

Effective Communication- Communities and Bushfire Research Project Tasmania, Victoria & Western Australia* State-level initial findings

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Challenges



Action

- Changing awareness into preparedness
- Promoting a community engagement approach
- Managing public expectations

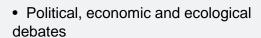
Communication

- · Using social media effectively
- Lack of resources to evaluate messages
- Increasing public demand for information



- Engaging hard to reach groups
- Changing communities
- Competing interest groups

Context



- Geographical characteristics
- Complex multi-agency working environment

At the moment 98% of our brigades have a focus on fire fighting. It's only a handful that also do community development work. So an early challenge for us is to encourage other brigades to take that approach too.

TFS (Tasmania)

The number of bushfire incidents has not changed significantly. It's about the public's expectation that every time there's smoke there will be a warning.

FESA (WA)

You develop something like resource and they'll say, oh we're not happy with that word, catastrophic. We've recently had discussions with Tourism Victoria, about the impact of all this on tourism, particularly for the rural sector.

MFB (Victoria)

There's always people affected and dissatisfied with what we are doing. The challenge for us is to get across a message which is conflictual

PWS (Tasmania)



*NSW research interviews commenced July 2011

