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| Insert Local Government Name |
| Bushfire Risk Management Planning |
| **COMMUNICATION STRATEGY** |

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The text included in this template is suggested for use and may be amended as required. Consideration should be given to the intended audience of the Communication Strategy. Please remove ALL drafting notes (identified in blue) before submitting.

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| Document Control |
| **Document Name** | Bushfire Risk Management Plan Communications Strategy |
| **Document Owner** | Local Government, CEO |
| **Document Location** | Add as required |
| **Current Version** | 1.1 |
| **Issue Date** | DD/MM/YYYY |
| **Next Review Date** | DD/MM/YYYY |

# Introduction

A Bushfire Risk Management (BRM) Plan is a strategic document that outlines the approach to the identification, assessment and treatment of assets exposed to bushfire risk within the Insert Local Government Name
This Communication Strategy accompanies the BRM Plan for the Insert Local Government Name

It documents the:

* communication objectives;
* roles and responsibilities for communication;
* key stakeholders;
* stakeholders engaged in the development of the BRM Plan and Treatment Schedule; and
* Communication Plan for the implementation and review of the BRM Plan including: target audiences and key messages at each project stage; communication risks and strategies for their management; and communication monitoring and evaluation procedures.

#  Communications Overview

##  Communication Objectives

The communication objectives for the development, implementation and review of the BRM Plan for the
Insert Local Government Name are as follows:

1. Key stakeholders understand the purpose of the BRM Plan and their role in the BRM planning process.
2. Stakeholders who are essential to the BRM planning process, or can supply required information, are identified and engaged in a timely and effective manner.
3. Relevant stakeholders are involved in decisions regarding risk acceptability and treatment.
4. Key stakeholders engage in the review of the BRM Plan as per the schedule in place for the local government.
5. The community and other stakeholders engage with the BRM planning process and as a result are better informed about bushfire risk and understand their responsibilities to address bushfire risk on their own land.
6. Insert additional objectives as required

## Communication Roles and Responsibilities

Insert Local Government Name is responsible for the development, implementation and review of the Communication Strategy. Key stakeholders support local government by participating in the development and implementation of the Communications Strategy as appropriate. An overview of communication roles and responsibilities follows:

List the roles (not names) and their communication responsibilities.

CEO, Insert Local Government Name, is responsible for endorsement of the BRM Plan

Communications Strategy.

Director, Communications and Media Team Insert Local Government Name, responsible for external communication with the local government area.

Bushfire Risk Management Planning Coordinator, Insert Local Government Name, responsible

for operational-level communication between the Shire and the Department of Fire and Emergency Services.

## Key Stakeholders for Communication

The following table identifies key stakeholders in BRM planning process, its implementation and review. These are stakeholders that are identified as having a significant role or interest in the planning process or are likely to be significantly impacted by the outcomes.

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| **Who is the stakeholder?**Consider government agencies, interest groups and service providers. | **What is their role or interest that makes them a stakeholder?**Consider if they are an asset owner, land owner or manager, treatment manager or interested party. | Consider how the implementation of the BRM Plan will impact each stakeholder and then assign them a rating of High, Medium or Low. | **What level of engagement is necessary for the stakeholder?**Inform, consult, involve, collaborate or empower? |
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| Stakeholder  | Role or Interest | Level of impact of outcomes | Level of engagement |

# Communications Log – Development of the BRM Plan and Treatment Schedule

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| Timing of communication | Stakeholders | Purpose | Summary | Communication Method | Lesson Identified | Follow up |

This Communications Log captures the communications with key internal and external stakeholders that occurred during the development of the BRM Plan and associated Treatment Schedule. Record any significant conversations, community engagement events, emails, meetings, presentations, workshops and other communication initiatives.

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| Development of the BRM Plan |
| When did this communication occur? | Who was the stakeholder or target audience? | What was the purpose of the communication? | What topics were discussed? | What communication method did you use? | Were there any issues or lessons identified? | Was there any follow up required? |
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# Communications Plan – Implementation and Review of the BRM Plan

This Communications Plan outlines the key communication initiatives that will be undertaken during the implementation and review of the BRM Plan.

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| **Timing of communication** | **Stakeholders** | **Communication Objective(s)** | **Communication Method** | **Key Message or Purpose** | **Responsibility** | **Identified Risks to Communication** | **Strategy to Manage Risks** | **Monitoring and Evaluation Method** |
| What is the timeframe or date for this communication? | Who is the stakeholder(s) or target audience? | Which communication objective(s) does this activity support or achieve? | How are you communicating (e.g. email, meetings) and how often? What resources are required? | What is the key message or purpose that needs to be understood? | Who is responsible for planning and undertaking the communication activity? | What could reduce the effectiveness of the communication? | What will be done to reduce the likelihood of this happening? | How will you know if your communication was successful? |
| Implementation of the BRM Plan  |
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| Review of the BRM Plan |
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