

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	 Flyers for key contact centres Home page web banner Media releases Outdoor advertising Pop-up displays 	June 2022	Community Engagement Specialist
	Engagement	 Dedicated web landing page – Have your Say Engagement HQ Poll Functions bookings for workshops 	June 2022	Community Engagement Specialist
	Communications and Engagement Plan approved	Internal approval:	June 2022	Customer and Public Relations Team
	Production	 Flyers/handouts Posters/banners Collateral/merchandise Outdoor VMB 	June 2022	Customer and Public Relations Team
	Develop collaborative sessions	 Determine information and format of sessions based on interim feedback 	July 2022	Community Engagement Specialist / Project Team
	Finalise Events	Venue bookingsAttendanceWorkshop material	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
	圓 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/Commu nity Engagement
	Photo shoots of FCO's for media library		Ongoing throughout season	Community Safety/FCO/Commu nity 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 st Street Meet Maida Vale	3 Sept 22	Community Engagement Specialist
	Website News	Event— 1 st Street Meet Maida Vale	3 Sept 22	Community Engagement Specialist/Website Coordinator
	31 Social Media Event	Event— 1 st Street Meet Maida Vale	3 Sept 22	Community Engagement Specialist
	31 🖳 Website Event	Event— 1 st Street Meet Maida Vale	3 Sept 22	Community Engagement Specialist/Website Coordinator
	Newspaper Media Release	Event— 1 st Street Meet Maida Vale	3 Sept 22	Community Engagement Specialist/ Comms Advisor
	Street Meet letter box drop	Event– 1 st Street Meet Maida Vale	3 Sept 22	Community Engagement Specialist/BFRG
	Social Media	Event Post – 1 st 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 st Street Meet Maida Vale	16 Sept 22	Community Engagement Specialist
	1 st Street Meet	Maida Vale	17 Sept 22	CESM, City FCO's, Brigades, BFRG
	EDM Newsletter	Event – 2 nd Street Meet Gooseberry Hill	17 Sept 22	Community Engagement Specialist
	Website News	Event – 2 nd Street Meet Gooseberry Hill	17 Sept 22	Community Engagement Specialist/Website Coordinator
	31 Social Media Event	Event – 2 nd Street Meet Gooseberry Hill	17 Sept 22	Community Engagement Specialist
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			Specialist/Website Coordinator
Newspaper Media Release	Event – 2 nd Street Meet Gooseberry Hill	17 Sept 22	Community Engagement Specialist/ Comms Advisor
Street Meet letter box drop	Event – 2 nd Street Meet Gooseberry Hill	17 Sept 22	Community Engagement Specialist/BFRG
Social Media	Post – Event Burn SMART Live Demo + 2 nd 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
31 Social Media Event	Event – Burn SMART Live Demo	24 Sept 22	Community Engagement Specialist
31 🖳 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 rd Street Meet Lesmurdie	1 Oct 22	Community Engagement Specialist
Website News	Event– 3 rd Street Meet Lesmurdie	1 Oct 22	Community Engagement

Social Media Event—3rd Street Meet Lesmurdie 1 Oct 22 Community Engagement Specialist 1 Oct 22 Community Engagement Specialist 1 Oct 23 Community Engagement Specialist 1 Oct 24 1 Oct 25 Community Engagement Specialist 1 Oct 26 1 Oct 27 1 Oct 27 1 Oct 28 1 Oct 28 1 Oct 28 1 Oct 29 1 Oct 20				
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Social Media	Post – FHRN	23 Oct 22	Community Engagement Specialist
Social Media	Story – DFES	25 Oct 22	Community Engagement Specialist
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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
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Engagement	Social Media	Post - City Preparedness Messaging	28 April 23	Engagement Specialist
	Social Media	Story - City Preparedness Messaging	2 May 23	Engagement

	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