Bumper Stickers, DVDs, Supermarkets & Tweets

Effective Communication - Communities and Bushfire
A Bushfire CRC research project

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Outline of project

- Interaction
- Complexity
- Relationships
- Social context

Statement about the Grid Data

Conclusion about the Grid

- Research resource
- First Australia-wide collection
- Understand different approaches

What are we doing and where?

Interface

Change

Rural

Description of Agencies

Source

We work on those messages that we think are generic to [name of place]. We do refer to FESA materials and websites if it's something that's a general safety message or community message regarding bushfires; we'll use that as well, we don't want to invent the wheel.

[*As an Incident Controller*] I'd use the established FESA communication system and the basic format there…[its] a tick and flick almost box of what you want the message to be. We go through the FESA content and get that out through their communication channels with the various media outlets.

CRCWAST 09 Emergency Service Coordinator, local government, WA

Source

…rather than risk getting at cross purposes with the Fire Service, which is sort of the lead authority and has a clearly defined community protection, community safety obligation and the resources to discharge those obligations and responsibilities, I'd certainly prefer us to work in co-operation and probably put out those messages under the Fire Service lead. We might finish up with a Forestry logo and a Park Service logo somewhere in the advertisement or in the presentation and we'd chip into the message and we'd chip in for the cost of it, but that's somewhere where at the end of the day the Fire Service is apolitical or non-political. The Fire Service commands community respect I guess you'd say, community support untainted by politics and consequently we can get a message out better through Tasmania Fire Service on the basis of their, I guess accepted integrity or their accepted standing in the community.

CRCTASST 02 Forestry Tasmania

Content

Well a message from an organisation to a community say or to people. Each person does something different with the message. The message has no intrinsic meaning to it, it all comes from the context that it's applied to.

Every person's context is different. So we are actually working with the context yeah we are not dealing with the messaging. We are recognising that there is a whole lot of knowledge already there, a whole lot of capability already there that people are not the empty vessel to be filled up with.

CRCVICST 07 DSE

So the local areas though will often develop and we do encourage this, they'll come up with initiatives that work in their local area. We're quite comfortable with that. Everything doesn't have to go through a state level control. Local people can, as long as it's consistent with the general, broad message we have, it's fine for people to develop local things.

CRCNSWST 01 NSW RFS

Mode

Like the [name of] Shire don't publish anything in their Firebreak Notice about campfires, whereas the [name of] Shire has quite a specific note about where and when you can have campfires, how they should be constructed. You can have a ground fire but it has to be built this way, you have to extinguish afterwards. So they're quite prescriptive in their Firebreak Notice about it.

CRCWAST 06 Regional Role, DEC WA

For preparedness [messages], it's largely through local media and…radio and print generally and TV news. It's direct targeting of the local paper or the local TV station.

CRCWAST 04 Media & Public Affairs, FESA, WA

Audience

I think it's all about understanding who you're trying to get through to. There would be that broad, when you're doing state wide commenting on fire or ahead of the fire season stuff, then you've got to make it a broad church type of approach. But when you're talking to particular areas, then you may want to tailor your message to- and that may include certain genders.
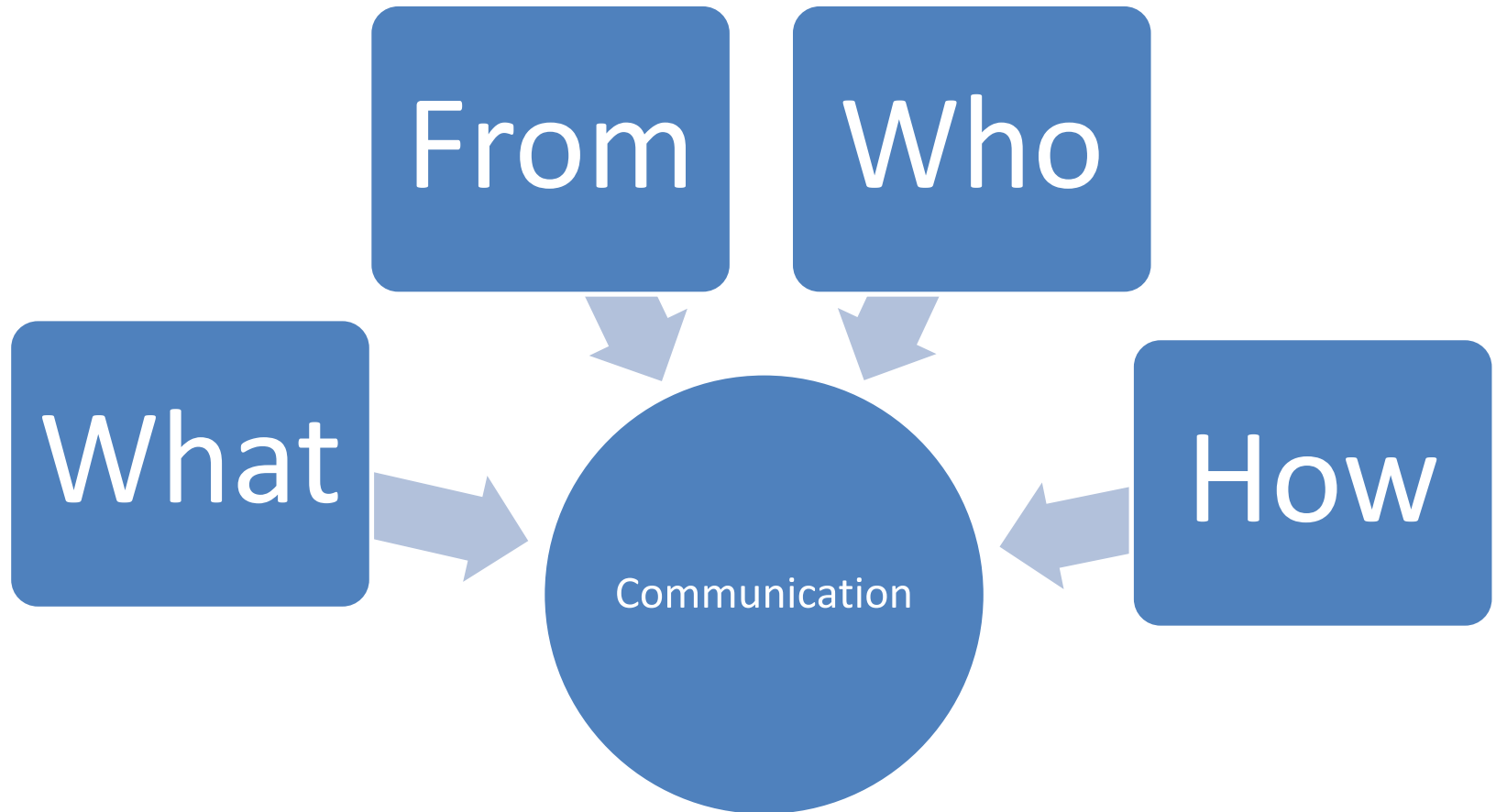
CRCNSWST 01 NSW RFS

Community Safety does specific information messaging aimed at CALD communities. So they do programs that are aimed at engaging people who are new to the country and who may not speak English as a first language.

The Department of Justice campaign is pretty generic. Its primary audience is the 52 high-risk areas, most at risk areas. Because you know they're not the only high-risk areas…Then the rest of Victoria as the next tier down. But they also will do specific campaign ads that are aimed at tourists. People who you know live in Fitzroy and might go to the Great Ocean Road and get caught by a fire in the summer.

CRCVICST 09 CFA

Dimensions of the Communication Process

Unitary – Pluralistic Scale

Single   Many

Unitary – Pluralistic Scale

Single   Many

Conclusions

- Summing up
- Social, political & economic
- What next?

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