



EMPA 2023



Hotel Grand Chancellor Brisbane

## Australia's Disaster & Emergency Communications Conference

WEDNESDAY 7 JUNE 2023	
8.00	<b>Registration</b>
<i>Chair: Chantelle Rule-Murphy, QFES</i>	
9.00	<b>Welcome to Country</b> <i>Uncle Steven Coghill, Yuggera Elder</i>
9.10	<b>Host state welcome</b> <i>Greg Leach AFSM, Commissioner, Queensland Fire and Emergency Services</i>
9.20	<b>Ice-breaker - 'Speed Meeting'</b>
9.30	<b>KEYNOTE: Communicating public safety at major international sporting events</b> <i>Kjell Brataas, International disaster communications expert, Billingstad, Norway</i>
10.10	<b>KEYNOTE: The role of social capital and social infrastructure in shocks and disasters</b> <i>Dr Daniel Aldrich, Director of Security and Resilience Studies, Northeastern University, Boston, USA</i>
10.50	<b>Coffee Break</b>
<b>EMPA Principles #7: Building Teams - Creating Capacity</b>	
<i>Chair: Jeremy Hillman, NSW Reconstruction Authority</i>	
11.20	<b>Managing our own teams' mental health during and after a disaster</b> <i>Robyn Kirby, Manager, Peer Support Programs, Fire &amp; Emergency Services Support Network, QFES</i>
11.50	<b>Surge Capacity - Having the right people on the right day</b> <i>Ben Shepherd, Acting Media Manager, NSW Rural Fire Service</i>
12.20	<b>PANEL: Recruiting for Emergency Comms teams</b> <i>Facilitator: Chantelle Rule-Murphy, QFES</i> <i>Ben Shepherd, NSW RFS; Todd Saunders, Acting Director, Media and Public Affairs, Queensland Police Service; Trinette Stevens, Acting Director, Internal Communications, Queensland Ambulance Service</i>
12.50	<b>Lunch</b>
<b>EMPA Principle #3: Community Focused Communication</b>	
<i>Chair: Wendy Graham</i>	
1.40	<b>Collaborating for inclusion of people with disability in emergency planning</b> <i>Associate Professor Michelle Villeneuve, Deputy Director, Centre for Disability Research and Policy, University of Sydney</i>
2.10	<b>PANEL: Disability inclusive emergency communications</b> <i>Facilitator: Associate Professor Michelle Villeneuve, Deputy Director, Centre for Disability Research and Policy, University of Sydney</i> <i>Michelle Moss, Queenslanders with Disability Network (QDN); Peter Tully, Independent Peer Mentor Capacity Builder, QDN board member; Amanda Rosman, Queensland Fire and Emergency Services</i>
<b>EMPA Principles #2: Strategic Messaging - Connection and Credibility</b>	
2.40	<b>KEYNOTE: Indigenous voices in disaster communications</b> <i>Naomi Moran, General Manager, Koori Mail, Lismore</i>
3.10	<b>Coffee Break</b>
<i>Chair: Dave McLenaghan, QFES</i>	
3.40	<b>Flood management and community messaging</b> <i>Dr Mel Taylor, Natural Hazards Research Australia</i>
4.10	<b>PANEL: Strategic floods management</b> <i>Facilitator: Mel Taylor, Natural Hazards Research Australia</i> <i>Naomi Moran, Koori Mail; A/Prof Anne Lane, Queensland University of Technology; Madeleine Dignam, Hawkesbury-Nepean Valley Flood Risk Management Directorate</i>
4.40	<b>Group activity - 'Complete messaging – Exploring the elements'</b>
5.00	<b>Close</b>
7.00	<b>Conference Dinner</b>



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### THURSDAY 8 JUNE 2023

8.30	Registration
<i>Chair: Barb Ryan, University of Southern Queensland</i>	
9.00	<b>KEYNOTE</b> Joe Buffone, Deputy Coordinator-General, National Emergency Management Agency
9.40	Awards for Excellence in Communications 2023 showcase - Readiness and Resilience Category & Media Category
<b>EMPA Principles #4 Creating Connections - Integrating Efforts   EMPA Principles #1 The Seat at the Table</b>	
9.50	<b>Centring communications on community needs: 5 rules to live by</b> Dr Kate Brady, Technical Adviser, Australia Red Cross
10.20	Coffee Break
<i>Chair: Beth Patch, Natural Hazards Research Australia</i>	
10.50	<b>Recovery communications and public safety</b> Iain MacKenzie, Griffith University and Natural Hazards Research Australia
11.20	<b>PANEL: Strategic messaging for communities in recovery</b> <i>Facilitator: Dr Kate Brady, Red Cross</i> Elly Bird - Resilient Lismore; Iain MacKenzie - Natural Hazards Research Australia,
11.50	<b>GROUP ACTIVITY - 'Reverse engineering emergency communications - what's the worst that can happen?'</b>
12.30	Awards for Excellence in Communications 2023 showcase - Response Category & Recovery Category
12.40	Lunch
<b>EMPA Principles #6 Working with Media and Social Media Providers - Liaison to Collaboration</b>	
<i>Chair: Chantelle Rule-Murphy, QFES</i>	
1.40	<b>Accessibility in social and digital communications</b> Bec Hogan, ABC Emergency
2.10	<b>Remaining relevant between critical times</b> Dave McLenaghan, Media Supervisor, Media, Communications and Online, QFES
2.40	<b>PANEL: Cutting through the noise on social media during emergencies</b> <i>Facilitator: Dave McLenaghan, QFES</i> Bec Hogan, ABC Emergency; Jodie Richter, Ipswich City Council; Erin Edwards, 10 News Brisbane.
3.10	Awards for Excellence in Communications 2023 showcase - Research Category & Community Engagement Category
3.20	Coffee Break
3.50	<b>GROUP ACTIVITY - 'When the lights go out – Adapting to a loss of systems'</b>
4.20	<b>Conference Close</b> Dr Barbara Ryan, EMPA Chair
4.30	Close



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### FRIDAY 9 JUNE 2023

8.30	Registration
9.00	<b>½ Day Workshop</b>  <b>'The aftermath of crises – communicating with those affected'</b>  <i>Facilitated by international disaster communications expert <b>Kjell Brataas</b> (Norway). In this workshop, Kjell Brataas will lead a discussion and give concrete advice on how to best communicate with and take care of those directly affected by a crisis, e.g. the bereaved, survivors and first responders. His topics will include spontaneous donations, the lay-out of a Family Assistance Center, the importance of personal belongings, monuments and site visits. A dedicated part of the workshop will focus on "tools of the trade", and Brataas will give concrete examples and advice regarding the use of digital tools for making maps and illustrations, discovering fake news as well as text and image generation through AI powered tools such as Chat GPT and Midjourney.</i>
10.30	Coffee Break
11.00	Workshop cont...
12.30	Close