



Shire of Esperance

Bushfire Risk Management Planning

COMMUNICATION STRATEGY

Document Control

Document Name	Bushfire Risk Management Plan Communications Strategy
Document Owner	Shire of Esperance , CEO
Document Location	
Current Version	1.1
Issue Date	31/8/2021
Next Review Date	31/8/2026

Related Documents

Title	Version	Date
Shire of Esperance Bushfire Risk Management Plan		

Amendment List

Version	Date	Author	Section

1. Introduction

A Bushfire Risk Management (BRM) Plan is a strategic document that outlines the approach to the identification, assessment and treatment of assets exposed to bushfire risk within the Shire of Esperance

This Communication Strategy accompanies the BRM Plan for the Shire of Esperance

It documents the:

- communication objectives;
- roles and responsibilities for communication;
- key stakeholders;
- stakeholders engaged in the development of the BRM Plan and Treatment Schedule; and
- Communication Plan for the implementation and review of the BRM Plan including: target audiences and key messages at each project stage; communication risks and strategies for their management; and communication monitoring and evaluation procedures.

2. Communications Overview

2.1. Communication Objectives

The communication objectives for the development, implementation and review of the BRM Plan for the Shire of Esperance are as follows:

1. Key stakeholders understand the purpose of the BRM Plan and their role in the BRM planning process.
2. Stakeholders who are essential to the BRM planning process, or can supply required information, are identified and engaged in a timely and effective manner.

3. Relevant stakeholders are involved in decisions regarding risk acceptability and treatment.
4. Key stakeholders engage in the review of the BRM Plan as per the schedule in place for the local government.
5. The community and other stakeholders engage with the BRM planning process and as a result are better informed about bushfire risk and understand their responsibilities to address bushfire risk on their own land.

2.2. Communication Roles and Responsibilities

Shire of Esperance is responsible for the development, implementation and review of the Communication Strategy. Key stakeholders support local government by participating in the development and implementation of the Communications Strategy as appropriate. An overview of communication roles and responsibilities follows:

- CEO, Shire of Esperance, is responsible for endorsement of the BRM Plan Communications Strategy.
- Shire of Esperance Media and Communications Team are responsible for external communication with the local government area.
- Manager, Community Support at the Shire of Esperance is responsible for operational-level communication between the Shire and the Department of Fire and Emergency Services.

2.3. Key Stakeholders for Communication

The following table identifies key stakeholders in BRM planning process, its implementation and review. These are stakeholders that are identified as having a significant role or interest in the planning process or are likely to be significantly impacted by the outcomes.

Who is the stakeholder? Consider government agencies, interest groups and service providers.	What is their role or interest that makes them a stakeholder? Consider if they are an asset owner, land owner or manager, treatment manager or interested party.	Consider how the implementation of the BRM Plan will impact each stakeholder and then assign them a rating of High, Medium or Low.	What level of engagement is necessary for the stakeholder? Inform, consult, involve, collaborate or empower?
Local Bushfire Stakeholders Incl Local Government, Local Bush Fire Brigades, DFES, DPaW, BFAC	Land Managers/ Asset Owners Identify assets at risk Identify risk and responsibility for it	HIGH	Inform Consult Involve Collaborate
Advisory/Regulatory Stakeholders Incl OBRM, DWER, South Coast NRM	Provide advice and guidance on process and regulations	LOW to MEDIUM	Inform Consult
Representative Committees Incl LEMC, DEMC, DOAC, BFAC	Understand BRM Plan Identify assets at risk Identify risks and responsibilities for it	MEDIUM	Inform Consult Involve
Service Providers Incl Horizon Power, Water Corp, Brookfield Rail	Land Managers / Asset Owners Critical Infrastructure Identify assets at risk Identify risks and responsibility for it Community education Treat risks	HIGH	Inform Consult Collaborate
Government Agencies Incl Main Roads, Dept of Health, Dept of Education, Dept of Lands, DFES, DPaW	Land Managers / Asset Owners Critical Infrastructure Vulnerable community Identify assets at risk	HIGH	Inform Consult Collaborate

	Identify risks and responsibility for it Community education Treat risks		
Cultural Stakeholders Incl Esperance Tjaltjraak Native Title Aboriginal Group, Mudja Aboriginal Group, Esperance Bay Historical Society	Land Mangers / Asset Owners Identify assets at risk Identify risk and responsibility for it Treat risks	HIGH	Inform Consult Collaborate Empower
Landowners / Residents	Land Managers / Asset Owners Human settlement at risk Identify assets at risk Identify risk and responsibility for it Community education Treat risks	HIGH	Inform Consult Empower
Business Owners	Land Managers / Asset Owners Identify assets Source of risk Treat risks	HIGH	Inform Consult Empower

3.Communications Log – Development of the BRM Plan and Treatment Schedule

This Communications Log captures the communications with key internal and external stakeholders that occurred during the development of the BRM Plan and associated Treatment Schedule. Record any significant conversations, community engagement events, emails, meetings, presentations, workshops and other communication initiatives.

Timing of communication	Stakeholders	Purpose	Summary	Communication Method	Lesson Identified	Follow up
Development of the BRM Plan						

When did this communication occur?	Who was the stakeholder or target audience?	What was the purpose of the communication?	What topics were discussed?	What communication method did you use?	Were there any issues or lessons identified?	Was there any follow up required?
April 2019 – June 2019	DBCA DFES LGA	Review and input	Info within report	Provided copy of draft plan and sought feedback		Plan updated with feedback provided
6 Monthly BFAC Meetings Sept 19, April and Sept 2020, April 2021	BFAC Members	Updated on progress	Progress of report Risk assessments Priorities	Meeting format Requested feedback		Updated info with feedback provided
3 Monthly LEMC Meetings Feb, May, Aug, Nov 2020 Feb, May 2021	LEMC Members	Updated on progress	Standard Item of Business on Agenda for meeting	Meeting format Requested feedback		Updated info with feedback provided
Various	Tjaltjraak Native Title Group, Mining Companies Rail Contractors	Introduced Report Purpose and outcome		Requested feedback		Updated info with feedback provided
Ongoing	Council BFAC Community Groups	Introduced Report Purpose and outcome	Risk Assessments	Requested feedback		Updated info with feedback provided
Ongoing	Bush Fire Brigades	Risk Assessments	Areas of concern	Requested feedback	Clarification on risks established	Updated info with feedback provided

Development of the Treatment Schedule

Life of the Plan	DBCA DFES LGA	Review and input	Input into mitigation strategies Planning for works to be undertaken	Meetings Site visits	Government funding Time constraints LG budgeting constraints Availability	Plan updated with feedback provided
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As required	Tjaltjraak Native Title Group, Mining Companies Rail Contractors	Input and advise	Input into mitigation strategies Shared responsibility Planning for works to be undertaken	Requested feedback	Level of interests and engagement in process Time constraints Budgeting Compliance constraints	Updated info with feedback provided
Life of the Plan	Bush Fire Brigades	Risk Assessments Local Knowledge	Areas of concern Input into mitigation strategies Planning for works to be undertaken	Requested feedback	Clarification on risks established	Updated info with feedback provided
As scheduled	LEMC, BFAC, Council	Update	Progress Reports Advise	Regular meetings	Time constraints LG budgeting constraints Availability Level of interests and engagement in process	

4. Communications Plan – Implementation and Review of the BRM Plan

This Communications Plan outlines the key communication initiatives that will be undertaken during the implementation and review of the BRM Plan.

Timing of communication	Stakeholders	Communication Objective(s)	Communication Method	Key Message or Purpose	Responsibility	Identified Risks to Communication	Strategy to Manage Risks	Monitoring and Evaluation Method
What is the timeframe or date for this communication?	Who is the stakeholder(s) or target audience?	Which communication objective(s) does this activity support or achieve?	How are you communicating (e.g. email, meetings) and how often? What resources are required?	What is the key message or purpose that needs to be understood?	Who is responsible for planning and undertaking the communication activity?	What could reduce the effectiveness of the communication?	What will be done to reduce the likelihood of this happening?	How will you know if your communication was successful?

Implementation of the BRM Plan

Life of Plan	SoE CEO and Exec Team	1-5	Provide updates at least quarterly i.e. risks, treatments, milestones etc Email as required	Understand the process Provide strategic oversight Review and Input	M,CS	Time constraints Competing projects Unplanned circumstances	Forward planning Communication	Feedback Understanding Progress
Life of Plan	Shire of Esperance Council	1, 3, 5	Council Briefing at least 6 monthly (pre and post fire season)	Understand the process Understand role of Shire in risk management	M,CS	Time constraints Competing projects	Forward Planning Communication	Feedback Understanding
Life of Plan	SoE Bush Fire Network Incl CBFCO, BFAC, Brigades	1, 2, 4	Presentations at Brigade meetings Presentations at Senior FCO and BFAC Meetings Workshops Email as required	Understand the process Identify assets and assist with risk assessments within Brigade areas	CESM DFES AO	Time constraints Farming operations i.e. seeding, harvest Weather	Forward Planning Communication Contingency Planning	Feedback Local input
Life of Plan	LEMC and DEMC (via LEMC)	1, 2	Standard Agenda Item at quarterly meetings Workshops	Understand the process Specialised support as required	CESM	Unplanned circumstances i.e. meeting cancelled	Standard Agenda Item Email report is meeting does not occur	Feedback Awareness
Life of Plan	DFES Incl Regional Superintendent, BRMO, DO, AO	1 - 5	Meetings Site visits Milestone reporting Email, phone etc	Specialised support Asset identification and risk assessment Land tenure responsibilities	CESM	Time constraints Availability Distance Weather	Forward Planning Communication Contingency Planning	Feedback Information sharing
Life of Plan	DBCA (DPaW)	1 - 5	Meetings Site visits Email, phone etc	Specialised support Asset identification and risk assessment Land tenure responsibilities	CESM	Time constraints Availability Weather	Forward Planning Communication Contingency Planning	Feedback Information sharing

As required	Govt Agencies / Critical Infrastructure Service Providers	1 - 5 (limited to service provision)	Meetings Workshops Email, phone etc	Asset identification Risk assessment Land tenure responsibilities	CESM	Time constraints Availability	Forward Planning Communication	Project progress Information available
As required	Cultural Stakeholders	1 - 5 (limited to service provision)	Meetings Workshops Email, phone etc	Asset identification Risk assessment Land tenure responsibilities	CESM	Time constraints Availability	Forward Planning Communication	Project progress Information available
As required	Landowners / Residents	1, 5	Mail Outs Social Media Internet Updates Public Workshops Community Presentations Fire Breaks Notices Newspaper articles and advertising	Understand risk Land tenure responsibilities	CESM Shire Rangers Local DFES Officer Shire Media	No buy in to project No understanding / interest	Appropriate messaging Consistent approach Community education Communication Seek feedback	Participation Feedback Compliance
As required	Business Owners	1, 5	Mail Outs Social Media Internet Updates Public Workshops Community Presentations Fire Breaks Notices Newspaper articles and advertising	Understand risk Land tenure responsibilities	CESM Shire Rangers Local DFES Officer Shire Media	No buy in to project No understanding / interest	Appropriate messaging Consistent approach Community education Communication Seek feedback	Participation Feedback Compliance
As required	Wider community Incl tourists, contractors, seasonal workers	1, 5	Social Media Internet Updates Newspaper articles and advertising Brochures eft at Visitors Centre, caravan parks, accommodation etc	Understand risk	CESM Shire Rangers Local DFES Officer Shire Media	No buy in to project No understanding / interest	Appropriate messaging Consistent approach Communication	Participation Feedback Compliance

Review of the BRM Plan

Annually	SoE CEO, Exec Team and Councillors	1 - 5	Annual review meeting	Review Plan Assess milestones Review Works Plan Assess Funding	M,CS CESM	LG Capacity	Forward Planning Achievable outcomes Strategic consultation	Project progress Ongoing support from Exec and Council
Annually	DFES	1 - 5	Annual review meeting	Review Plan Assess milestones Review Works Plan Assess Funding	M,CS CESM Local DFES office	Interest in Plan that is owned by LG	Forward Planning Relationship building	Project progress Ongoing support
Annually	Land Owners and agencies with land management responsibilities	1 - 5	Contact to be made with affected agencies with land tenure responsibilities	Advice Review works programs	C,CS CESM Local DFES Office	Understanding role as land manager	Keep updated	Continued participation in Plan Compliance