

Appendix A – Communication Plan

This Communication Plan supports the development, implementation and review of the Shire of Wyndham East Kimberley Bushfire Risk Management (BRM) Plan. It should document the:

- Communication objectives.
- Roles and responsibilities.
- Key stakeholders engaged in the development of the BRM Plan and Treatment Schedule.
- 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.

Communication Objectives

The communication objectives for the development, implementation and review of the BRM Plan for the Shire of Wyndham East Kimberley are as follows:

- Key stakeholders understand the purpose of the BRM Plan and their role in the BRM planning process.
- Stakeholders who are essential to the BRM planning process, or can supply required information, are identified and engaged in a timely and effective manner.
- Relevant stakeholders are involved in decisions regarding risk acceptability and treatment.
- Key stakeholders engage in the review of the BRM Plan as per the schedule in place for the local government.
- 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.

Roles and Responsibilities

The Shire of Wyndham East Kimberley is responsible for the development, implementation and review of the Communication Plan. Key stakeholders support the Local Government by participating in the Communication Plan as appropriate. An overview of communication roles and responsibilities are as follows:

- CEO, Shire of Wyndham East Kimberley is responsible for requesting OBRM endorse the BRM Plan.

- Communications and Media Team, Shire of Wyndham East Kimberley is responsible for communication of the BRM Plan to the community.
- Senior Ranger & Emergency Services Coordinator, Shire of Wyndham East Kimberley is responsible for communication between the Local Government and the Department of Fire and Emergency Services.

Key Stakeholders for Communication

The following table identifies key stakeholders in the 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 outcomes.

Stakeholder	Role or interest	Level of impact of outcomes	Level of engagement
DFES	Provide expert knowledge and advise in relation to bushfire risk, prevention, and treatment	High	Collaborate and consult during development and implementation of BRM Plan
OBRM	Review and endorse BRM Plan	High	Consult to ensure plan meets guidelines for quality assurance
DBCA	Responsible for prevention, preparedness, and response within their designated areas.	Medium	Seek DBCA participation in preparation of BRM Plan as a significant landowner and treatment manager within the Shire
DPLH	Manager of large parcels of UCL/UMR within the Shire	Medium	Participation in risk assessment process and provide guidance for suitable treatments
Horizon Power & Water Corporation	Manage and maintain critical infrastructure	High	Consult in infrastructure and engage with risk assessment and treatment options
Private Landowners	Carry out treatments on their own land in accordance with the BRM Plan	Medium	Inform and consult on risk assessments, empower them to undertake treatments to reduce risk

Pastoralists	Manage a significant portion of the Shires land mass	High	Consult during the development and ensure strong working relationships are established to assist in the implementation phase.
Indigenous groups	Manage large areas of land for economic and cultural reasons	High	Consult during the development and ensure strong working relationships are established to assist in the implementation phase.

Communications Log

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.

Timing of communication	Stakeholders	Purpose	Summary	Communication Method	Lesson Identified	Follow up
Development of the BRM Plan						
Throughout the development of the BRM Plan	Shire CEO and Executive Staff	Ensure Shire executives have input and ownership of the BRM Plan	Informed and consulted on the development of the plan. Input into the plan	Emails, face to face	Ensure sufficient community uptake and awareness	Ongoing updates on the development
Throughout the development of the BRM Plan	BFAC	Local knowledge and input into the plan.	Context, Assets, and risk assessment process	Face to Face, Email follow up's	Nil	Ongoing updates on the development
Throughout the development of the BRM Plan	LEMC	Input and awareness of the development of the BRM Plan	Context, Stakeholders, and risk assessments	Face to Face, Email follow up	Community input and expectations	Ongoing updates on the development

June 2023	DFES	Face to Face	Current mitigation strategies and plans	Face to Face	Nil	Ongoing updates on the development
June 2023	DBCA	Seek input and raise awareness of the BRM Plan	Current mitigation activities and annual plans. Environmental assets that DBCA are aware of	Face to Face, Email	Nil	Ongoing updates on the development
Throughout the development of the BRM Plan	Pastoralist and Farmers	Identify assets, current mitigation activities and level of risk to their operations	Purpose of the plan, there current activities and there understanding of risk from bushfire	Emails, face to face	Lack of mitigation funding available to pastoral industry	Ongoing updates on the development
May 2024	DFES	Discuss additional information required	Additional information required following OBRM review	Online meeting		As required
May 2024	Shire Staff	Discuss additional information required	Additional information required following OBRM review	Online meeting		As required
August 2024	DBCA	Discuss additional information required	Discuss DBCA programs and management of important species	Email, phone	Continual consultation required	As required
Development of the Treatment Schedule						
Throughout the development of the BRM Plan	General Community	Allow input into treatment strategies. Identify local significance that may be impacted	Identified sites requiring treatments, Treatment Options, Impacts of various types of treatments	Face to Face, social media	The community have an interest in mitigation and are concerned that burning is occurring to frequent	Ongoing updates and consultation further on other treatment methods
Throughout the development of the BRM Plan	DPLH	Statutory approvals	Approvals required for implementing treatments- Clearing, Cultural heritage etc.	Email	Time frames for approvals could impact treatment	Ongoing consultation and reviews of treatments

Throughout the development of the BRM Plan	DFES	Discuss and plan treatments	Discuss and plan treatments on managed lands	Online meeting	Changes in strategies required based on vegetation	As required
Throughout the development of the BRM Plan	Shire Staff	Discuss and plan treatments	Discuss and plan treatments on managed lands	Online meeting	Changes in strategies required based on vegetation	As required
Throughout the development of the BRM Plan	Land Managers	Identify assets and associated risk assessment to assist empowering them to identify and implement suitable treatment strategy	Identified sites requiring treatments, Treatment Options, Impacts of various types of treatments	Email, Face to Face	Funding available to implement treatments, Impacts on other economical incomes such as Carbon Credit Schemes	Ongoing consultation and discussions during the life of the BRM Plan
August 2024	DBCA	Overview of DBCA's Program	Overview of DBCA's Program	Email	Consultation with stakeholders very important	As required

Communications Plan

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

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
Following Plan endorsement	Council	All	Face to Face briefing, Council Meeting	Request Council to formally adopt the BRM Plan	Senior Ranger & Emergency Services Coordinator	Lack of information provided at the Council briefing meeting	Ensure comprehensive briefing provided to council	Receive Council adoption of the BRM Plan.
Life of Plan	BFAC	All	Face to Face, Quarterly meetings	Update on the implementation of treatments	Senior Ranger & Emergency	Lack of attendance from BFAC members	Regular contact with members including	Constructive feedback and

					Services Coordinator		updates outside of scheduled meetings	support of the implementation.
Life of Plan	Private landowners	All	Social Media, Face to Face, Emails As required	Review treatment options and implementation effectiveness	Senior Ranger & Emergency Services Coordinator	Lack of by in from landowners, Lack of cooperation from landowners to implement mitigation strategies	Ensure effective communication during all stages of the plan. Ensure landowners are empowered to undertake the treatments identified.	Treatments are undertaken and risk is reduced to assets.
Life of Plan	Pastoralists	All	Face to Face, Emails, As required	Review treatment options and implementation effectiveness	Senior Ranger & Emergency Services Coordinator	Lack of cooperation from pastoralist to undertake treatments on their land	Ensure pastoralist are consulted and empowered to undertake the required treatments	Treatments are undertaken and risk is reduced to assets.
Life of Plan	Government Agencies	All	Face to Face, Emails, quarterly	Review treatment options and implementation effectiveness	Senior Ranger & Emergency Services Coordinator	Lack of interest to implement treatments on their land	Ensure all agencies with land management responsibilities are consulted and empowered to undertake the required treatments	Treatments are undertaken and risk is reduced to assets.