

SOUTH AUSTRALIA'S

**EMERGENCY**

**MANAGEMENT**

COMMUNICATION  
AND ENGAGEMENT  
FRAMEWORK



Government  
of South Australia





Government  
of South Australia

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# CONTENTS

1.0	Context	1
	The Communication Cycle	3
2.0	Framework purpose	4
	Communication and Engagement Framework	5
3.0	Key messages	9
4.0	Shared practices	12
5.0	Communication roles	16
6.0	Further support	18
Appendix A	Message Construction Roadmap	23
Appendix B	Further information and resources	28

This Framework has been developed, on behalf of the State Emergency Management Committee by the South Australian Fire and Emergency Services Commission (SAFECOM). We acknowledge the individuals and organisations that contributed their thoughts and knowledge to inform this work.





# 1.0 CONTEXT







## **Our world is changing rapidly and significantly, with impacts that are both global and local.**

South Australia's climate has changed and further change is expected. As a result, natural hazards such as bushfires, floods and extreme weather are increasing in severity and frequency. The impacts for people experiencing these events will continue to intensify placing increased pressure on our capacity to respond.

At the same time, new threats are emerging; our reliance on technology has increased our vulnerability to cyberattack. Changes to social demographics, mobility patterns, and environmental conditions have changed our exposure to infectious disease and pandemics.

In this context, there needs to be a shift from thinking of emergencies and disasters as unlikely events that happen to other people, to an understanding that emergencies will happen, and will touch the lives of each of us. This shift in perception enables people to engage with and act on information to support preparedness, empowering them to live with and survive emergencies.

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# WHAT WE CAN DO

*The Emergency Management Act 2004* prescribes the establishment of strategies and systems for the management of emergencies in the State. *South Australia's Emergency Management Communications and Engagement Framework* (the Framework) delivers on that intention by fostering consistency and co-ordination in communication practises regarding emergency management.

South Australia's emergency management sector plays a crucial role in informing and engaging with the public about living with emergencies – including how to prevent, prepare, respond, and recover.

Amongst numerous state government agencies, local government, businesses and non-government organisations (NGOs) there exists a pool of knowledge and support that is of huge and potentially life-saving benefit to the community. If this benefit is to be realised, the right information must get to the right people in the right way, to maximise the chance of it being not only heard and understood but acted upon.

This Framework is underpinned by the principle that effective communication about emergencies and disasters in all phases is a two way process. It is essential that as emergency management communicators we; take the time to listen to need, identify the appropriate message to share, the most effective way to share it and then check and validate that the message has been understood by the intended audience. This type of communication should be seen as a continuous cycle, an ongoing conversation.

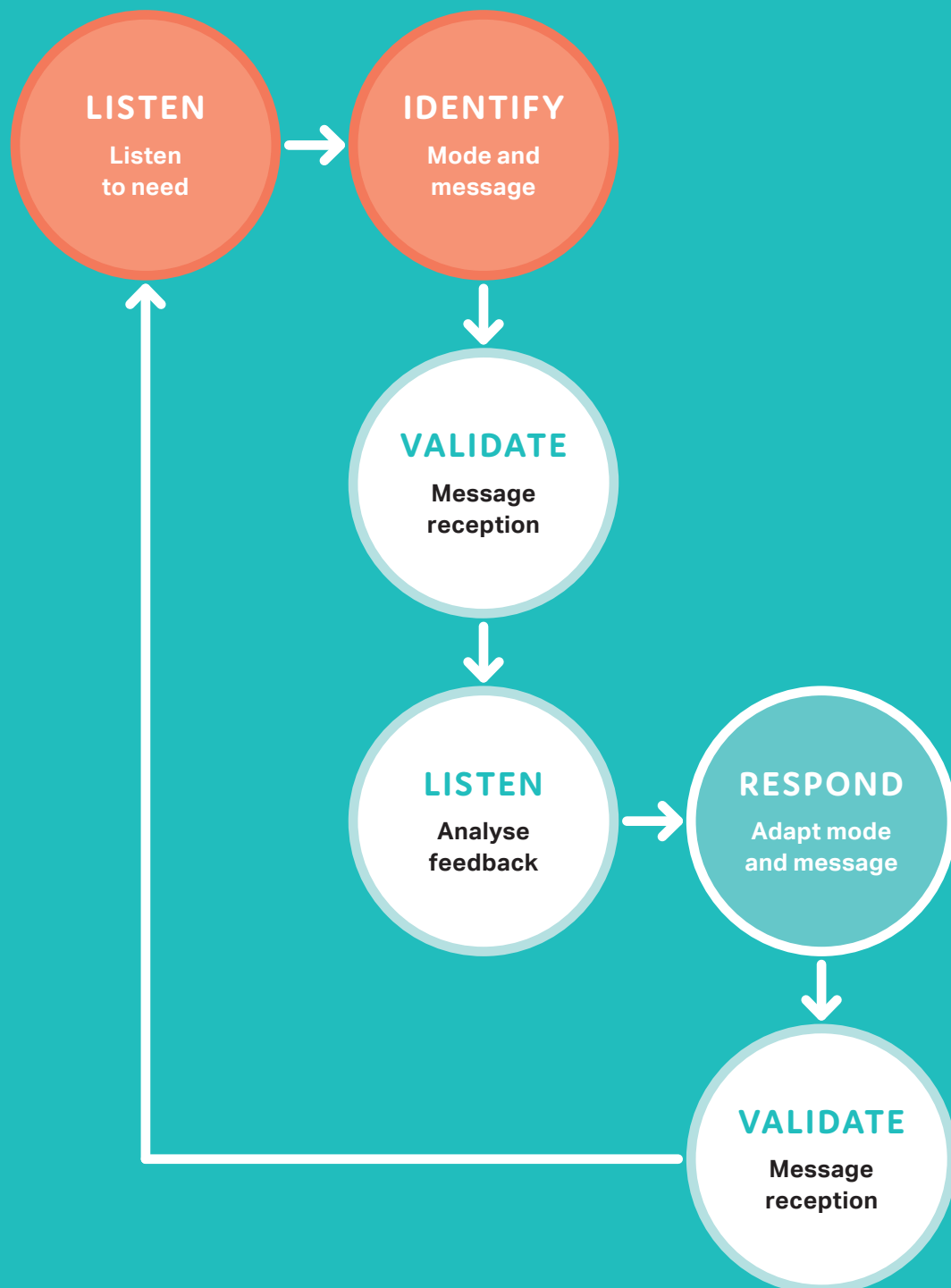
## Emergency Management Sector

This Framework has been developed to support the *emergency management sector*.

This includes all of the people, agencies, organisations and groups that contribute to emergency management through resilience building, prevention, preparedness, response, relief and recovery efforts.



# THE COMMUNICATION CYCLE





# FRAMEWORK PURPOSE

**This Framework has been developed in recognition that communication and engagement are fundamental emergency management activities whether they occur before, during, or after an emergency.**

The Framework aims to strengthen communication and engagement between emergency managers and the public, in relation to preparing to experience or recover from an emergency or disaster. It provides guidance for the use of communications to build community resilience state-wide, in line with the aims of *Stronger Together*, South Australia's Disaster Resilience Strategy.

The Framework aims to support the emergency management sector to:

- Develop and deliver public information that is clear, accessible and consistent
- Work together to achieve consistency, avoid confusion, overcome "message fatigue" and incite action amongst members of the public
- Embed messaging that contributes to community disaster resilience across multiple sources and communication channels
- Participate in a streamlined communications model that clearly identifies the trusted primary sources of information for hazards, supported by "amplification" of that message by sector partners and stakeholders.

To this end, the Framework sets out:

- Overarching key messages to help guide communication content before and after events
- Shared practices to define and guide how the sector communicates with the public
- Organisations responsible for developing content for hazards and organisations, groups and individuals that support and amplify this content

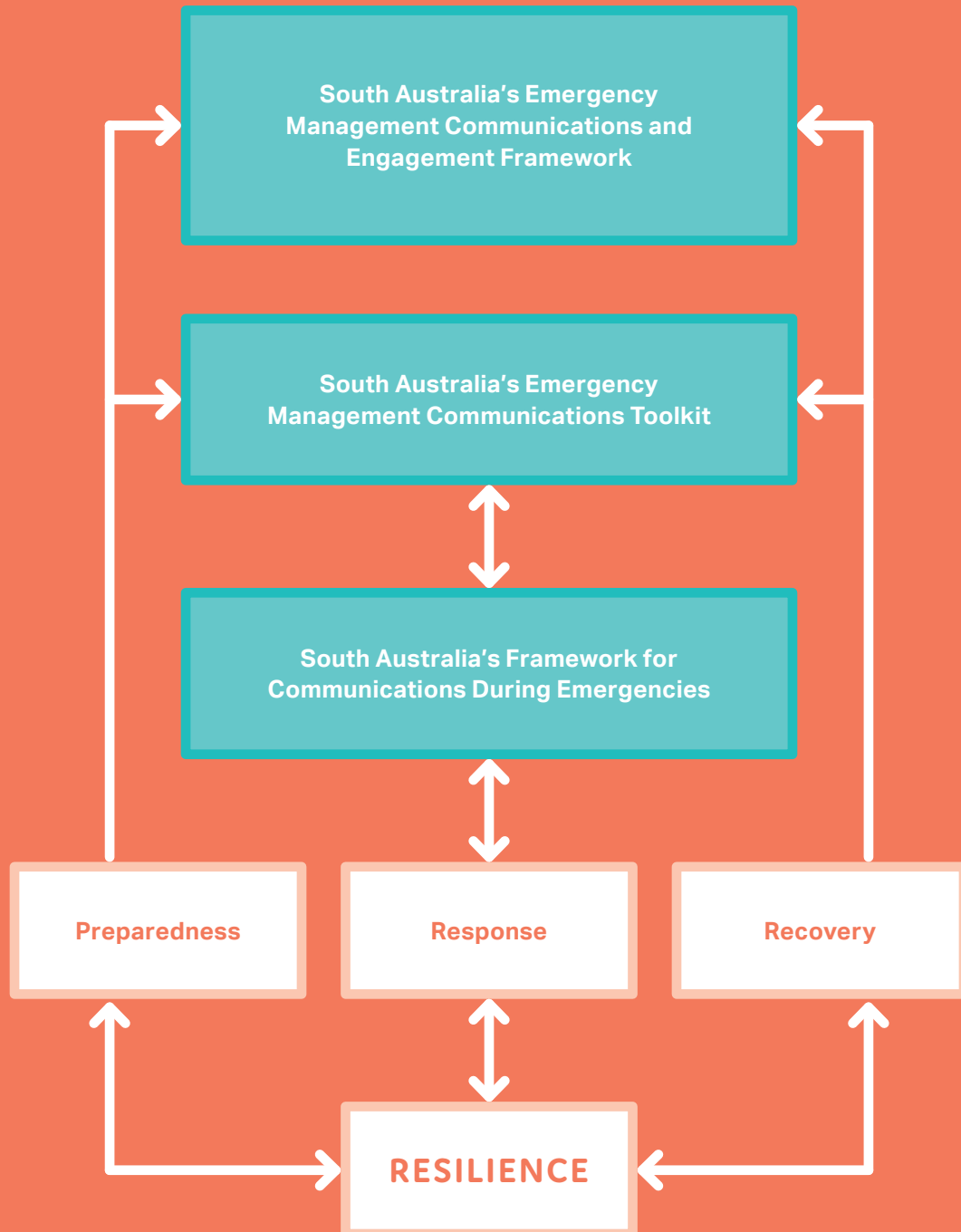
- A checklist that organisations can use to align planned communication projects and initiatives to the Framework, and
- Projects and initiatives proposed to further the Framework aims and implement the key messages and shared practices on the ground.

Development of the Framework has been informed by:

- An understanding of how disaster resilience can be supported in the community, where it is understood to mean *The ability to survive, adapt, and grow, no matter what happens.*<sup>1</sup>
- The user research conducted to develop *Stronger Together*, South Australia's Disaster Resilience Strategy
- Engagement with staff and volunteers in the emergency management sector in community education, media and communications, and emergency planning and response roles
- The International Association of Public Participation (IAP2) Public Participation Spectrum
- Australasian Fire and Emergency Service Authorities Council (AFAC) Doctrine
- Review of the evidence for best-practice emergency management communication practices, and
- The *People at Risk in Emergencies Framework* developed by Australian Red Cross.

<sup>1</sup> Government of South Australia, *Stronger Together*, South Australia's Disaster Resilience Strategy 2019-2024, p.16

# COMMUNICATION AND ENGAGEMENT FRAMEWORK



# SCOPE OF FRAMEWORK

The Framework is focussed on preparedness messaging. It does not provide guidance on warnings, alerts, or other communication that happens in the operational response phase of emergency management.

Guidance for communicating during operational response will be contained in *South Australia's Framework for Communication During Emergencies* scheduled for release in 2020.

Both Frameworks are supported by *South Australia's Emergency Management Communication Tool Kit*, also scheduled for release in 2020. The tool kit is a collection of practical how-tos, starter guides, templates and work sheets designed to help communicators plan and execute their roles.

The development of this Framework is addressing a strategic task (1.5.2) from the State Emergency Management Committee's (SEMC) Strategic Plan 2017-2022 that provides for development of:

*"A state EM communications plan including recommendations on a centralised online presence which supports overall resilience based on community engagement."*

*SAPOL is leading delivery of an associated task 1.5.1: An integrated holistic communication framework for communication during emergencies.*

The Framework aims to strengthen communication between emergency managers and the public who are preparing to experience or to recover from an emergency event or disaster.









# WHY RESILIENCE?

**An objective of the South Australian *Emergency Management Act 2004* is to promote community resilience and reduce community vulnerability in the event of an emergency.**

The need to increase the resilience and hazard preparedness of all South Australians, was a key finding of the independent inquiry into South Australia's extreme weather event, including the state-wide blackout in 2016. The development of *Stronger Together*, South Australia's Disaster Resilience Strategy has been one response.

*Stronger Together* describes a disaster resilient community as one where, amongst other factors we:

- Understand the risks we face based on our location and situation
- Take action where we can, to prepare for and manage these risks
- Know our neighbours and those who might need more help in an emergency or disaster
- Know how and where to get the information we need in a range of situations
- Know how to link into services that are there to support us
- Understand the importance of coming together as a community to help emergency and support services understand our needs after an emergency or disaster
- Are as self-reliant as we can be because we know that in a significant event, emergency services can't be everywhere
- Have the ability to withstand and recover from a disaster or emergency event.

Achieving any of these attributes relies on communication to engage with, inform, and encourage people to foster their connections with each other. The resilience focus of the Framework reflects not only government policy, but the real link between communications and better outcomes for South Australians living with emergencies.

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## A Climate Smart South Australia

As the climate changes, risks associated with natural hazards, such as bushfire, are increasing. The 2019-20 bushfires that occurred across Australia were exacerbated by drought, very dry fuels and soils, and record-breaking heat. In South Australia there were three fatalities, numerous injuries and significant property loss and damage, with approximately 278,603 hectares burnt, 194 houses lost, 67,928 reported livestock losses and impacts on 63 vineyards and 414 beehives. The impact of these bushfires was also felt by many people and businesses located far from the fires. Such events place into sharp focus on the urgency of the need for action.

The emergency services sector is committed to engaging with the community about the increasing frequency and severity of emergencies and disasters to create greater awareness and understanding to support communities to be more hazard ready.



## 3.0 KEY MESSAGES

**The meaning of these key messages captures what we fundamentally want people to understand about living with emergencies and building community resilience.**

All communications with the public about living with emergencies should reflect the intent of the key messages – but this does not mean they need to be used word for word. Consider the key messages your starting point for working out how to best communicate the **intent** of the message to the communities and audiences you work with.

Described below, along with each message, is an explanation of why the message's meaning is important, and the desired outcome of it reaching the public





# KEY MESSAGES

1.

## Every one of us is at risk

Every South Australian could be impacted by an emergency, disasters don't discriminate.



Emergencies and disasters take many forms, ranging from natural disasters to disease pandemics and acts of terror.

With the impacts of climate change, there is ample evidence that disasters are happening more often and impact more of us.

In recent years, South Australians have experienced, fires, floods, a major blackout, extreme heat events and a global pandemic.

Despite these facts, people's belief that *it won't happen to me* is the major barrier to engaging with emergency preparedness information, let alone acting on it.

By communicating the intent of this message, we want everyone to understand that they are exposed to risks, and understand what these risks are.

We must feel empowered to protect ourselves and our loved ones and believe that doing so is within our reach.

## 2. Being ready is your superpower

As individuals we have the power to change the outcome of an emergency for ourselves and our loved ones.



A separate factor to people's awareness of risk, is whether people have the resources, knowledge, skills and confidence to reduce or prepare for the risk.

Basic household and business/organisational preparedness can significantly reduce the impact of an emergency, and even be the difference between life and death.

In the event of a disaster, emergency services may not be able to respond to everyone. We must feel empowered to protect ourselves, our businesses and our loved ones, and believe that doing so is within our reach.

**By communicating the intent of this message, we want people to make time for having conversations and completing simple tasks in preparation for surviving an emergency and recovering from one, knowing that preparedness and planning can make a life-changing difference to the outcome.**

## 3. When we help each other, we help ourselves

As members of a connected community, we have people to call on to help us in an emergency, and we know who might need our help and how we can assist.



Research has shown that the connections that people have with each other are the most important factor in recovering from emergencies and disasters.

Connections with each other and organisations (government and non-government) facilitate a sense of common interest and responsibility for each other's wellbeing as well as access to information.

Communities where people know and can rely on each other have a larger safety net than those in which people rely on themselves and/or emergency services.

**By communicating the intent of this message, we want people to get to know their neighbours and become more involved in their local community.**

# SHARED PRACTICES

**The shared practices for emergency management communication and engagement have been developed based on an understanding that effective communication is as much about how information is transmitted, as what is conveyed.**

This is particularly important where the intended result of that communication is action, or behaviour change.

As such, the shared practices are intended to inform the way in which the emergency management sector approaches and engages in communications activities.

## Coordination

The practice of coordinating messages and effort is essential to both developing consistent communication that builds the credibility of the sector as a trusted information source, and using the limited resources available for the greatest impact.

People are more likely to change their behaviour if the information received is from a trusted source.

Best practice shows that individuals will seek verification from multiple sources to confirm information they receive about emergencies.

Having multiple channels and sources of information is important. If audiences receive a consistent message from multiple trusted sources, they are more likely to believe it and act on it.

In contrast, receiving conflicting information destroys the public's trust, undermines credibility, and impedes decision making.

We know from experience that many people only access preparedness information when an emergency is approaching. It is therefore important to have this 'just in time' information available in accessible, easy to digest and consistent formats.

**By engaging in this practice as a sector, we want preparedness messaging to be coordinated between organisations to maximise reach and value, and maintain consistency and public trust. We want to make the best use of established structures to simplify how messages for the public are developed, communicated, and amplified amongst others in our sector.**







Councils are well placed to work with emergency management organisations at a grass roots level to help amplify disaster resilience and preparedness messaging. Early and frequent engagement with local government is encouraged as a key way to reach communities.



# SHARED PRACTICES

## Collaboration

The practice of working together, rather than in organisational siloes, opens up opportunities and overcomes barriers to effective communication.

Collaboration can create efficiencies, cost savings, and a better return on investment when it avoids duplicated effort. A simple example is where an organisation is looking to deliver a message: understanding the campaigns that are in place may create the opportunity to partner with or amplify the existing activity, rather than expending the time and resources to “start from scratch.”

Collaboration also allows for greater reach, as shared messages are distributed amongst the networks of everyone involved, and enables the benefits of shared knowledge and experience that each person brings.

Opportunities exist through the sector to partner with other agencies, groups and organisations to align objectives, share resources, access networks, and leverage engagement opportunities.

State Government agencies, local government and NGOs continue to be positive conduits for disaster resilience and preparedness messaging, with more opportunities to explore this connection to be realised. Partnerships with the private sector are a largely untapped opportunity to broaden the reach of important messages.

**By engaging in this practice as a sector, we want communicating about emergencies to be a whole of sector collaborative process with every initiative starting with; a review of community need, possible partners, allies, and opportunities to leverage existing investments and amplify existing messages.**



## Contextual awareness

The practice of contextual awareness in communications involves being cognisant of the ways in which messages and methods can be used to achieve different objectives and converse with different target audiences.

Communications in emergency management seeks to encourage or support a change in people's behaviour, or a decision to act. A range of social factors such as beliefs, experiences and preferences influence peoples' decisions and behaviour, so communicating effectively about living with emergencies is not a case of *one size fits all*.

Achieving behavioural change is complex. When developing strategies, it is important to understand that provision of information alone is unlikely to incite action or change. Researching your audience and building upon what has worked previously, pairing information with community engagement, and starting with those that are ready to take action, are some of the ways understanding the context can lead to improved outcomes.

While opportunities exist to use technology more effectively in the sector (e.g. social media, campaigns, apps), grass roots community education will continue to be an important part of emergency management. It is imperative that communicators also target specific sections of the community such as people who are potentially more at risk e.g. people with a language barrier, who are mobility impaired, socially isolated, or people living in a high-risk location.

Effective community engagement strategies also seek to understand and build upon the inherent strengths of individuals and communities rather than focussing on deficits and vulnerability. For example, an assumption could be made that someone with a disability will be more vulnerable in the event of an emergency, when in fact they may have done more planning than most as part of their day to day life, have structured support networks and plans in place, and be more experienced in dealing with adverse situations.

**By engaging in this practice as a sector, we want communicating about preparedness for and recovery from emergencies to be considered and contextualised to recognise diversity, and to be planned and implemented in inclusive ways.**

**For guidance on inclusive design when developing public information, visit [www.accessibility.sa.gov.au](http://www.accessibility.sa.gov.au).**

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# COMMUNICATION ROLES

**Under the State Emergency Management Plan (SEMP) the top 10 identified hazards are designated a Hazard Leader and a Control Agency.**

Depending on the nature and scale of the incident, many agencies and organisations play an essential role in communicating information to the public.

In relation to communication and engagement:

- **Hazard Leaders** are the lead agency responsible for providing *prevention* and *preparedness* information, and are the source of core messaging *before* and *after* an emergency.
- **Control Agencies** are the lead agency responsible for providing *response* information and warnings, and are the source of core messaging *during* an emergency.
- The State Recovery Office (Department of the Premier and Cabinet) with support from the Public Information Functional Support Group are responsible for providing *recovery* information *after* an emergency.

Other agencies contribute to and or support the amplification of public information. This means sharing the message broadly amongst networks and communications channels.

Contributors and amplifiers:

- Support Agencies as identified in the SEMF
- Other government agencies, federal and state
- Local Governments
- Not for profit organisations and charities
- Community organisations and groups
- Corporate stakeholders and small businesses

In practice, agencies or organisations may:

- Share or reproduce messages developed by the Hazard Leader or Control Agency
- Adapt messages for local areas
- Adapt messages for specific issues
- Adapt messages for specific audiences

The table shown details the designated Hazard Leaders in SA. These agencies should be considered as the source of truth and content creators for each hazard.

Agencies and organisations that intend to develop hazard specific communication materials should make contact with the Hazard Leader and Control Agency to ensure that they are:

- amplifying core messages
- co-ordinating their message
- collaborating and considering contextual awareness.

Hazard	Hazard Leader*
Animal and Plant Disease	PIRSA
Earthquake	DPTI
Extreme Weather	
• Heatwave	SES
• Storm	
Fire - Rural	CFS
Fire - Urban	MFS
Flood	DEW (and SES as Control Agency)
Hazardous materials	Safe Work SA (and SAPOL as Control Agency)
Human Disease	SA Health
Terrorist Incident	SAPOL
Black system event	SAPOL

\* Voice/source of truth for Prevention and Preparedness





### Public Information Functional Support Group

Hazard Leaders who wish to disseminate information to sector amplifiers are encouraged to contact the Public Information Functional Support Group (PIFSG) to arrange distribution and or group briefings on specific campaigns or incidents.

**The Contact details are:**

State Command Centre Public Information  
Ph: 8207 4460  
E: [SEC.PublicInfo@sa.gov.au](mailto:SEC.PublicInfo@sa.gov.au)

Hazard Leaders  
and Control Agencies  
should be considered  
as the source of  
truth and core  
message creators

## 6.0 FURTHER SUPPORT

**Resources are available to support the sector with communication and engagement.**

Appendix A of the Framework contains a detailed message construction roadmap providing step by step guidance relevant to any kind of emergency management preparedness or recovery communication activities.

Appendix B lists sources of best practice including plans, guides and websites.

*South Australia's Emergency Management Communication Tool Kit* is scheduled for release in 2020 and will provide further detailed guidance to support implementation of this Communication and Engagement of this Framework.



## Approaches for community engagement for disaster resilience

Who Leads the Process	Basis of engagement	Stated or implied, contract between external partner and community	Methods of engagement	Examples of actions or activities that reflect methods
<b>Partner Designs and Delivers to Community</b>	Partner provides community with information, options, solutions or services for a given situation or issue.	Partner understands the issue or situation, provides community with what they need, and keeps community informed through the process.	<ul style="list-style-type: none"> <li>Meetings</li> <li>Presentations</li> <li>Training and seminars</li> <li>Fact sheets</li> <li>Brochures</li> <li>Newsletters</li> <li>Letter box drops</li> <li>Online instruction videos or information</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Disaster preparation, response or recovery briefings</li> <li>Information sessions or meetings</li> <li>Information based public safety campaigns</li> <li>Instructional style training sessions</li> </ul>
<b>Partner Leads with Community Input</b>	Partner provides leadership to community. Community provides input to the process.	Partner provides guidance and ensures a result, listens to community concerns and issues and takes them into account. Community input is considered necessary to ensure success.	<ul style="list-style-type: none"> <li>Seminars Consultations</li> <li>Online or analogue surveys</li> <li>Workshops and focus groups</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Partner led planning and recovery processes</li> <li>Partner led focus groups and workshops.</li> <li>Partner led surveys and feedback sessions</li> </ul>
<b>Community and Partner Work Together</b>	Community and partner form a partnership. Together they participate or collaborate to co-design and develop options and solutions.	Both community and partner bring expertise to the relationship. Mutual participation or collaboration is necessary to ensure success.	<ul style="list-style-type: none"> <li>Co-chaired committees and working groups</li> <li>Highly participative workshops</li> <li>Online collaborative spaces</li> <li>Shared research projects</li> <li>Collaborative community-based projects</li> <li>Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative planning processes</li> <li>Deliberative or participatory workshops</li> <li>Joint Working Groups to address issues or implement projects</li> <li>Joint Working Groups to deliver community-based projects</li> </ul>
<b>Community Leads with Partner Support</b>	Community provides leadership to partner. The partner provides input to the process.	Community understands its own context and situation. Partner offers expertise and knowledge. This input is offered to support community led action.	<ul style="list-style-type: none"> <li>Meetings</li> <li>Presentations</li> <li>Community based projects</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Community led planning processes, recovery committees, meetings , and projects, that involve partner provided support</li> </ul>
<b>Community Designs and Delivers</b>	Community designs, decides and implements all actions. There may be minimal or no engagement necessary from any partner.	Community has a thorough understanding of its own context and situation and the hazards that may affect the community. Community will ask for support when and if needed. External organisations may not be aware of projects at all.	<ul style="list-style-type: none"> <li>Meetings</li> <li>Working groups</li> <li>Community based projects</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Community led, resourced and implemented planning processes and projects</li> </ul>

NB: Many of the methods of engagement can be either online, face to face, or both.

Excerpt from the Australian Institute of Disaster Resilience (AIDR) *Community Engagement and Inclusion Handbook*



# FURTHER SUPPORT

## Forms of community engagement

Form of engagement	What does it involve?	Considerations
<b>Information</b>	Information is shared between communities and partners to increase understanding. This information is considered in subsequent decisions and actions.	<ul style="list-style-type: none"> <li>• Is information relevant, timely, accurate, targeted, credible and consistent, accessible to diverse audiences?</li> <li>• Information can be provided in one direction or two-way.</li> <li>• Key messages can be repeated as often as is necessary for the audience to be able to absorb the information.</li> </ul>
<b>Consultation</b>	Consultation involves providing opportunities for opinions to be heard so that a number of perspectives influence decisions and action.	<ul style="list-style-type: none"> <li>• Is sufficient time allowed for the participants to consider an issue, to ask questions and provide input and for this feedback to be considered?</li> <li>• Opportunities are created so that many diverse voices can be heard.</li> <li>• Is information received from those consulted recorded, stored and used in a way that will enable the community to continually access it?</li> <li>• Advise those consulted about how their input will be considered and how it will influence outcomes.</li> </ul>
<b>Participation and collaboration</b>	Participation and collaboration occur when communities and partners work together to identify issues, develop solutions, discuss alternatives and support action.	<ul style="list-style-type: none"> <li>• There are many ways to participate and participants have the opportunity to influence how they want to participate.</li> <li>• Opportunities are created for all members of the community and for partners to participate in discussions and actions.</li> <li>• Relationships are developed where partners and communities work together each contributing their expertise.</li> <li>• There is recognition and communication of the needs and interests of all participants.</li> <li>• The community is actively involved in decisions, planning and actions that potentially affect or interest them.</li> <li>• Effort is made to seek out and facilitate the involvement of all who are potentially affected by or interested in a particular issue, including people traditionally considered difficult to reach and engage.</li> </ul>

Form of engagement	What does it involve?	Considerations
<b>Community-led</b>	The community leads the process of working with any partners to identify issues, develop solutions, discuss alternatives and support action.	<ul style="list-style-type: none"> <li>• Community leaders and members lead the engagement process, including the processes for making decisions, undertaking planning and taking action.</li> <li>• Partners bring their knowledge and expertise to the process to support community-led engagement.</li> </ul>
<b>Community-empowered</b>	Communities understand their risks, accept responsibility and have the resources and the capacity to design and implement initiatives.	<ul style="list-style-type: none"> <li>• Community leaders and members have the authority to determine, plan and implement the engagement process, inviting partners or stakeholders to join as and when needed.</li> <li>• The community has the necessary resources, skills and capacities to determine their own processes.</li> <li>• Partners bring their knowledge and expertise to the process to support the community, if asked.</li> </ul>

*Excerpt from the Australian Institute of Disaster Resilience (AIDR) Community Engagement for Disaster Resilience Handbook 2020*



# FURTHER SUPPORT

## Better Together

### What is Better Together?

The South Australian Government is committed to supporting a culture of high-quality and effective stakeholder and community engagement. Good engagement helps create better decisions by bringing the voices of citizens and stakeholders into the issues that are relevant to them. The Government is committed to embedding good engagement practice as an integral part of the way it operates.

Established in 2013, Better Together is centred on the following six engagement principles to provide a consistent approach across government and to guide best practice:

- We know why we are engaging
- We know who to engage
- We know the history
- We start together
- We are genuine
- We are relevant and engaging

The six *Better Together: Principles of Engagement* (the Principles) provide a basic reference to good engagement.

If we're able to consider each of the Principles as we plan and implement an engagement, we can have confidence in our interaction with stakeholders and communities.

The six Principles are inter-related. They rely on each other and if we chose not to pursue one, the overall success of our engagement could be hindered. Of course, the attention, weighting or consideration given to each of the Principles may not be uniform and may vary depending on the circumstances, the focus or the stage of the engagement. However, all six Principles should receive fair consideration as you plan and implement your engagement strategy.

*Excerpt from [bettertogether.sa.gov.au](https://bettertogether.sa.gov.au)*

It's also important to note that the Principles should always be applied in ways that suit your engagement. They recognise and promote the breadth and variety of engagement opportunities. They acknowledge that each engagement has a different purpose, is undertaken in a different place, with different external influences and with different people.

Download a copy of the *Better Together Principles of Engagement Handbook* (PDF, 2MB) available at <https://bettertogether.sa.gov.au>

A full Suite of Engagement Planning tools are available on the Better Together Website [bettertogether.sa.gov.au](https://bettertogether.sa.gov.au)

The Better Together program offers public sector employees practical support through advice, training and events, and partnerships to support and deliver innovative engagement techniques and approaches.

### YourSAy

YourSAy is the South Australian Government's online consultation hub where people can have their say and influence government decisions.

All government agencies in South Australia are now required to coordinate significant engagements through the YourSAy site and host open, two-way conversations. The YourSAy site enables more South Australians to express their views directly to Government on issues they care about through a range of online tools including; polls, voting, discussion forums and updates on projects/issues they have contributed to.

YourSAy is managed by the Strategic Engagement team, Department of the Premier and Cabinet, and we're here to help! If you want to know more about the site and how it can complement your agency's engagement activities, send us an email via [bettertogether@sa.gov.au](mailto:bettertogether@sa.gov.au).

Visit the YourSAy site to learn about all the opportunities and see how people get can be involved in government decision-making.





# APPENDIX A

## Message Construction Roadmap

**This roadmap has been developed to support anyone who is tasked with generating or sharing public information regarding emergencies and disasters to assist them in aligning their activities to this Framework.**

The roadmap is designed to help conceptualise communication activities in the context of a linked, inclusive and holistic emergency management sector. It should support communicators to identify opportunities to amplify messaging and connect within the sector while avoiding duplication of effort or conflicting messaging.

**There are four key steps to apply:**

1. Consider the Hazard
2. Create an Evidence Base
3. Check for Alignment
4. Message Construction.

Use the worksheets as tools to prompt your thinking as you complete this process with your team.

Consider The Hazard	Your Response
How does the hazard affect your organisation's stakeholders?	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
How would this hazard impact your organisation's ability to perform its role or deliver core services?	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
How and when might the hazard impact on your organisation?	<div></div> <div></div>
Working backwards, when should your messaging be prepared and communicated?	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
What would be the perfect "blue sky" communication activities for this hazard and for your organisation?	<div></div> <div></div>
Working backwards what is achievable in this plan?	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>

## Create an Evidence Base

## Your Response

Define your audience and have evidence to support your assumptions about who needs to hear your message.

Who is:

- Most at risk?
- Most likely to be impacted by the hazard?
- Most likely to experience fatalities/ injuries?
- Most in need of assistance?
- Most underprepared?
- Most isolated?
- What evidence/research is behind these assumptions?

Identify the behaviours you are seeking to influence.  
Know what actions you are trying to engineer in the community and when they need to happen.

- What are the core behaviours that need to change?
- What does your audience need to keep doing?
- What does your audience need to stop doing?
- What does your audience need to start doing?
- Where do these behaviours sit in the Prevention, Preparedness, Response, Recovery (PPRR) spectrum?
- When should they be addressed?

Check if your approach is verified as successful through research/evidence. If it is a new approach test it first or look for evidence to support your choices.

- What similar messages have been effective?
- How were they delivered and constructed?
- Why do you believe this is the right approach for your goal?



Check for Alignment	Your Response
<p>Know your role</p> <ul style="list-style-type: none"> <li>What are the appropriate topics for your organisation to communicate about in relation to this hazard?</li> <li>What should and shouldn't your organisation/leadership talk about?</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/>
<p>Does your message amplify or adapt the core messages of the Hazard Leaders and Control Agencies?</p> <p><i>Be sure not contradict other government messages.</i></p> <p>If you are amplifying an agencies core message, you should inform them of your initiative.</p>	<p>Lead agency:</p> <hr/> <p>Core message:</p> <hr/> <p>Your Message:</p> <hr/> <hr/> <hr/>
<p>Does your message reflect Leadership messaging?</p> <p>To keep credibility, it's important to not contradict other government messages, check what the Premier and Ministers have said or what policy is.</p>	<p>Leadership Role:</p> <hr/> <p>Leadership messages:</p> <hr/> <p>Lead agency:</p> <hr/> <p>Core message:</p> <hr/> <p>Your Message:</p> <hr/> <hr/> <hr/>
<p>Does your message align with industry standards for your organisations area of expertise?</p> <ul style="list-style-type: none"> <li>What is best practice in your industry?</li> <li>What are other organisations like yours saying and how?</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/>

Message Construction	Your Response
<p>Does your message reflect one or more of the Key Messages in this document?</p> <p>Have you used the shared practices in this document? Co-ordination, collaboration and awareness?</p>	<p>Key Messages</p> <ul style="list-style-type: none"> <li>• Every one of us is at risk</li> <li>• Being ready can be your superpower</li> <li>• When we help each other, we help ourselves</li> </ul> <p>Shared Practices</p> <ul style="list-style-type: none"> <li>• Co-ordination</li> <li>• Collaboration</li> <li>• Awareness</li> </ul>
<p>Use the AFAC Public Information and Warnings Guide Book and companion books "Message Construction Guideline and "Warnings Re-publishers Guideline" to help you construct an effective message with the best reach for your purpose.</p>	<p>How will you apply the guidelines to your message?</p>
<p>Use the toolkits provided with the Framework to help plan your communication activities.</p>	<p>Which toolkits and templates will you use?</p>
<p>Collaborate with other organisations to strengthen messages.</p> <ul style="list-style-type: none"> <li>• Forums to do this via include:</li> <li>• Public Information Functional Support Group</li> <li>• SPMC Member Organisations</li> <li>• Sector Communications Group</li> <li>• Hazard Leaders</li> <li>• Control Agencies</li> <li>• Support Agencies</li> <li>• Interstate Counterpart Organisations</li> <li>• Local Government</li> <li>• Not For Profit Stakeholders</li> </ul>	<p>Who will you collaborate with?</p> <p>How will you collaborate?</p>

# APPENDIX B

## Further information and resources

<https://www.accessibility.sa.gov.au/>

### **Australian Institute for Disaster Resilience (AIDR) Handbook: Communicating with People with a Disability**

<https://knowledge.aidr.org.au/collections/handbook-collection/>

### **AIDR Handbook: Community Engagement, Communication and Inclusion for Disaster Resilience Handbook**

<https://knowledge.aidr.org.au/collections/handbook-collection/>

### **AIDR Handbook: Public Information and Warnings AIDR Knowledge Hub**

<https://knowledge.aidr.org.au/collections/handbook-collection/>

### **AIDR Handbook: Community Engagement and Inclusion**

<https://knowledge.aidr.org.au/resources/community-engagement-communication-and-inclusion-handbook/>

### **AIDR Manual: Guidelines for Emergency Management in CALD Communities**

<https://knowledge.aidr.org.au/media/1969/manual-44-guidelines-for-emergency-management-in-cald-communities.pdf>

### **International Association for Public Participation (IAP2) Framework**

### **South Australia's Disaster Resilience Strategy**

[https://www.safecom.sa.gov.au/site/initiatives/stronger\\_together\\_south\\_australias\\_disaster\\_resilience\\_strategy.jsp](https://www.safecom.sa.gov.au/site/initiatives/stronger_together_south_australias_disaster_resilience_strategy.jsp)

## For Government

South Australian Public Information Functional Support Plan

### **State Emergency Management Plan Part 1: Overview**

<https://www.dpc.sa.gov.au/responsibilities/security-and-emergency-management/state-emergency-management-plan>

Ministers Guide to Emergency and National Security Events

## For Councils

Refer to the Social Media and Emergencies Guide for Councils.



This Framework provides guidance for the use of communications to build community resilience state-wide, in line with the aims of *Stronger Together*, South Australia's Disaster Resilience Strategy.











Government  
of South Australia

## South Australian Fire and Emergency Services Commission

Level 6, 60 Waymouth Street  
Adelaide SA 5000

GPO Box 2706  
Adelaide SA 5001

T (08) 8115 3909  
F (08) 8115 3908

[safecom.enquiries@safecom.sa.gov.au](mailto:safecom.enquiries@safecom.sa.gov.au)  
[safecom.sa.gov.au](http://safecom.sa.gov.au)