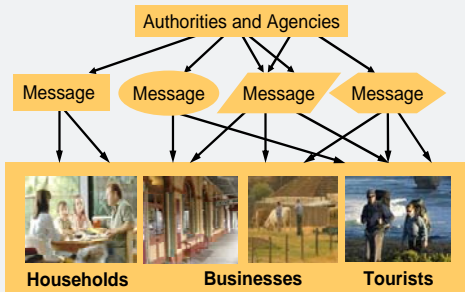


Bushfire Communication Schema – Tracking Variety of Sources, Modes and Audience

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Communication Issues

Different authorities and agencies provide different communication material and different messages.



In Victoria authorities and agencies include:

- Department of Premier and Cabinet
- Department of Justice – Office for the Emergency Services Commissioner
- Department of Justice – Fire Services Commissioner
- Department of Justice (Strategic Communications)
- Department of Primary Industries
- Department of Health
- Department of Education
- Department of Sustainability and the Environment
- VicRoads
- Tourism Australia
- Municipal Association of Victoria
- Country Fire Authority
- Victoria Police
- Metropolitan Fire Brigade

The consequences are:

- potentially contradicting messages.
- lack of an asset database of material
- Information overload

Communication Schema

The communication “schema” is a database that tracks multiple communication sources, modes of communication, content and audiences. It is a research and planning tool for bushfire communication.

The communication schema captures the complexity of ways communication data is sourced, presented and disseminated. It will allow an evaluation of key messages or themes in relation to bushfire preparedness.

Modes of Communication

In Victoria, the formation of the Fire Communications Taskforce was described:

“So the Fire Communications Task Force, chaired by the Director of Strategic Communications, Stratcoms, was set up, and basically would bring together all of the agencies across government’s communications people that were putting out messages to sort of say, let’s have a handle on what messages you’re putting out there.”

Communication takes place in a variety of delivery modes, such as street corner meetings, radio and television commercials, mail-outs, posters, street signs, booklets and pamphlets.



Range of Distributed Material - Assets

Overarching Campaign	Agency	Scheme	Form (Media/Mode)	Examples of Materials	Audience



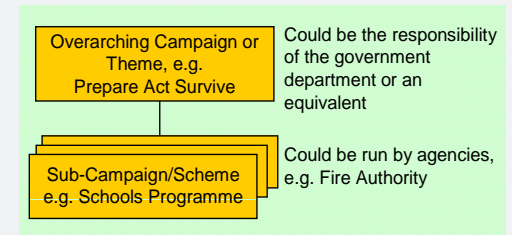
Range of Delivery Modes



Audience and Purpose

The schema is important as a research “dashboard” for information and advice. This includes the following classification:

- 1. Overarching Campaign/Theme:** The type of bushfire programme or event.
- 2. Responsible Agency:** The agencies that transmit or are responsible for the information.
- 3. Scheme:** Any scheme, or sub-campaign that involves communication activity. These relations are illustrated below:



4. Form of Communication (Media/Mode):

This may be in the form of a printed pamphlet, a letter, road signage, sticker or radio/television.

5. Intended/Actual Audience:

The audience type – such as the general public, school children, tourists, holiday home owners, elderly etc.

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