

Communications Plan

PART 1

Title: COVID-19 Communications Plan	
Date/s of activity:	Ongoing
Prepared by:	Coordinator Corporate Communications
Nature of activity:	Communications Plan
Objective:	Ensuring open and regular communication with Councillors, staff, volunteers and the community regarding the Shire's response to COVID-19.
Goals:	<ul style="list-style-type: none"> • Slowing down the rate of spread of the virus in both staff and the community. • Minimising exposure of Councillors, staff, volunteers and advisory, committee and working group members to the COVID-19 virus at Shire facilities, particularly those who are vulnerable as defined by WA Health. • Maintaining the physical and mental wellbeing of Councillors, staff and volunteers. • Ensure continuity of as many Shire functions as possible whilst remaining agile to respond to changing situations.
Evaluation:	<p>Internal</p> <ul style="list-style-type: none"> • Number of questions received by staff regarding COVID-19. • Number of staff who are unable to work because of COVID-19. <p>External</p> <ul style="list-style-type: none"> • Reach and engagement on social media posts • Open rates of external newsletters • Page views on website stories • Zero attendance by community at Shire events cancelled or postponed. • Media releases published in local newspaper
Audience/s:	<p>Internal</p> <ul style="list-style-type: none"> • Councillors • Staff • Volunteers • Advisory, committee and working group members <p>External</p> <ul style="list-style-type: none"> • Community (residents and ratepayers) • Users of Shire facilities, programs and services • Business community

Contact Us

Enquiries

Call: (08) 9526 1111
 Fax: (08) 9525 5441
 Email: info@sjshire.wa.gov.au

In Person

Shire of Serpentine Jarrahdale
 6 Paterson Street, Mundijong WA 6123
 Open Monday to Friday 8.30am-5pm (closed public holidays)



www.sjshire.wa.gov.au



Communications Plan

Title: COVID-19 Communications Plan	
Spokesperson/s:	<ul style="list-style-type: none">• Internal - Chief Executive Officer (<i>deputy CEO in CEO's absence</i>)• External - Shire President (<i>in the absence of the Shire President, the Deputy Shire President or the CEO, in consultation with Deputy Shire President</i>)
	<ul style="list-style-type: none">• Confusion and anxiety amongst internal and external audiences if they are not informed of how the Shire is managing its response to COVID-19.• Reputational damage if a case of COVID-19 is contracted at a Shire facility and relevant alerts and information is not communicated to relevant stakeholders in a timely manner.• Spread of COVID-19 if a case is contracted at a Shire facility and relevant alerts and information is not communicated to relevant stakeholders in a timely manner.
Budget:	<ul style="list-style-type: none">• Nil – all COVID-19 communication to be carried out using existing staff resources

**PART 2****Key messages – Last updated 10am, 20/03/2020**

****To be reviewed daily and updated in line with updated advice from medical and government authorities****

Audience	Message
All	The safety, health and wellbeing of our local community, our customers and our staff is our main priority and the Shire is actively following the advice received from medical and government authorities to ensure we are equipped with the latest information.
All	The Shire has established an internal COVID-19 Management Group and we are reviewing our Business Continuity Plan to ensure we can maintain essential services to our community.
All	The Shire encourages everyone to continue to follow WA Health's website for the latest alerts and information regarding COVID-19.
Community	The Shire is continually reviewing our Events Calendar to conform with the Australian Government's requirement regarding public gatherings.
Community	Community members intending to go to local events and gatherings should seek information from organisers directly to confirm details.
Business community	If you are a business owner or operator and you need some guidance on how to navigate your business through this difficult period, help is available from the State Government's newly created COVID-19 assistance centre. Call 133 140 or visit https://www.smallbusiness.wa.gov.au/coronavirus
Internal	<p>The Prime Minister has announced that as of 12am 16 March (AEST) all people returning from international travel must self-isolate for 14 days after the date of return to Australia. Self-isolation does not apply to other members of the household who have not travelled overseas.</p> <p>Staff who are feeling unwell</p> <p>Staff who are displaying symptoms of fever, cough, shortness of breath, sore throat or headache are advised to stay at home.</p> <p>Self-quarantine (suspected cases/close contacts)</p> <p>People identified as a suspected case of COVID-19 need to self-quarantine. This means they must stay in their home, hotel room, or other accommodation even if they are perfectly well with no symptoms. The only time a person who is a suspected case should leave their home/accommodation is to seek medical attention. When people are in self-quarantine they cannot attend public places such as work, school, shopping centres or go on a holiday.</p> <p>People need to self-quarantine in the following circumstances:</p> <ul style="list-style-type: none"> • If you have been in close contact with a confirmed case of coronavirus, you must isolate yourself for 14 days after the date of last contact with the confirmed case. • All people returning from international travel on or after 12.00am 16 March 2020, must self-isolate for 14 days after the date of return to Australia.

**Key messages – Last updated 10am, 20/03/2020**

****To be reviewed daily and updated in line with updated advice from medical and government authorities****

Audience	Message
	<ul style="list-style-type: none"> • If you have left, or transited through mainland China or Iran in the last 14 days, you must isolate yourself for 14 days from the date of leaving mainland China or Iran. • If you have left, or transited through the Republic of Korea on or after 5 March, you must isolate yourself until 14 days after leaving the Republic of Korea. • If you have left, or transited through Italy on or after 11 March, you must isolate yourself until 14 days after leaving Italy. <p>Self-isolation (confirmed cases)</p> <p>People who have a confirmed case of COVID-19 and are well enough to be cared for at home must remain in self-isolation. This is different to self-quarantine as it requires a few more actions to help prevent the spread of the coronavirus. People in self-isolation must stay in their home, hotel room, or other accommodation. The only time they should leave their home/accommodation is to seek medical attention. This means they cannot attend public places such as work, school, shopping centres or go on a holiday. In addition, people in self-isolation must follow appropriate infection control measures such as:</p> <ul style="list-style-type: none"> • wearing a surgical mask when they are in the same room with other people (irrespective of whether they are also in isolation or not), • covering their mouth and nose when they sneeze or cough, • washing hands often and thoroughly for at least 20 seconds, and • ensuring they do not share household items with other people in their home. <p>People must stay in their place of isolation and not go out, except to seek medical care, for the length of time as advised by their doctor or public health unit.</p> <p>Self-quarantine and self-isolation are important for protecting the Western Australian community.</p>

**Communications Plan****PART 3**

Activities				
What	Channel	Responsibility	Status	Frequency
Updates to Councillors	CEO email	CEO	Ongoing	As required and/or new information becomes available
Reports to Council for noting/decision	Special or Ordinary Council Meeting	CEO	Ongoing	As required
Updates to staff	CEO email Microsoft Teams	CEO and Communications	Ongoing	As required and/or new information becomes available
Information for staff	Intranet	CEO and Communications	Ongoing	As required and/or new information becomes available
Updates to volunteers and Advisory, committee and working group members	Email	Relevant Director	Ongoing	As required and/or new information becomes available
Community and business updates	Social media, website page, SJ Matters, Scarp Voice, video and newspaper advert	Shire President, CEO and Communications	Ongoing	As required and/or new information becomes available