



DELIVERING
FOR QUEENSLAND

Department of the Premier and Cabinet
Crisis Communication Network



Queensland
Government

Queensland Government Crisis Communication Network (CCN)

What: The CCN supports the lead agency and provides overall direction for Whole-of-Government communication and stakeholder engagement.

Who: The CCN is made up of Heads of Communications (HOCS) from key state government departments, statutory bodies and government owned corporations.

How: In collaboration with the lead agency, the CCN is responsible for planning and delivering WOG communication plans, emergency campaigns and/or stakeholder engagement activity for key crises.



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Photo credit: Queensland Reconstruction Authority



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How does the CCN work with the lead agency and SDCC?

LEAD AGENCY

Responsible for:

- coordinating and delivering operational communication response including social media, media conferences etc.

CRISIS COMMUNICATION NETWORK

Includes: Chair, Deputy Chair and CCN members

Responsible for:

- providing overall communication support and direction.

PUBLIC INFORMATION CAPABILITY (PIC)

Includes: communication staff from lead agency and across other agencies

Responsible for:

- whole-of-government talking points
- media and social media monitoring
- liaising with agencies.

CRISIS COMMUNICATION NETWORK SECRETARIAT TEAM

Staffed by DPC

Responsible for:

- offering advice and direction about briefing of key stakeholders.
- assisting Smart Service Queensland to coordinate script updates.

All Hazards preparedness

The DPC All Hazards Crisis Capability

- Coordinates the Queensland Government's crisis communications response through collaboration with agencies across all levels of government.
- Manages the Crisis Communication Plan, leads scenario training, coordinates crisis communication processes and policies and supports the CCN.

Planning

- Delivers WoG training exercise schedule with a communications focus throughout the year as part of ongoing preparedness activities.
- Coordinates regular meetings of the Crisis Communication Advisory Group (CCAG)
- delivers multiple training exercises with a communications focus throughout the year as part of ongoing preparedness activities.

Response

- Secretariat to the CCN during activations.

Photo credit: Queensland Fire Department



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Digital Intelligence Community Engagement (DICE)

DICE metrics for proactive posts in community groups.

Interactions include reactions, comments, shares and link clicks.

Activation 1 – TSV

- Reach 464,939
- Interactions – 5,732

Activation 2 – Alfred

- Reach 570,719
- Interactions 13,622

Activation 3 – West QLD

- Reach 17,418
- Interactions 250

* Metrics not available for reactive comments.

Public Engagement

A team which is in 1000+ community social media groups, engaging with Intel and commenting directly to ensure matters are reported to police and to limit misinformation.

- **Monitor** community groups, and social accounts of key stakeholders and agencies.
- **Comment and engage with community online** to address community concerns and prevent misinformation.
- **Amplify community safety messaging** by commenting and engaging with these posts.
- Compile and provide **sentiment reports** based off online commentary (used for operational purposes).



QPS - How We Operate:

Three teams in one

Qld Police Media Operational Media Response

*24/7 support on
media issues and
requests*

DICE

- *Within community social media groups,*
- *Comment directly to groups*
- *Ensure matters are reported to police and to limit misinformation.*

Public Information Capability

*Led by QPS, managed by
the Crisis Communication
Network (CCN).*



Media Operations Team:

**TC Alfred coverage:
(Sunday March 2 to Thursday, March 13,
2025)**

MOR team coordinated in more than 40 press conferences across all impacted areas.

- 21 media releases.
- 26 Emergency Alerts issued.
- QPS/SES interviews conducted.
- Journalist ride-along requests in local areas.
- Social media posts and engagements throughout.
- 229 AWS Compliant Warnings cross 19 Local Governments.



Public Information Capability (PIC)

Stakeholder Engagement

*Led by QPS, managed by
the Crisis Communication
Network (CCN).*

- Coordinate and **collate Whole of Government key messaging** reports during disasters or crises.
- **Reports** provide single point of truth to ensure **alignment in safety messaging**.
- PIC is made up of WoG representatives rostered on to assist with reporting.
- Activation of PIC is determined outside of typical SDCC/SPOC cells or capabilities – it is coordinated by the **Crisis Communication Network (CCN)**.



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Social Media Team

Content includes a mix of emergency alerts, weather updates, road closures and media releases related to the severe weather events.

Facebook stats

Activation 1 – TSV

- Reach 3,582,649
- Interactions 72,014

Activation 2 – Alfred

- Reach 15,436,378
- Interactions 397,066

Activation 3 – West QLD

- Reach 270,267
- Interactions 3,327

X stats

Activation 1 – TSV

- Impressions 106,496
- Interactions 528

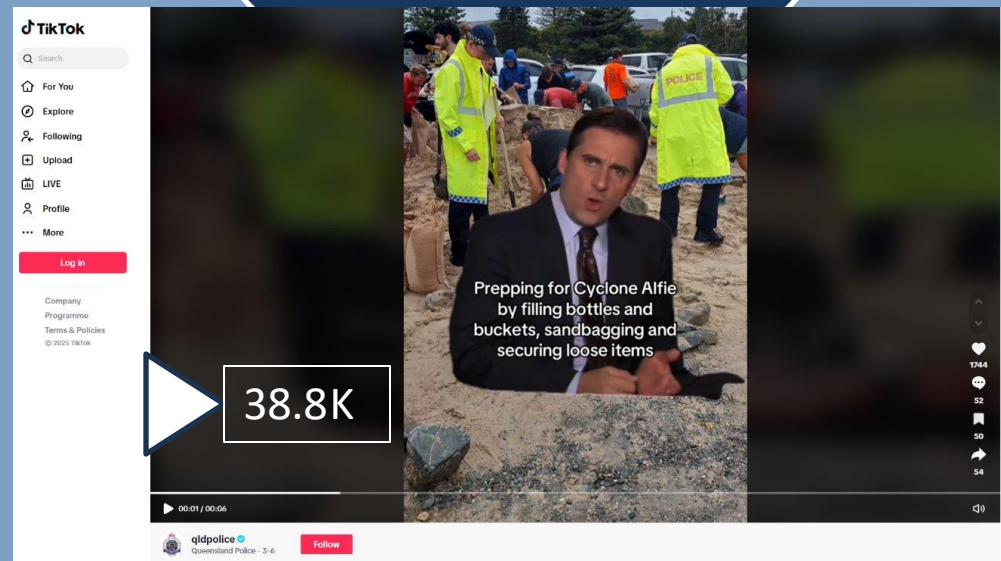
Activation 2 – Alfred

- Impressions 186,588
- Interactions 1,485

Activation 3 – West QLD

- Impressions 10,699
- Interactions 50

- Regional Media and social media officers
- Based in Cairns, Townsville, Gold Coast
- Assist in the District Disaster Management Centres (DDMGs) or Regional Police Operations Centres (RPOCs) where needed.
- Multiple platforms – FB, X Instagram, TikTok.



**Metrics from X have been separated as they only provide impressions.*

