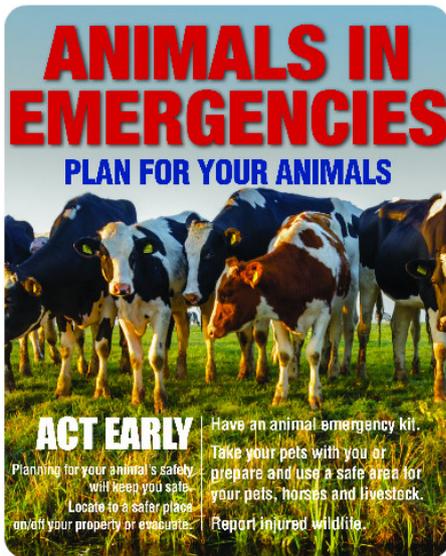




EMERGENCY MANAGEMENT | PROGRAM NAME

DPI emergency response roles – Public Information





Department of Primary Industries

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DPI Emergency Response Roles

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More information

Emergency Management Unit, Biosecurity and Food Safety

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Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing (March 2018). However, because of advances in knowledge, users are reminded of the need to ensure that information upon which they rely is up to date and to check currency of the information with the appropriate officer of the Department of Primary Industries or the user's independent adviser.

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Introduction

NSW Department of Primary Industries (DPI) is the combat agency for plant and animal biosecurity emergencies in NSW (including locusts) and a supporting functional area agency for natural disasters (e.g. bush fire and floods) and other emergencies (e.g. marine pollution).

DPI incident management structures are consistent with Incident Control System (ICS) and Australasian Inter-service Incident Management System (AIIMS).

The five principles of AIIMS which guide the application of the system flexibility, management by objectives, functional management, unity of command, and span of control should be considered when interpreting the organisational charts and implementation of the roles in this manual.

Responsibility for incident resolution sits with the Incident Controller at the local level. Coordination activities may occur at the regional and state levels. The [NSW DPI Concept of Operations](#) outlines control and coordination levels.

Roles and structures may vary with biosecurity (combat agency) and functional area responses. Organisational charts are included to clarify structures, where relevant, for example [Chart 1](#).

How to use this manual

Team Leader and Support roles are generic in some functions. This allows for flexibility based on the complexity, scale and nature of the incident. For larger incidents, multiple support roles may be required with each role being assigned one or two responsibilities from the role description. It is the responsibility of the Team Leader or function Officer to assign tasks and ensure the unit or function responsibilities are met, respectively. In smaller incidents, support, team leader and officer role responsibilities maybe addressed by a single role, usually the officer role.

Each organisational chart is a guide and will vary with each incident. The roles are link to the organisational chart. Not all incidents and responses are the same but there are common management structures that apply across all hazards in which DPI is a controlling or supporting agency. There is a need to identify and communicate the management structure of an incident, to ensure that an appropriate level of coordination, resources and support are provided in order to achieve successful resolution.

This manual provides examples of management structures; resource coordination levels and operational centre capability will be applicable to certain responses depending on decision

making requirements and whether the incident is of local, region or state significance. These are guides and serve to provoke thought about what factors would influence a controlling / commanding officer in gathering information, making and implementing decisions that resolve an emergency.

Decision making

This manual is a guide for decision making about roles required to resolve an emergency. To apply this manual consideration needs to be given to a number of factors. Factors that can be considered (but not limited to) in determining emergency response roles include:

- The number of agencies/organisations involved
- The scale and/or potential impacts of the emergency
- The number and types of emergency operations centres required
- The level of resource coordination required
- The nature, extent and the source of the resources required.

Local, region and state

This manual will be applied at local, region or state level using the principles (flexibility, management by objective etc) of incident management to determine the roles necessary. This manual will be applied during:

- An incident which requires a localised response, being managed by local resources with little or no external support. Facilities and roles needed for managing the response are small scale.
- An incident which requires a localised or regional response, being managed primarily at the local level, with some support being coordinated at a state level. A dedicated Local Control Centre and perhaps a small scale State Coordination Centre may be required to manage the response.
- An incident which requires a state wide response, being managed primarily at a state level. This may include the establishment of one or more Local Control Centres and a fully operational State Coordination Centre. Some resource support may be provided from outside the responsible agency or state, using established emergency management arrangements, or cross border agreements.

References

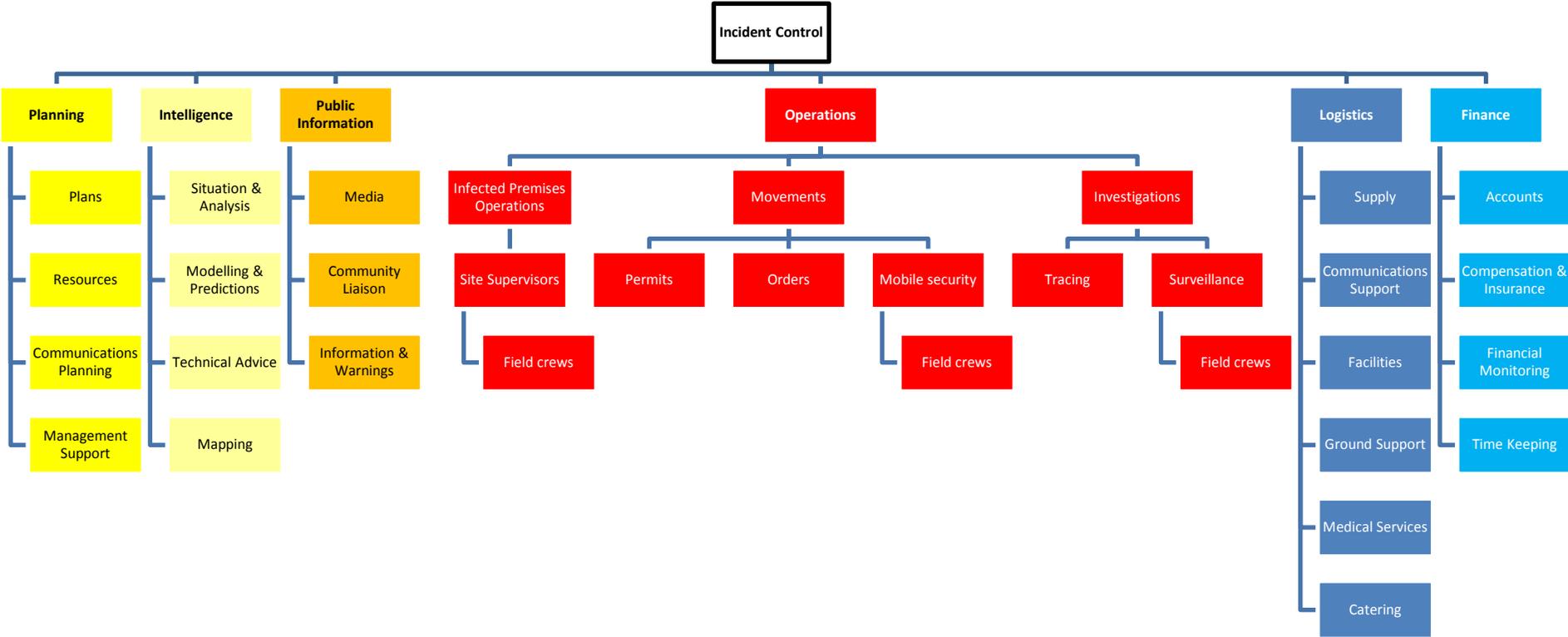
[Australian Veterinary Emergency Plan \(AUSVETPLAN\) - Control centre management manual Part 1 – Managing an emergency animals disease response](#)

[Australian Veterinary Emergency Plan \(AUSVETPLAN\) - Control centre management manual Part 2 – Operational centres: functions and linkages](#)

[Australasian Inter-Service Incident Management System \(AIIMS\) – 2017](#)

[NSW Department of Primary Industries Emergency Management](#)

Chart 1: Biosecurity organisational chart example at the local control centre

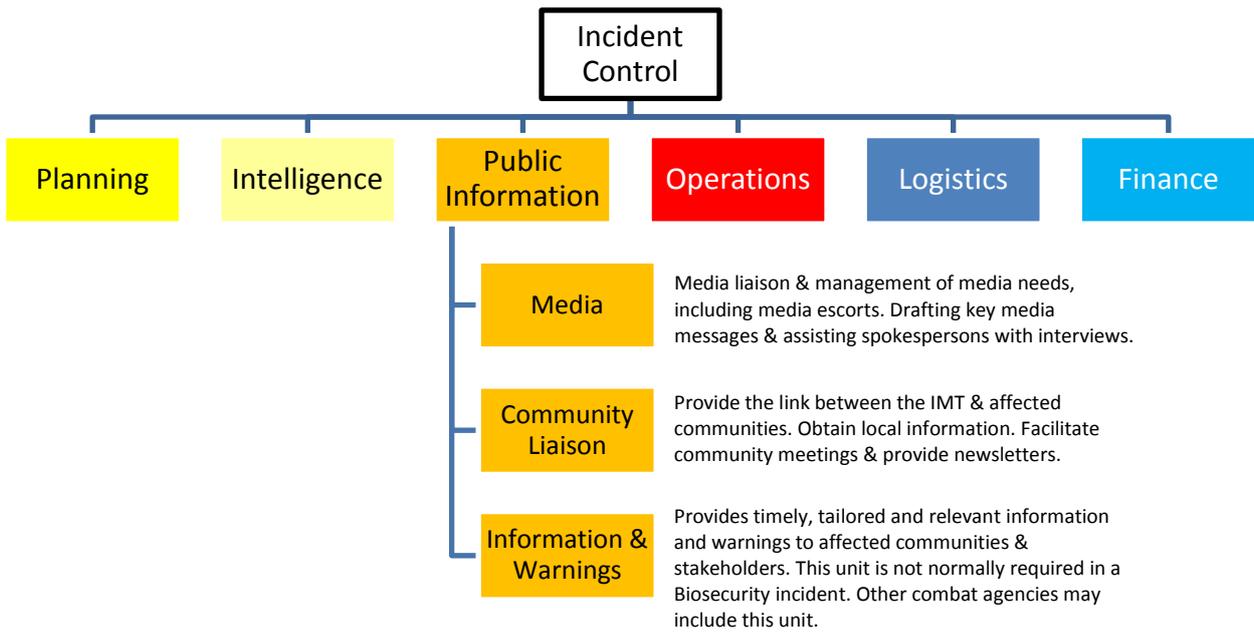


Public Information

The public information function focuses on gathering, assembling and disseminating timely, tailored and relevant information to stakeholders. It provides support to the management of the incident through:

- Provision of warnings and information to threatened communities, other stakeholders and the general public
- Liaison with news media and management of media liaison issues
- Consultation and liaison with affected communities

Chart 5: Public Information function structure



Public Information Officer

Public Information Officer leads and manages the Public Information function to gather, assemble and disseminate timely, tailored and relevant information to stakeholders. The Public Information function is the first point of contact for affected communities during a response, determines the release of information throughout the response and manages media access to response sites.

Responsibilities

1. Participate in the incident management team (IMT), representing and managing the Public Information function
2. Dissemination of information, advice and safety messages to the public
3. Provision of timely and relevant information and safety messages to those who may be impacted by the incident

Outputs

- Maintain the Public Information function appropriate to the size and complexity of the incident
- Ensure development and implementation of a Communications Plan and Community Engagement Plan
- Obtain and maintain information on the current and projected incident situation from the [Planning/Intelligence](#) function(s) and external sources
- Issue warnings and information to threatened communities on behalf of, or with the approval of, the [Incident Controller](#)
- Disseminate incident information to communities and other stakeholders
- Manage media needs, including on the incident ground
- Liaise with affected communities

Position criteria

1. Substantial experience relevant to role, including extensive experience in team leadership, community engagement, media liaison or similar.
2. Demonstrated ability to work effectively in a team, independently, and as a leader.
3. Demonstrated ability to analyse data, plan and develop strategies to support organisational policy
4. Highly developed communication (oral and written) and interpersonal skills including sound conflict resolution and negotiation skills, and ability to brief/debrief personnel.
5. Ability to deliver public information outputs in a stressful and changing environment, in line with government communications policies.

Community Engagement Support

Community Engagement Support is part of the Community Liaison Unit and responsible for community engagement activities, including on-ground communication activities. Activities can include identifying existing communication channels or establishing new ones, and identifying and working with key community organisations and people.

Responsibilities

1. Establish community engagement priorities and carry out engagement activities
2. Coordinate the preparation of materials for community engagement activities
3. Ensure a safe work environment is established and maintained

Outputs

- Implement the Community Engagement plan, including identifying priority stakeholders and engagement methods
- Monitor public inquires to determine community engagement requirements and resources
- If applicable, liaise with other government agencies to ensure a whole-of-government approach for stakeholder engagement
- Conduct of community engagement activities, including reporting on outcomes
- Liaise with the community to obtain local knowledge
- Interpret incident data into community information
- Spokesperson preparation, including briefing on talking points and background information
- Key messages developed in consultation with [Planning](#) and [Operations](#)

Position criteria

1. Substantial experience relevant to role, including experience in community engagement or similar.
2. Highly developed communication (oral and written) and interpersonal skills including sound conflict resolution and negotiation skills, and ability to brief/debrief personnel.
3. Ability to deliver public information outputs in a stressful and changing environment, in line with government communications policies.

Media Liaison

Media Liaison is part of the Media Unit and responsible for liaison with the media, including issuing media releases, conducting media briefings and press conferences, arranging access for and escorting media in restricted areas.

Responsibilities

1. Act as the primary contact point for the media
2. Coordinate the preparation of materials for release to the media
3. Coordinate media activities
4. Act as spokesperson if other officers are unavailable
5. Ensure a safe work environment is established and maintained

Outputs

- Maintain ongoing liaison with the [Planning/Intelligence](#) functions to maintain an understanding of the available information and potential threats to the community
- Develop material (e.g. media releases, talking points) for release in consultation with Planning/Intelligence function and the IMT
- Monitor (social) media for reporting accuracy and address issues
- Liaise with media including preparing for and conducting media events
- Spokesperson preparation, including briefing on talking points and background information
- Liaise with [Operations Officer](#) to gain authorisation to access restricted areas
- Photos/video of response operations arranged where media is not permitted to access sites due to adverse risk

Position criteria

1. Substantial experience relevant to role, including experience in media liaison or similar.
2. Sound knowledge of how the media works, including ability to organise press conferences.
3. Highly developed communication (oral and written) and interpersonal skills including sound conflict resolution and negotiation skills, and ability to brief/debrief personnel.
4. Ability to deliver public information outputs in a stressful and changing environment, in line with government communications policies.

Rural Resilience Support

Rural Resilience Support is part of the Community Liaison Unit and responsible for providing support services to affected rural communities, including opportunities to connect with community and support services; the provision of or referral to information, tools and development opportunities; and assisting affected rural communities while recovering from adverse events and helping them to prepare for future adversity.

This role may span both response and recovery operations, as detailed in the guide for the [Emergency recovery operations](#).

Responsibilities

1. Connect rural communities to support services and trusted information sources
2. Assist stakeholders and rural communities following emergencies to recover
3. Establish community welfare priorities and carry out engagement activities utilising community support networks
4. Coordinate the delivery of and supporting materials for community activities and meetings
5. Ensure a safe work environment is established and maintained

Outputs

- Liaise with affected rural communities and stakeholders to identify needs and provide links with relevant support services and information
- Work with key stakeholders to identify support available to affected primary producers
- Liaise with other government agencies to participate in a whole-of-government approach for stakeholder engagement, if applicable
- Conduct community engagement activities and outreach programs, including reporting on outcomes
- Provide input into recovery plans and relevant recovery committees, if appropriate

Position criteria

1. Substantial experience relevant to role, including experience in rural community engagement, welfare or similar.
2. Demonstrated ability to engage, support and empower impacted community members.
3. Highly developed communication (oral and written) and interpersonal skills including sound conflict resolution and negotiation skills, and ability to brief/debrief personnel.
4. Ability to deliver public information outputs in a stressful and changing environment, in line with communications policies.