr 			