Communicating Warnings: The Australian Experience

Submitted by: Australia
Communicating Warnings; The Australian Experience

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Australia’s Challenges

- A mobile population
- A vast geography with many different hazard types and environments
- A diversity of communication platforms (radio, tv, fixed line telephones, 3G & 4G mobile telephony, mobile broadband, and internet)
- Incomplete mobile phone coverage (blackspots)
- Differing language proficiency (including tourists)
Warnings in Australia

Australia's Total Warning System

- Situational awareness
- Monitoring and prediction
- Community response
- Interpretation
- Communication
- Message construction
- Building community resilience
- Organisational readiness
- Continuous review and improvement
Australian Approach

Warning Principles
1. Life-saving
2. Empowering
3. Trusted, authoritative, verifiable
4. Scaled based on risk
5. Timely, targeted and tailored
6. Conveying Impact
7. Including a call-to-action
8. Clearly communicated
9. Readily accessible
10. Part of a bigger picture

Message construction
• Assumptions
• Language
• Stress
• Timing
• Consistency
• Information
Simple Fire Warning Symbology

- Advice
- Watch and Act
- Emergency Warning

[Image of map with fire warnings]
Emergency Alert – a targeted warning system

![EMERGENCY ALERT](image)

**Create Message**

**Campaign Identifier:**
- VIC CPA - 20091204 - Olinda Sassafras - Ember Attack

**Validity Period:**
- 1:30 for 1 hour and 30 minutes

**SMS Message:**
- Bushfire Emergency Warning from CPA. Dibong Ranges expect ember attack seek shelter now & check ABC Radio or www.cfa.vic.gov.au 4/12/09

**Voice Message:**
- This is a BushFire Emergency Warning from the Country Fire Authority. A bushfire is burning on the western face of the Dibong Ranges. Expect ember attack in your immediate area. Take immediate shelter and listen to ABC Radio or check www.cfa.vic.gov.au this message was sent on 4/12/09 at 11:47hrs.

**Voice Type:**
- Male Voice
- Female Voice

![Mobile Phone Display](image)
Aim:
A consistent message, regardless of the way it's communicated
Meeting the Challenges

- Technology
- Authoritative vs available information
- Community expectations
- Cost
Thank you

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