



## Communications and Engagement Plan

### ACTIVITY SCHEDULE



















#### Bushfire Preparedness 2022-2023

















25/07/2022





















## 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	May 2022	Bushfire Ready Group / CESM / EM
	Communications and Engagement Plan drafted	Final Draft Plan with example materials	May 2022	Community Engagement Specialist
	Messaging development	<ul style="list-style-type: none"> <li>Flyers for key contact centres</li> <li>Home page web banner</li> <li>Media releases</li> <li>Outdoor advertising</li> <li>Pop-up displays</li> </ul>	June 2022	Community Engagement Specialist
	Engagement	<ul style="list-style-type: none"> <li>Dedicated web landing page – Have your Say</li> <li>Engagement HQ</li> <li>Poll</li> <li>Functions bookings for workshops</li> </ul>	June 2022	Community Engagement Specialist
	Communications and Engagement Plan approved	Internal approval: <ul style="list-style-type: none"> <li>Project Team – EM and</li> <li>Manager Customer &amp; Public Relations</li> <li>City CEO</li> </ul>	June 2022	Customer and Public Relations Team
	Production	<ul style="list-style-type: none"> <li>Flyers/handouts</li> <li>Posters/banners</li> <li>Collateral/merchandise</li> <li>Outdoor VMB</li> </ul>	June 2022	Customer and Public Relations Team
	Develop collaborative sessions	<ul style="list-style-type: none"> <li>Determine information and format of sessions based on interim feedback</li> </ul>	July 2022	Community Engagement Specialist / Project Team
	Finalise Events	<ul style="list-style-type: none"> <li>Venue bookings</li> <li>Attendance</li> <li>Workshop material</li> </ul>	July 2022	CESM / Community Engagement Specialist / Project Team
	Confirm collaborative presentation sessions	Determine information and format of sessions based on interim feedback	July 2022	CESM / Community Engagement Specialist / Project Team
	 Mail out Fire Hazard Reduction Notice with rates		July 2022	Rates/Records
	 VMB's	Multiple dates and locations throughout the City	From July 2022	Community Safety
	 Seniors Information Sessions		Multiple dates to suit groups availability	CESM/Community Safety/FCO/Community Engagement
	 Photo shoots of FCO's for media library		Ongoing throughout season	Community Safety/FCO/Community Engagement
	 Social Media	Verge Maintenance/Bushfire Mitigation	Ongoing posts throughout season	Community Engagement Specialist/Parks and Environmental Services




















Meeting	BFAC annual general meeting	21 July 22	BCAF, CESM, Community Safety
 Preseason property walk throughs		25 July 22 onwards	
 Social Media Advert	Post – Fire Hazard Reduction Notice (FHRN)	25 July 22	Community Engagement Specialist
 Social Media	Post – Fire Hazard Reduction Notice (FHRN)	25 July 22	Community Engagement Specialist
 Social Media	Story - FHRN	25 July 22	Community Engagement Specialist
 Social Media	Story – DFES	27 July 22	Community Engagement Specialist
 Social Media	Post - FHRN	29 July 22	Community Engagement Specialist
 Social Media	Post – FHRN	31 July 22	Community Engagement Specialist
 Social Media	Post – FHRN	8 Aug 22	Community Engagement Specialist
 Social Media	Story – FHRN	12 Aug 22	Community Engagement Specialist
 Social Media	Post – FHRN	12 Aug 22	Community Engagement Specialist
 Social Media	Story – DFES	15 Aug 22	Community Engagement Specialist
 Social Media	Post – SES	17 Aug 22	Community Engagement Specialist
 Social Media	Story – SES	20 Aug 22	Community Engagement Specialist
 Social Media	Story – Burn SMART	25 Aug 22	Community Engagement Specialist
 Social Media	Post – FHRN	27 Aug 22	Community Engagement Specialist
 Social Media	Story – FHRN	28 Aug 22	Community Engagement Specialist
 Social Media	Post – Burn SMART	31 Aug 22	Community Engagement Specialist
 EDM Newsletter	FHRN	1 Sept 22	Community Engagement Specialist
 Website News	FHRN	1 Sept 22	Community Engagement

				Specialist/Website Coordinator
 Newspaper Media Release	FHRN		2 Sept 22	Community Engagement Specialist/Comms Advisor
 EDM Newsletter	Event– 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist
 Website News	Event– 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist/Website Coordinator
 Social Media Event	Event– 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist
 Website Event	Event– 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist/Website Coordinator
 Newspaper Media Release	Event– 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist/ Comms Advisor
 Street Meet letter box drop	Event– 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist/BFRG
 Social Media	Event Post – 1 <sup>st</sup> Street Meet Maida Vale		3 Sept 22	Community Engagement Specialist
 Social Media Advert	Meta Advert – Burn SMART		3 Sept 22	Community Engagement Specialist
 Social Media	Post – Burn SMART		3 Sept 22	Community Engagement Specialist
 Social Media	Post – FHRN		7 Sept 22	Community Engagement Specialist
 Social Media	Story – Burn SMART		9 Sept 22	Community Engagement Specialist
 Social Media	Event - 1 <sup>st</sup> Street Meet Maida Vale		16 Sept 22	Community Engagement Specialist
 <b>1<sup>st</sup> Street Meet</b>	Maida Vale		17 Sept 22	CESM, City FCO's, Brigades, BFRG
 EDM Newsletter	Event – 2 <sup>nd</sup> Street Meet Gooseberry Hill		17 Sept 22	Community Engagement Specialist
 Website News	Event – 2 <sup>nd</sup> Street Meet Gooseberry Hill		17 Sept 22	Community Engagement Specialist/Website Coordinator
 Social Media Event	Event – 2 <sup>nd</sup> Street Meet Gooseberry Hill		17 Sept 22	Community Engagement Specialist
 Website Event	Event – 2 <sup>nd</sup> Street Meet Gooseberry Hill		17 Sept 22	Community Engagement










				Specialist/Website Coordinator
 Newspaper Media Release	Event – 2 <sup>nd</sup> Street Meet Gooseberry Hill	17 Sept 22		Community Engagement Specialist/ Comms Advisor
 Street Meet letter box drop	Event – 2 <sup>nd</sup> Street Meet Gooseberry Hill	17 Sept 22		Community Engagement Specialist/BFRG
 Social Media	Post – Event Burn SMART Live Demo + 2 <sup>nd</sup> Street Meet Gooseberry Hill	17 Sept 22		Community Engagement Specialist
 Social Media	Story – DFES	21 Sept 22		Community Engagement Specialist
 Social Media	Story – FHRN	23 Sept 22		Community Engagement Specialist
 EDM Newsletter	Event – Burn SMART Live Demo	24 Sept 22		Community Engagement Specialist
 Website News	Event – Burn SMART Live Demo	24 Sept 22		Community Engagement Specialist/Website Coordinator
 Social Media Event	Event – Burn SMART Live Demo	24 Sept 22		Community Engagement Specialist
 Website Event	Event – Burn SMART Live Demo	24 Sept 22		Community Engagement Specialist/Website Coordinator
 Newspaper Media Release	Event – Burn SMART Live Demo	24 Sept 22		Community Engagement Specialist/ Comms Advisor
 Social Media	Post – FHRN	25 Sept 22		Community Engagement Specialist
 Social Media	Story – Burn SMART	26 Sept 22		Community Engagement Specialist
 Social Media	Post – DFES	28 Sept 22		Community Engagement Specialist
 Social Media	Post – Burn SMART	30 Sept 22		Community Engagement Specialist
 Social Media Advert	Meta Advert – FHDR	1 Oct 22		Community Engagement Specialist
 Social Media	Story – FHRN	1 Oct 22		Community Engagement Specialist
 EDM Newsletter	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement Specialist
 Website News	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement

				Specialist/Website Coordinator
  Social Media Event	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement Specialist
  Website Event	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement Specialist/Website Coordinator
 Newspaper Media Release	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement Specialist/ Comms Advisor
 Street Meet letter box drop	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement Specialist/BFRG
 Social Media	Event– 3 <sup>rd</sup> Street Meet Lesmurdie	1 Oct 22		Community Engagement Specialist
 <b>2<sup>nd</sup> Street Meet</b>	Gooseberry Hill	1 Oct 22		CESM, City FCO's, Brigades, BFRG
 Social Media	Post - Waste	2 Oct 22		Community Engagement Specialist
 Social Media	Post – DFES	4 Oct 22		Community Engagement Specialist
 Social Media	Post – FHRN	7 Oct 22		Community Engagement Specialist
 Social Media	Post - Event 2 <sup>nd</sup> Street Meet Paul's Valley	7 Oct 22		Community Engagement Specialist
 <b>Burn SMART Live DEMO</b>		8 Oct 22		CESM, City FCO's, Brigades, BFRG
 Social Media	Story - FHRN	9 Oct 22		Community Engagement Specialist
 Social Media	Post - Event RUI	9 Oct 22		Community Engagement Specialist
 Shopping Centre Engagement Booth	Kalamunda – static display	12 Oct 22		City EMS / CESM / Community Engagement Specialist
 Social Media	Post – Event 3 <sup>rd</sup> Street Meet Lesmurdie	14 Oct 22		Community Engagement Specialist
 <b>3<sup>rd</sup> Street Meet</b>	Lesmurdie	15 Oct 22		CESM, City FCO's, Brigades, BFRG
 Social Media	Post – FHRN	15 Oct 22		Community Engagement Specialist
 Social Media	Post – FHRN	19 Oct 22		Community Engagement Specialist
 Social Media	Post – Event RUI	22 Oct 22		Community Engagement Specialist

 Social Media	Post – FHRN	23 Oct 22	Community Engagement Specialist
 Social Media	Story – DFES	25 Oct 22	Community Engagement Specialist
 RUI	Paulls Valley	29 Oct 22	CESM, City FCO's, Brigades, BFRG
 Social Media	Post – FHRN	30 Oct 22	Community Engagement Specialist
 Social Media	Post – DFES	6 Nov 22	Community Engagement Specialist
 FHRN	FHRN compliance Due	1 Nov 22	FCO's
 Shopping Centre Engagement Booth	Forrestfield – static display	9 Nov 22	City EMS / CESM / Community Engagement Specialist
 Social Media	Story – DFES	11 Nov 22	Community Engagement Specialist
 Social Media	Post – DFES	21 Nov 22	Community Engagement Specialist
 Social Media	Story – City Preparedness Messaging	25 Nov 22	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	29 Nov 22	Community Engagement Specialist
 Social Media	Post – DFES	1 Dec 22	Community Engagement Specialist
 Social Media	Post – Waste	3 Dec 22	Community Engagement Specialist
 Social Media Advert	Meta Advert – DFES My Bushfire Plan	4 Dec 22	Community Engagement Specialist
 Social Media	Post – DFES	13 Dec 22	Community Engagement Specialist
 Social Media	Story – DFES	17 Dec 22	Community Engagement Specialist
 Social Media	Story – Waste	18 Dec 22	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	25 Dec 22	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	30 Dec 22	Community Engagement Specialist
 Social Media	Story – DFES	2 Jan 23	Community Engagement Specialist

 Social Media	Post - City Preparedness Messaging	5 Jan 23	Community Engagement Specialist
 Social Media	Story – Waste	7 Jan 23	Community Engagement Specialist
 Social Media	Post – Waste	11 Jan 23	Community Engagement Specialist
 Social Media	Post – DFES	15 Jan 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	22 Jan 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	24 Jan 23	Community Engagement Specialist
 Social Media Advert	Meta Advert - City Preparedness Messaging	27 Jan 23	Community Engagement Specialist
 Social Media	Story – DFES	28 Jan 23	Community Engagement Specialist
 Social Media	Post – DFES	31 Jan 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	1 Feb 23	Community Engagement Specialist
 Social Media	Story – Waste	3 Feb 23	Community Engagement Specialist
 Social Media	Post – DFES	4 Feb 23	Community Engagement Specialist
 Social Media	Story – DFES	6 Feb 23	Community Engagement Specialist
 Social Media	Post – Waste	12 Feb 23	Community Engagement Specialist
 Social Media	Story – DFES	16 Feb 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	18 Feb 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	20 Feb 23	Community Engagement Specialist
 Social Media	Post – DFES	25 Feb 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	28 Feb 23	Community Engagement Specialist



 Social Media	Story - City Preparedness Messaging	4 March 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	4 March 23	Community Engagement Specialist
 Social Media	Story – DFES	7 March 23	Community Engagement Specialist
 Social Media	Post – Waste	11 March 23	Community Engagement Specialist
 Social Media	Post – DFES	12 March 23	Community Engagement Specialist
 Social Media	Story – Waste	17 March 23	Community Engagement Specialist
 Social Media	Story – DFES	23 March 23	Community Engagement Specialist
 Social Media	Post – DFES	26 March 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	29 March 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	31 March 23	Community Engagement Specialist
 Social Media	Story – Waste	2 April 23	Community Engagement Specialist
 Social Media	Post – DFES	7 April 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	9 April 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	11 April 23	Community Engagement Specialist
 Social Media	Post – DFES	15 April 23	Community Engagement Specialist
 Social Media	Story – DFES	16 April 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	26 April 23	Community Engagement Specialist
 Social Media	Post - City Preparedness Messaging	28 April 23	Community Engagement Specialist
 Social Media	Story - City Preparedness Messaging	2 May 23	Community Engagement Specialist

	 Social Media	Post - City Preparedness Messaging	6 May 23	Community Engagement Specialist
	 Social Media	Post – DFES	14 May 23	Community Engagement Specialist
	 Social Media	Story – DFES	17 May 23	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	June 2023	EMS/Community Engagement Specialist
	Evaluation and Assessment	Internal presentations and release findings: Collate Community collaboration feedback for Project Team	June 2023	EMS
	Findings presented to Council for Endorsement	Council Meeting	TBC	EMS
	Community Engagement Report developed and posted		June 2023	Community Engagement Specialist