

The role of NSW SES in communicating natural disaster information

Legislative framework



- *State Emergency and Rescue Management Act 1989*
- *State Emergency Service Act 1989 (NSW)*

“...collation, assessment and public dissemination of information relating to floods, storms and tsunamis”.

Plans and Doctrine

- NSW SES State Plans – Flood, Storm and Tsunami
- Warnings and Information Framework
- Communication Strategy and Policies

- National Strategy for Disaster Resilience
 - Public Information and Warnings
 - Community Engagement Framework
 - Communicating with People with a Disability

Operational Communication

- Australasian Inter-service Incident Management System (AIIMS)
- Public Information Unit
 - Information and Warnings
 - Media – digital and traditional
 - Community Liaison



Communication Messages

Bureau of
Meteorology

Public weather and flood warning products:

- Severe Thunderstorm Warnings
- Severe Weather Warnings
- Flood Watch
- Flood Warning

NSW SES
Warnings and
Information

- Local flood information and advice
- Livestock and Equipment Warnings
- Flood Warnings – Minor, Moderate, Major
- Evacuation Warning
- All Clear
- Relief/Recovery
 - Resupply
 - Safety
 - What assistance is available

Emergency Broadcaster
Media – traditional and digital
LEMC and REMC
Other agencies

- What has happened
- What is happening
- What is likely to happen
- What we want you to do
- Where you can get further information

Targeted Communication Methods



Pre Incident

Response

Relief/Recovery

- Emergency broadcasters
- Traditional Media
- Digital Media
- Door knock
- Community leaders
- Email/SMS
- Variable Message signs
- SEWS – Emergency Alert

- Community Liaison
 - Face to face
 - Meetings
 - Newsletters
 - Noticeboards and locally identified hubs
- Digital Media
- Variable message sign

What we don't communicate



NSW SES does not provide information that is:

- about fires
- unsubstantiated or cannot be verified
- the responsibility of other agencies

Strategic Communication



Communication in the lead up, during and after an event is the end point.

It's the communication we do prior to that which makes all the difference.

Why is communication important



Strategic Communications



- Campaigns
 - Floodsafe
 - Stormsafe
 - Tsunamisafe
- Local Flood Plans
- Targeted Community Plans
- Consultation
- Workshops and Forums
- Community Events
- Media and digital media

The most effective way to provide and receive information about community risk that initiates understanding and results in behavioural change is face to face within the communities own environment

What can Councils do

- Pass on information through networks
- Support the message – consistency works
- Seek clarification on mixed messages, myths and rumour
- Support campaigns and local initiatives
- Share local knowledge and information
- Share intelligence
- Assist in linking with vulnerable communities

- Interagency emergency communications plan