



Bushfire Preparedness 2021 – 2022 ACTIVITY SCHEDULE

Communications and Engagement Plan
24/09/2021

Bushfire Preparedness 2021 – 2022 ACTIVITY SCHEDULE

Project Details

Project Sponsor			
Service Area:	Community Safety		
Business Unit:	Development Services		
Contact:			
Name:	Jamie Hunter	Job Title:	Senior Fire and Emergency Management Officer and Fire and Emergency Management Officer
	Fire and Emergency Management		
Email:	Jamie.hunter@kalamunda.wa.gov.au	Phone:	9257 9999

Communications and Engagement Staff			
Service Area:	Customer & Public Relations		
Business Unit:	Public Relations		
Contact:			
Name:	Nicole O'Neill	Job Title:	Manager Customer & Public Relations
Email:	Nicole.oneill@kalamunda.wa.gov.au	Phone:	9257 9825
Name:	Jessie McLaren	Job Title:	Engagement Specialist
Email:	Jessie.mclaren@kalamunda.wa.gov.au	Phone:	9257 9894

















Allocated Communications & Engagement Budget:	
Assigned Cost Code:	275710.539
Authorising Officer:	Tim Parry

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






Activity Schedule

	Activity	Communication Tool / Task	Deadline	Responsible
Planning and production	Pre-communication plan meeting	Community Preparedness review 2019-20 Meet with Bush Fire Ready	July 2021	Bushfire Ready Group / CESM / EM
	Communications and Engagement Plan drafted	Final Draft Plan with example materials	August 2021	Community Engagement Specialist
	Messaging development	<ul style="list-style-type: none"> Flyers for key contact centres Home page web banner Media releases Outdoor advertising Pop-up displays 	August 2021	Community Engagement Specialist
	Engagement	<ul style="list-style-type: none"> Dedicated web landing page – Have your Say Engagement HQ Poll Functions bookings for workshops 	August 2021	Community Engagement Specialist
	Communications and Engagement Plan approved	Internal approval: <ul style="list-style-type: none"> Project Team – EM and Manager Customer & Public Relations City CEO 	August 2021	Customer and Public Relations Team
	Production	<ul style="list-style-type: none"> Flyers/handouts Posters/banners Collateral/merchandise Outdoor VMB 	Ongoing	Customer and Public Relations Team
	Develop collaborative presentation sessions	<ul style="list-style-type: none"> Determine information and format of sessions based on interim feedback 	August 2021	Community Engagement Specialist / Project Team
	Finalise Events	<ul style="list-style-type: none"> Venue bookings Attendance Workshop material 	August 2021	CESM / Community Engagement Specialist / Project Team
	Confirm collaborative presentation sessions	Determine information and format of sessions based on interim feedback	August 2021	CESM / Community Engagement Specialist / Project Team
	 Distribute flier	EVENTS: Bushfire Info Session	27 Aug 21	Community Engagement Specialist
	 EDM Newsletter	EVENTS: All event update	31 Aug 21	Communications Advisor / Community Engagement Specialist
	 Website News	EVENTS: Gooseberry Hill Street Meet	28 Aug 21	Community Engagement Specialist



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 Street Meet letter box drop	EVENTS: Gooseberry Hill Street Meet	28 Aug 21	Community Engagement Specialist
 Social Media Event	EVENTS: Gooseberry Hill Street Meet	28 Aug 21	Community Engagement Specialist
 Website Event	EVENTS: Gooseberry Hill Street Meet	28 Aug 21	Community Engagement Specialist
 Social Media	EVENTS: Gooseberry Hill Street Meet	28 Aug 21	Community Engagement Specialist
 Distribute flier	EVENTS: Burn SMART Demo	30 Aug 21	Community Engagement Specialist
 Website News	EVENTS: Burn SMART Demo	30 Aug 21	Community Engagement Specialist
 Social Media Advert	EVENTS: Burn SMART Demo	30 Aug 21	Community Engagement Specialist
 Social Media Event	EVENTS: Burn SMART Demo	30 Aug 21	Community Engagement Specialist
 Website Event	EVENTS: Burn SMART Demo	30 Aug 21	Community Engagement Specialist
 Social Media	EVENTS: Burn SMART Demo	30 Aug 21	Community Engagement Specialist
 Social Media	Burn SMART	2 Sept 21	Community Engagement Specialist
 Social Media	Fire Hazard Reduction Notice	2 Sept 21	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	2 Sept 21	Community Engagement Specialist
 Newspaper Media Release	Half Page: EVENTS: All event update	3 Sept 21	Communications Advisor / Community Engagement Specialist
 Social Media	EVENTS: Gooseberry Hill Street Meet	4 Sept 21	Community Engagement Specialist
 Social Media	Preparedness	9 Sept 21	Community Engagement Specialist


















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 Social Media	Fire Hazard Reduction Notice	9 Sept 21	Community Engagement Specialist
 Bushfire Info Session	Perth Observatory	9 Sept 21	CESM / City EMS / BFRG
 Street Meet	Gooseberry Hill	11 Sept 21	BFRG / CESM / City EMS / Kalamunda VBFB
 Social Media Advert	Fire Hazard Reduction Notice	16 Sept 21	Community Engagement Specialist
 Social Media	Burn SMART	16 Sept 21	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	16 Sept 21	Community Engagement Specialist
 Website News	Fire Hazard Reduction Notice	17 Sept 21	Community Engagement Specialist
 Social Media Advert	Fire Hazard Reduction Notice	17 Sept 21	Community Engagement Specialist
 Social Media	Preparedness	17 Sept 21	Community Engagement Specialist
 Social Media	Preparedness	23 Sept 21	Community Engagement Specialist
 Social Media	Fire Hazard Reduction Notice	23 Sept 21	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	23 Sept 21	Community Engagement Specialist
 Website News	EVENTS: Bickley Street Meet	25 Sept 21	Community Engagement Specialist
 Street Meet letter box drop	EVENTS: Bickley Street Meet	25 Sept 21	Community Engagement Specialist
  Social Media Event	EVENTS: Bickley Street Meet	25 Sept 21	Community Engagement Specialist
  Website Event	EVENTS: Bickley Street Meet	25 Sept 21	Community Engagement Specialist
 Social Media	EVENTS: Bickley Street Meet	25 Sept 21	Community Engagement Specialist
 Burn SMART	Live Demo	26 Sept 21	BFRG / CESM / City EMS / Kalamunda VBFB
















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 Social Media	Fire Hazard Reduction Notice	30 Sept 21	Community Engagement Specialist
 Social Media	Preparedness	30 Sept 21	Community Engagement Specialist
 Social Media	Burn SMART	30 Sept 21	Community Engagement Specialist
 EDM Newsletter	Fire Hazard Reduction Notice / Preparedness / My Bushfire	30 Sept 21	Communications Advisor / Community Engagement Specialist
 Newspaper Media Release	Full Page: Fire Hazard Reduction Notice	1 Oct 21	Communications Advisor / Community Engagement Specialist
 Social Media	Fire Hazard Reduction Notice	1 Oct 21	Community Engagement Specialist
 Social Media	EVENTS: Bickley Street Meet	2 Oct 21	Community Engagement Specialist
 Social Media	Preparedness	7 Oct 21	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	7 Oct 21	Community Engagement Specialist
 Social Media	Fire Hazard Reduction Notice	7 Oct 21	Community Engagement Specialist
 Street Meet	Bickley	9 Oct 21	BFRG / CESH / City EMS / Kalamunda VFB
 Website News	EVENTS: Wattle Grove Street Meet	9 Oct 21	Community Engagement Specialist
 Street Meet letter box drop	EVENTS: Wattle Grove Street Meet	9 Oct 21	Community Engagement Specialist
 Social Media Event	EVENTS: Wattle Grove Street Meet	9 Oct 21	Community Engagement Specialist
 Website Event	EVENTS: Wattle Grove Street Meet	9 Oct 21	Community Engagement Specialist
 Social Media	EVENTS: Wattle Grove Street Meet	9 Oct 21	Community Engagement Specialist


















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 Social Media	Burn SMART	14 Oct 21	Community Engagement Specialist
 Social Media	Preparedness	14 Oct 21	Community Engagement Specialist
 Social Media	EVENTS: Wattle Grove Street Meet	16 Oct 21	Community Engagement Specialist
 Shopping Centre Engagement Booth	Kalamunda	19 Sept 21	City EMS / Community Engagement Specialist
 Social Media	Preparedness	21 Oct 21	Community Engagement Specialist
 Social Media	Waste	21 Oct 21	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	21 Oct 21	Community Engagement Specialist
 Newspaper Media Release	Half Page: EVENTS: All upcoming event update	22 Oct 21	Communications Advisor / Community Engagement Specialist
 Social Media Event	EVENTS: 2 x Seniors Tech Events	22 Oct 21	Community Engagement Specialist
 Website Event	EVENTS: 2 x Seniors Tech Events	22 Oct 21	Community Engagement Specialist
 Distribute flier	EVENTS: 2 x Seniors Tech Events	22 Oct 21	Community Engagement Specialist
 Social Media	EVENTS: 2 x Seniors Tech Events	22 Oct 21	Community Engagement Specialist
 Social Media	EVENTS: RUI	22 Oct 21	Community Engagement Specialist
 Street Meet letter mailout	EVENT: Hawkesvale Reserve Info Session	9 Oct 21	Community Engagement Specialist
 Street Meet	Wattle Grove	23 Oct 21	BFRG / CESM / City EMS / Welshpool FRS
 Social Media	EVENTS: 2 x Seniors Tech Events	29 Oct 21	Community Engagement Specialist
 Social Media	SM video post	29 Oct 21	Community Engagement



















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				Specialist / communications Advisor
  Social Media Event	EVENT: Hawkesvale Reserve Info Session	30 Oct 21		Community Engagement Specialist
 Social Media	Hawkesvale Reserve Info Session	30 Oct 21		Community Engagement Specialist
 RUI	Pickering Brook	31 Oct 21		DFES / BFRG / CESM / City EMS / Maddington FRS / Kalamunda VRFS / BFB
  Social Media	SM video post	4 Nov 21		Community Engagement Specialist / communications Advisor
  Social Media	Preparedness	4 Nov 21		Community Engagement Specialist
 Social Media	Preparedness	4 Nov 21		Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	4 Nov 21		Community Engagement Specialist
 Social Media	Waste	4 Nov 21		Community Engagement Specialist
 Seniors Tech Event – Kalamunda Library	<ul style="list-style-type: none"> • Navigating Emergency WA and where to look for warnings, TFBS and Fire Danger Ratings • Creating a My Bushfire Plan account, navigating through the plan and how to access on a mobile device. • Navigating the City's website for bushfire safety information 	4 Nov 21		City EMS / CESM / BFRG
 Seniors Tech Event – Woodlupine community Centre	<ul style="list-style-type: none"> • Navigating Emergency WA and where to look for warnings, TFBS and Fire Danger Ratings • Creating a My Bushfire Plan account, navigating through the plan and how to access on a mobile device. • Navigating the City's website for bushfire safety information 	5 Nov 21		City EMS / CESM / BFRG
  Social Media	SM video post	11 Nov 21		Community Engagement


















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				Specialist / communications Advisor
 Social Media	Burn SMART	11 Nov 21		Community Engagement Specialist
  Social Media	SM video post	18 Nov 21		Community Engagement Specialist / communications Advisor
 Social Media	Preparedness	18 Nov 21		Community Engagement Specialist
 Social Media	Waste	18 Nov 21		Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	18 Nov 21		Community Engagement Specialist
 Shopping Centre Engagement Booth	Forrestfield	23 Nov 21		City EMS / Community Engagement Specialist
 Social Media	Burn SMART	30 Nov 21		Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	2 Dec 21		Community Engagement Specialist
  Social Media	SM video post	2 Dec 21		Community Engagement Specialist / communications Advisor
 Social Media	Waste	2 Dec 21		Community Engagement Specialist
  Social Media	SM video post	9 Dec 21		Community Engagement Specialist / communications Advisor
 Social Media	Preparedness	9 Dec 21		Community Engagement Specialist
 Shopping Centre Engagement Booth	Kalamunda	14 Dec 21		City EMS / Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	16 Dec 21		Community Engagement Specialist

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 Social Media	Waste	16 Dec 21	Community Engagement Specialist
 Social Media	Preparedness	30 Dec 21	Community Engagement Specialist
 Social Media	Waste	30 Dec 21	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	30 Dec 21	Community Engagement Specialist
 Newspaper Media Release	Half Page: Preparedness	31 Dec 21	Communications Advisor / Community Engagement Specialist
 Social Media	Preparedness	6 Jan 22	Community Engagement Specialist
 Social Media	Waste	13 Jan 22	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	13 Jan 22	Community Engagement Specialist
 Social Media	Preparedness	13 Jan 22	Community Engagement Specialist
  Social Media	SM video post	13 Jan 22	Community Engagement Specialist / communications Advisor
 Social Media	Waste	27 Jan 22	Community Engagement Specialist
 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	27 Jan 22	Community Engagement Specialist
 Social Media	Preparedness	27 Jan 22	Community Engagement Specialist
  Social Media	SM video post	13 Jan 22	Community Engagement Specialist / communications Advisor
  Social Media	SM video post	3 Feb 22	Community Engagement Specialist / communications Advisor

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	 Social Media	Preparedness	3 Feb 22	Community Engagement Specialist
	 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	10 Feb 22	Community Engagement Specialist
	  Social Media	SM video post	10 Feb 22	Community Engagement Specialist / communications Advisor
	 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	17 Feb 22	Community Engagement Specialist
	 Social Media	Preparedness	17 Feb 22	Community Engagement Specialist
	 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	24 Feb 22	Community Engagement Specialist
	 Social Media	Preparedness	24 Feb 22	Community Engagement Specialist
	  Social Media	SM video post	3 March 22	Community Engagement Specialist / communications Advisor
	 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	3 March 22	Community Engagement Specialist
	 Social Media	Expert post (DFES/SES/BFRG/Red Cross)	17 March 22	Community Engagement Specialist
	  Social Media	SM video post	28 April 22	Community Engagement Specialist / communications Advisor
	 Social Media	Burn SMART	28 April 22	Community Engagement Specialist
	 Social Media	Burn SMART	12 May 22	Community Engagement Specialist
	 Social Media	Burn SMART	26 May 22	Community Engagement Specialist
Phase 3: evaluation and reporting	All activities and feedback assessed	Collate Community feedback for Project Team and review engagement plan successes & challenges		EMS/Community Engagement Specialist

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	Evaluation and Assessment	Internal presentations and release findings: Collate Community collaboration feedback for Project Team		EMS
	Findings presented to Council for Endorsement	Council Meeting		EMS
	Community Engagement Report developed and posted			Community Engagement Specialist

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