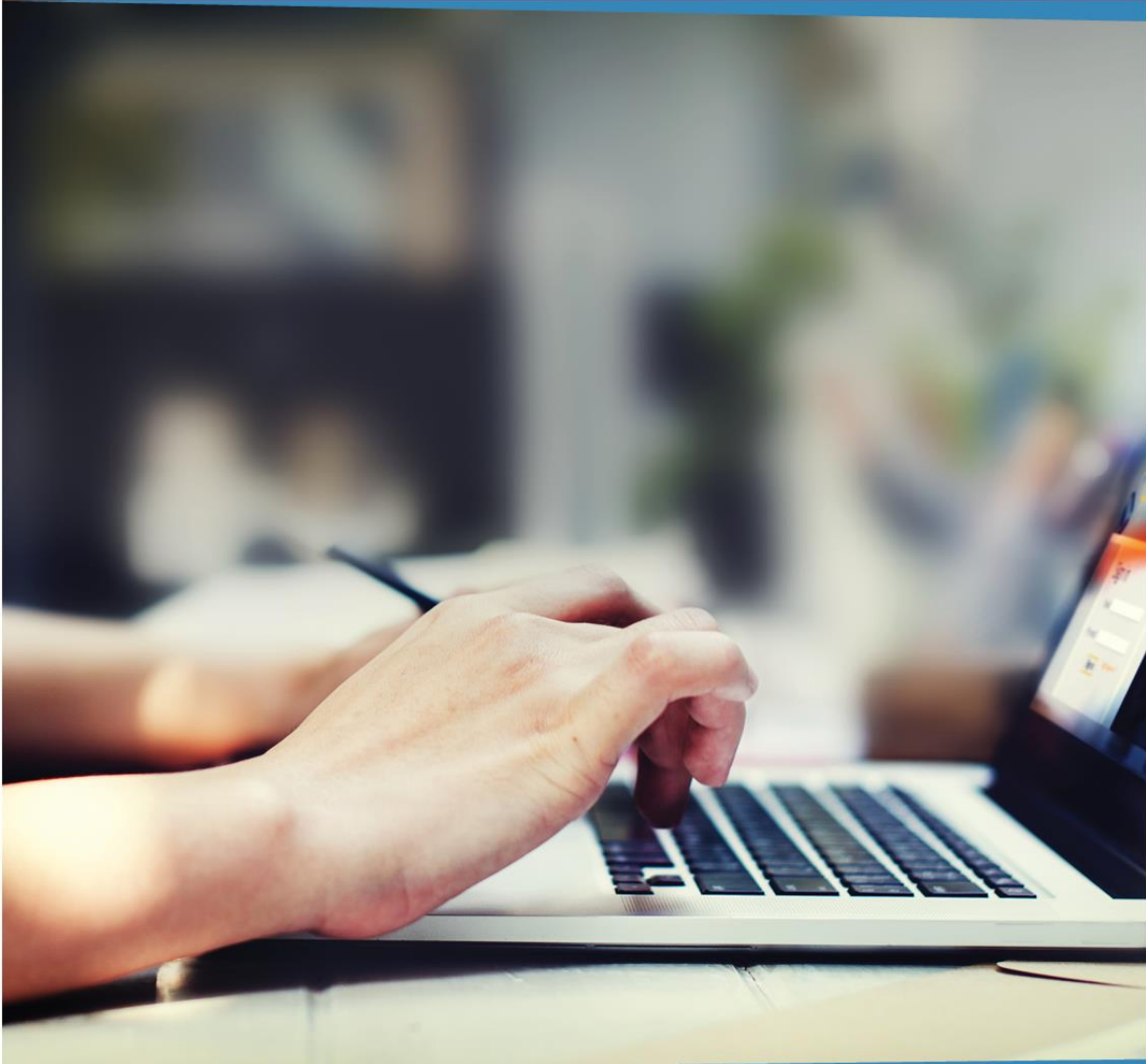


Biosecurity Incident Public Information Manual



Part 4: Templates and forms

Version 2.0 – May 2018

Public Information Template	Functional induction	Template Number	T01
		Version Number	3.0
		Release Date	May 2021

The purpose of induction is to orientate personnel into the functional area where they will be working as part of the overall biosecurity response. This induction will be provided by the Section Manager or Head of Function, in this case the Public Information Manager.

If the individual has been trained in the function previously but has not performed the job recently in an actual response, a more detailed discussion with the Public Information Manager will need to occur.

This checklist supports the induction of public information personnel and may be adjusted to meet particular function needs, based on the pest or disease response.

Function induction checklist

Head of Public Information Function to complete with staff member	
IT requirements	
Re-check IT/enable computer log-in	
Demonstrate the file structure/path and explain records management practices	
Provide any passwords/log ins for other programs or systems required	
Public Information resources	
Provide link to "Preparing for the public information role during a biosecurity incident" video: https://www.outbreak.gov.au/about/biosecurity-incident-national-communication-network	
Provide a copy of the Biosecurity Incident Public Information Manual (BIPIM) <ul style="list-style-type: none"> o https://www.animalhealthaustralia.com.au/our-publications/ausvetplan-manuals-and-documents/ o BIPIM found under section 7 – Resource documents 	
Issue relevant job card/s from the BIPIM to the job being performed <ul style="list-style-type: none"> o https://www.animalhealthaustralia.com.au/our-publications/ausvetplan-manuals-and-documents/ o BIPIM found under section 7 – Resource documents o Section 4 of the BIPIM contains job cards 	
Public information tabard or bib supplied	
Response resources	
Current response plan	
Current Incident Action Plan	
Current Situation Report	
State Coordination Centre SOP if applicable	
State Coordination Centre structure (to be tailored to the response)	
Local Control Centre structure (to be tailored to the response)	
Public information processes and current situation	
Explain corporate and business service structures and processes i.e. web access, call centre, logging publishing jobs as relevant to organisation and position	
Detail reporting lines and the expected triaging process of tasks. Explain approval processes	
Detail priorities for the function, current and pending	
Provide list of key public information contacts	
Detail/issue stakeholder analysis/mapping specific to the response	

Provide current issues register for PI function - detail any sensitive or contentious issues particularly those that could escalate e.g. particular media interest, antagonist or activist activity, self interest groups or individuals with agendas and management strategies	
Brief personnel on the legislative tools currently invoked and what impact those tools have on functional activities	
Timetable/Schedule of current meetings and activities required for the role	
Provide any templates for recording daily activities/interactions as they occur for PI manager/2IC evaluation. Encourage personnel to offer feedback on response activities and management	
Detail arrangements for handover/takeovers at shift changes - If appropriate, monitor handovers/takeovers	
Consider assigning a more experienced mentor in the section to provide support in the initial induction phase to speed up the familiarisation process	
Human resources	
Re-check that mandatory training has been completed i.e. building emergency evacuation online training	
Introduction to public information team	

Function induction confirmation record

I certify that:

- I have received the function induction and understood the information provided.
- Where necessary, I have questioned and received an appropriate response to clarify information contained in this induction.

Response name:.....

Centre induction was conducted for :.....

Officer receiving the function induction

Surname:.....
(please print)

Given name:.....
(please print)

Jurisdiction:.....

Response
function:.....

Signed:.....

Date:.....

Officer conducting the induction

I have conducted the function induction in accordance with this checklist.

Name:.....

Response function:.....

(please print)

Signed:.....

Date:.....

The person conducting the Stage 3 function induction is responsible for providing a signed copy of this page to the Logistics Section for filing

Public Information Template	Talking Points	Template Number	T02
		Version Number	3.0
		Release Date	May 2021

This template is used to develop talking points that will be used by nominated spokespeople to address the media, to provide information about the incident to the public. The incident’s Situation Report and outcomes of the relevant Consultative Committee and/or Incident Management Team meeting may assist in developing the talking points. The Public Information Manager approves talking points prior to use.

Talking Points

<<Insert type or name of incident>>

Date: <<Insert date of issue>> <<time am/pm>>

What we know & what we don't know

What has happened? (SitRep)

A short factual summary about the current status of the incident or outbreak.

- What is the pest or disease?
- Is it suspected or has it been confirmed?
- When was it discovered? How? By whom?
- Where is the incident? How widespread? (Number of infected properties/animals/crops etc.)
- Clinical symptoms, diagnosis, how it's spread, human health implications.

How did it happen?

- Relevant history in Australia (previous outbreaks, exotic i.e. new to Australia?)

Implications

- Human health and/or food safety implications
- Trade implications/restrictions
- How long will it take to resolve the incident?

What we are doing

What actions are currently underway to manage and resolve the incident?

- Containment, tracing and eradication activities (activated incident plans and procedures)
- Quarantine areas and movement restrictions
- Trace forwards/trace backs
- Surveillance and monitoring
- Testing/diagnostics
- Border security measures
- Product recalls, bans, food/product safety info
- Market access protocols/negotiations
- High-level meetings/taskforces
- Cost-sharing arrangements and/or financial assistance
- Providing current public information
- Ongoing management issues.

What we want them to do

- Stock standstill, e.g. do not move livestock (without a permit)
- Implement and maintain good biosecurity practices
- Immediately report any signs of the pest or disease
- Follow instructions given by biosecurity authorities.

Information sources

Public Information Template	Public information checklist: First 72 hours	Template Number	T03
		Version Number	3.0
		Release Date	May 2021

This template is used as a checklist and guide to the steps to be taken regarding Public Information in the critical first 72 hours after an incident.

Public information checklist: First 72 hours

COMPLETED	ACTIONS TO BE TAKEN	CONSIDERATIONS
<input type="checkbox"/>	Information gathering	See BIPIM Part 4 Talking Points template which outlines questions to ask to gather information and start developing key messages. Information will be needed to inform national talking points which would need to be developed by the combat state.
<input type="checkbox"/>	Briefing key staff	Confirm key staff involved with the PI function both within and outside the jurisdiction have been informed. May include Australian Government NBCEN rep, other NBCEN reps, Minister's media advisors, etc. <i>Note: Confidentiality must be emphasised prior to announcement.</i>
<input type="checkbox"/>	Call for NBCEN meeting	Ensure contact is made with the NBCEN Secretariat for a meeting to be held with all jurisdictions where the response will impact more than just the combat state
<input type="checkbox"/>	Talking points drafted	National talking points will be developed by the combat state in conjunction with the NBCEN Secretariat. Refer to the talking points template (BIPIM Part 4) for guidance on developing talking points. Talking points will be the point of truth document and all other materials need to be drafted from these as needed. This saves time and reduces the risk of errors when there are multiple documents on the same topic. Set up a talking point distribution list. Talking points may need to be provided to multiple groups i.e. response leaders within SCC and LCC, the Minister's office, etc. Talking points should always be handled confidentially until the response is made public. Talking points should always be dated and marked with their status i.e. draft, approved etc. As they may be updated multiple times a day, try to include timelines i.e. am or pm and the date. Also include who they were updated by if multiple people are working on the response. These talking points can be used as the basis for a holding statement for media.

<input type="checkbox"/>	Public Information Manager appointed	<p>Position should be filled by a senior officer with communication and engagement experience. A position description for this role is outlined in Part 3 of the National BIPIM.</p> <p>Where resourcing allows, consider appointing a second-in-command to support the PI manager. This 2IC could triage work, keep deliverables on track and evaluate the function daily for effectiveness and improvement</p>
<input type="checkbox"/>	Establish potential Public Information staffing needs and identify staff	<p>Scope public information roles required, and available staff at both a LCC and SCC level. Remember staff may be available through the NBRT including mentoring support. Job cards for each PI role from national down to local are available in the BIPIM Section 4.</p>
<input type="checkbox"/>	Stakeholder mapping	<p>Even before the response is announced, stakeholder mapping should be conducted to identify:</p> <ul style="list-style-type: none"> • Affected parties including infected properties • Key industry groups • Contact lists available • Communication channels which may be appropriate <p>Template available in the BIPIM.</p> <p>Timing of when to start communicating with these groups is a significant consideration. Consider who will need to be notified prior to, or in conjunction with, an announcement and who and how they will be contacted.</p>
<input type="checkbox"/>	Media announcement strategy	<ul style="list-style-type: none"> • Identify key media spokesperson – consider who else needs to be involved ie other agencies, industry etc • Confirm timing of announcement • Identify locations/space for potential media conference • Consider any supporting materials needed i.e. banners, handouts, media and biosecurity incidents factsheet, etc. • Ensure relevant stakeholders have been informed • Press conference or release <p>Ensure the most appropriate time to announce the incident i.e. in some</p>

		<p>circumstances, certain biosecurity measures such as movement controls/restricted areas will need to be put in place and property signage installed, prior to an announcement being made.</p> <p>In addition, the national consultative committees for plants and animals may need to meet prior to an announcement.</p>
<input type="checkbox"/>	Filing system established	<p>Identify location for files and structure. If an SCC and LCC is established, ensure all staff have access to the same shared drives/record management systems.</p>
<input type="checkbox"/>	Identify operational subject matter expert(s)	<p>This needs to be done to ensure you have an expert source for information.</p>
<input type="checkbox"/>	Communication tools audit and develop basic communication materials for initial announcement phase	<p>Check if communication tools already exist for the pest/disease – own jurisdiction and others i.e. any fact sheets, web pages, research documents, codes of practice, identification images etc. Basics needed include:</p> <ul style="list-style-type: none"> • Web pages • Identification information including information • Factsheet • Call Centre scripting • Basic Q&As
<input type="checkbox"/>	Public Information response plan (initial)	<p>Using the template in the BIPIM prepare an initial PI response plan including budget and resourcing requirements</p>
<input type="checkbox"/>	Establish approval processes	<p>Ensure clear approval processes for documents to be approved and distributed as needed</p>

Public Information Template	Communication and engagement tool checklist	Template Number	T04
		Version Number	3.0
		Release Date	May 2021

The following is designed to provide public information managers with options when considering the communication and engagement tools that might be required during a biosecurity incident. This list is designed to prompt discussion around requirements, other tools and activities not included here may be required depending on the type and scale of the response.

Communication and engagement tool checklist

Communication

- ✓ Factsheets
- ✓ Newsletters/email updates/alerts
- ✓ Contact business cards
- ✓ Identification guides
- ✓ Industry manuals/guides
- ✓ Promotion flyers
- ✓ Videos
- ✓ Direct mail
- ✓ Letter box drops (geo-targeted)
- ✓ Signage
 - Front of gate
 - Roadside
 - Information signage (specific locations)

Web

- ✓ Web pages
- ✓ Online reporting

Social media

- ✓ Organic posts
- ✓ Paid posts
 - Boosts
 - Geo-targeted
- ✓ Videos
- ✓ Social listening dashboard

Advertising

- ✓ Social media
- ✓ Online media
- ✓ Print
- ✓ Television – paid and CSAs
- ✓ Radio – paid and CSAs
- ✓ Convenience advertising
- ✓ Billboards

Stakeholder and community engagement

- ✓ Pull up banners
- ✓ Event kits
- ✓ Call centre scripting
- ✓ Industry forums
- ✓ Industry online engagement platform

Public Information Template	Functional evaluation	Template Number	T05
		Version Number	3.0
		Release Date	May 2021

The following is designed to provide public information managers with options for sourcing evaluation information to assess the effectiveness of communication and engagement during a biosecurity incident.

Functional evaluation

Communication

- ✓ Number of products produced and distributed ie factsheets, guides, etc
- ✓ Newsletters/email/alerts sent (email or online distribution system) – numbers sent, open rates, and/or click through rates

Web

- ✓ Number of visits, topics that
- ✓ Feedback/comments on web pages

Social media

- ✓ Number of posts
- ✓ Social media reach and engagement
- ✓ Social media sentiment
- ✓ Social listening dashboard

Advertising

- ✓ Advertisements placed
- ✓ Advertisement reach

Stakeholder and community engagement

- ✓ Call centre enquiries including numbers, topics and sentiment
- ✓ Social/behavioural research
- ✓ Number of events/community engagement activities attended including number of attendees and number of direct engagements
- ✓ Survey of stakeholders/peak bodied
- ✓ Debrief/after action review with industry liaison officers and peak body communication and engagement officers

Public information team

- ✓ Staff survey
- ✓ Debrief/After action review

Public Information Template		Template Number	T06
		Version Number	3.0
		Release Date	May 2021

This template is used to write a media statement or release about the incident. The incident's talking points and website content may assist in developing the media release. The Public Information Manager approves the media release.

Media Statement/Release

<<Insert type or name of incident>>

Date: <<Insert date of issue>>

A media statement is a series of facts. A media release includes quotes from a spokesperson.

The first two sentences of a media release or statement should contain the 'who, what, why, how, when and where.

Media releases issued at the start of an incident should follow the same principles as talking points:

- *Tell them what we know*
- *Tell them what we don't know*
- *Tell them what we are doing*
- *Tell them what we want them to do*
- *Tell them where they can get more information*

From NSW DPI 15 Nov 2012 – Avian Influenza in layer hens in Hunter Valley

H7 Avian Influenza has been confirmed in a flock of 50,000 layer hens near Maitland, NSW Chief Veterinary Officer Ian Roth said today.

"The results were confirmed by CSIRO's Australian Animal Health Laboratory and follows initial testing at the State Veterinary Diagnostic Laboratories at the Elizabeth Macarthur Agricultural Institute," Dr Roth said.

"The results confirm that the virus is **not** the highly pathogenic H5N1 strain that has gained worldwide attention — nor is it closely related to that strain."

The NSW Food Authority has confirmed that there are no food safety issues and that poultry and eggs remain safe to eat.

"There is no evidence that eating food from farms that have been affected by avian influenza have ever caused human illness," NSW Food Authority Chief Scientist, Lisa Szabo said.

"It is always prudent for consumers to take normal food safety precautions. Our usual advice is to avoid eating raw eggs, and not to eat cracked or dirty eggs," said Dr Szabo.

Dr Roth said the property has been quarantined and the Department of Primary Industries' First Response Team has been activated to oversee the response.

"The remaining birds on the property will now be culled in-line with national agreements," Dr Roth said.

"DPI and the Livestock Health and Pest Authority are continuing surveillance and tracing to confirm the virus hasn't spread. We currently have no evidence to suggest it has spread.

"Australia has previously had a small number of outbreaks of H7 Avian Influenza viruses which were all quickly and successfully eradicated.

"The Avian Influenza virus exists in Australia's wild birds."

Dr Roth said people who notice sick or dead birds should contact their local veterinarian or call the Emergency Animal Disease Watch Hotline 1800 675 888.

"It's also a reminder for all bird owners to practice good biosecurity at home, bird shows or race events."

For further information on avian influenza is available on the NSW DPI website:
www.dpi.nsw.gov.au/avianinfluenza.

Public Information Template	Communication and Engagement Strategy	Template Number	T07
		Version Number	3.0
		Release Date	May 2021

This template covers all the basic elements required to develop a communication strategy. The communication strategy must support the incident’s Response Plan and be approved by the Public Information Manager.

Public Information Response Plan

Name of Incident

Date

Author:

Approved by:

National Biosecurity Communication and Engagement Network (NBCEN) contact: Xxxxx Xxxxx

Introduction

What has happened and why we need to communicate

Objective

One or two sentence statement of what you hope to achieve. Remember, objectives need to be measurable.

- e.g. provide information to Queensland horse owners about what they need to do prevent and help control equine influenza.

Target Audiences

Who do you need to tell?

A stakeholder engagement plan could be entered here including who the stakeholder are, a priority rating, their level of influence, where they sit on the engagement spectrum, etc.

They may include:

- affected producers/growers/fishers/owners
- industry groups and peak industry bodies (e.g. National Farmers Federation, Australian Pork Limited etc.)
- the media (including international)
- the community (including sporting, education sector, non-English speaking groups)
- related industries and affected businesses (e.g. transporters, tourism,)
- overseas clients (e.g. OIE, FAO, WHO, DFAT posts)
- government agencies (federal/state/local)
- committees (AHC, CCEAD, PHC, NMG, PIMC, PISC, PIHC and any taskforces, working groups, technical groups, advisory groups etc.)
- non-government agencies (NGOs) and lobby groups.

Consider audiences who have a disability (e.g. sight, hearing) or who do not speak English as their first language.

Key Messages

What is it you want these groups to know, do or remember?

- Do not move animals/plants without a permit
- Keep out of properties - away from animals/crops
- Implement and maintain good biosecurity measures
- Report pest/disease immediately to hotline or your local vet.

Communication Channels and Engagement Activities

How are you going to get the messages to the audience(s)?

Common communication channels and engagement activities include:

- media release/statement
- press conference
- website(s)
- social media
- advertising (radio/print/TV/online)
- print products (newsletter, postcards, fact sheet, brochures, posters, etc.)
- community meetings/seminars/workshop
- email alerts/subscription
- field days/agricultural shows
- specific industry/group events.

Consideration should be given to non-English speaking audiences and their preferred communication channels.

Timeframe

When do you aim to undertake these activities? When are the deadlines?

- Identify priorities (e.g. feedback may suggest that communication is required more urgently in a particular location or to a certain audience)
- identify key dates/opportunities (e.g. Cabinet decisions, Parliament sitting, major announcements, committee meetings, change in response etc.)
- state short term (hours/days/weeks), medium term (months), and long term (years) milestones.

Resources

Who is going to do what?

Risks/Considerations

What/who can obstruct/challenge the implementation of this strategy?

Budget

What funds are available? What will it cost to implement this strategy?

- attach budget details or state 'free media coverage/to be met within existing operational arrangements'.

Evaluation

How will you know whether the communication objective has been met?

- What performance indicators and evaluating measures will you use?
- Surveys
- market research (qualitative and quantitative research)
- reviews/reports
- debriefs
- stakeholder feedback
- statistics (breaches, web stats, numbers of print products distributed/requested etc.).

Public Information Template	Public Information objectives and key messages	Template Number	T08
		Version Number	3.0
		Release Date	May 2021

Taking an all hazards approach, the following is an overview of public information objectives and key messages that could be adapted for use in response for biosecurity incidents.

It should be noted, that all Public Information objectives and key messages must align with the overall response plan and the following should be used as a guide only.

Objectives for Public information in a biosecurity response

- Raise awareness about a pest or disease outbreak within affected industries and communities to support eradication and minimise economic impacts returning the community to normality as soon as possible.
- Provide affected industry stakeholders with communication tools and detailed information around sound on-farm biosecurity practices to help contain the pest/disease and minimise the risk of spread.
- Provide specific, targeted information to organisations that conduct operations with affected producers along the supply chain about biosecurity requirements to reduce the potential spread of the disease/pest.
- Provide information to the community, with a focus on those who come into contact with affected producers, about the disease and actions that can be taken to minimise spread.
- Ensure industry and/or stakeholders are informed about biosecurity response processes, such as tracing, testing and surveillance, and are up-to-date and reassured in relation to the overall progress of the response.
- Gain and maintain support from the community to reduce social, economic and/or environmental impacts.
- Coordinate information from other government agencies and organisations to address wider community issues resulting from the impacts of the disease/pest.
- Coordinate information across jurisdictions, including through the Australian Government, particularly where an incident spans more than one state or has a national impact, including on international trade.

Key messages for Public Information in a biosecurity response

The following are the basic principles of key messaging which can be adapted for any biosecurity incident response:

- Outline the pest or disease and the jurisdiction/general location it's been detected in.
- Provide context on its damaging impacts including social, economic and/or environmental.
- Outline the current spread or reach of the disease and any destruction or containment measures that have been undertaken at the affected site/s.
- Advise that the combat state and industry/stakeholders are working together to conduct surveillance to determine spread (if applicable).
- Describe any testing that may be underway to determine species, and timelines (if known) for completion.
- Outline any movement restrictions that may affect the wider community/outline any trade restrictions that may affect industries.
- Provide context on steps that are being taken to support eradication and minimise economic, environmental and/or social amenity impacts to industry and the community. Also be transparent about the challenges being experienced (e.g. Covid-19, weather conditions etc.).
- Encourage affected industry and/or other stakeholders to immediately heighten on-farm/business biosecurity measures to help contain the pest/disease and minimise the risk of spread.
- Describe in detail the pest or disease, how to identify it, where and how to look for it and how to report it if suspected.
- Note that organisations/businesses that conduct operations with affected producers along the supply chain may be affected and may need to adhere to biosecurity requirements to reduce the potential spread of the disease/pest.
- Advise members of the community who come into contact with affected producers/stakeholders they may need to take action to help minimise spread.
- Highlight any wider community impacts i.e. backyard and amenity impacts on homes and community spaces.
- Highlight any further known [combat state] response activities such as tracing, particularly if interstate.
- Remind that community support for the affected industry/stakeholders is important to help minimise social and economic impacts.
- Agencies across [combat state] are working together to provide support to counter and wider community issues resulting from the impacts of the disease.
- The [combat state] is working with other jurisdictions, including through the Australian Government, to coordinate on this incident (in the case of a multi-state incident).
- Show empathy.

Public Information Template	Public Information Industry Checklist	Template Number	T09
		Version Number	3.0
		Release Date	May 2021

Industry support in providing intelligence and furthering the reach of information and awareness during a major incident response is critical in helping to reach key impacted stakeholders.

This checklist is a guide for industry peak bodies that may be involved in a biosecurity incident response and how industry representatives would work with the Public Information (PI) function.

While the checklist has been developed to focus on the activities that would need to be undertaken in the first 72 hours of an incident, it can also be used by industry to assist in preparedness activities.

The checklist outlines the overall activity to be undertaken as well as the Government actions and the actions industry may consider undertaking to support the response.

ACTIVITY	GOVERNMENT ACTIONS TO BE TAKEN	INDUSTRY ACTIONS TO BE TAKEN
<input type="checkbox"/> Public information contact points established	<p>A combat state will appoint a Public Information Manager for a biosecurity response. This position is responsible for all communication, media and engagement functions throughout the response as outlined in the National Biosecurity Incident Public Information Manual (BIPIM). The Public Information Manager is also part of the overall response Incident Management Team. The Public Information Manager will identify key contacts, typically communication and engagement staff, within impacted industries to work with.</p>	<p>Industry communication, media and engagement officers in peak bodies impacted by the response should make contact with the Public Information Manager. Industry communication officers may be asked to participate in coordination of public information through meetings with the PI function. Contact between biosecurity agencies and industry communication officers in 'peace time' is also important to ensure these connections are in place prior to an incident.</p>
<input type="checkbox"/> Talking points	<p>National talking points will be developed through the National Biosecurity Communication and Engagement Network and distributed to industries that are signatories to the EPPRD, EADRA or NEBRA. The talking points will become the point-of-truth and are used as the most accurate and current information about the response.</p> <p>Talking points will generally be updated as required depending on the scale of the response – agreed timeframes would be in place through NBCEN. This schedule will change as the response moves along.</p>	<p>Industry groups which participate in the relevant consultative committee provide input into the national talking points. They can then use the talking points to inform their members or address the media. Talking points would be issued to industry via the public information contact points designated in the first dot point of this checklist. Talking points can be adapted and tailored for targeted use by industry peak bodies as needed.</p> <p>Industry communication officers may be required to provide detailed information to the combat agency (upon request). For example, information regarding impacts of the response on their industry for inclusion within talking points. This is usually</p>

ACTIVITY	GOVERNMENT ACTIONS TO BE TAKEN	INDUSTRY ACTIONS TO BE TAKEN
		undertaken in conjunction with industry liaison officers.
<input type="checkbox"/> Media spokesperson	<p>The combat jurisdiction will appoint a media spokesperson for the response who will be fully briefed on the incident. Their main task would be to present at press conferences and provide other interviews as needed. All spokespeople will be provided with regular revisions of key messages as the response unfolds.</p>	<p>An industry spokesperson should be appointed and communicated to the incident response team through the PI manager. The industry media spokesperson should be at an appropriate level and experienced enough to handle the situation.</p> <p>Industry spokespeople may be asked to attend joint press conferences with Government to provide an industry perspective to a response.</p> <p>The spokesperson will need to be well briefed and will be provided the national talking points the public information function. More than one spokesperson may be required to ensure efficient response times.</p>
<input type="checkbox"/> Social media	<p>Use of social media is important to provide timely information.</p> <p>Established jurisdictional social media accounts will be used to provide information but social media may also be carried across to the emergency services agencies channels.</p>	<p>In an incident, peak industry bodies are encouraged to link with the combat state's social media channel as well as the Australian Government channels.</p> <p>Interaction between the accounts may include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sharing posts <input type="checkbox"/> Using consistent hashtags <input type="checkbox"/> Using content consistent with response messaging

ACTIVITY	GOVERNMENT ACTIONS TO BE TAKEN	INDUSTRY ACTIONS TO BE TAKEN
<input type="checkbox"/> Website	<p>During an incident the combat jurisdiction will have incident-specific information on their website. In addition the Australian Government will host information on www.outbreak.gov.au</p>	<p>Industry peak bodies should link to both the combat jurisdictions' website as well as the Australian Government's Outbreak website www.outbreak.gov.au in a response.</p> <p>Industry peak bodies should also consider potential impacts of a major incident on their own websites. For example, how much capacity does the site have for a significant spike in visitations.</p>
<input type="checkbox"/> Call Centre	<p>Most jurisdictions have a Customer Service Centre or call centre which will be used to field enquiries during a response. In a national incident national contact numbers will be promoted during the response, calls to these numbers would be re-directed to the combat jurisdiction's call centre.</p>	<p>Industry peak bodies should refer stakeholders and members to the information/reporting numbers provided by the combat jurisdiction and Australian government.</p> <p>Consideration should be given to providing these numbers on all communication channels including potential phone contact options such as phone messaging out of hours.</p>
<input type="checkbox"/> Public information team	<p>The combat jurisdiction will appoint a Public Information function team with tasks spanning the functional areas outlined in the National Biosecurity Public Information Manual. In a large-scale event, Public Information staff may be working in 24/7 roles in the initial stages of the response. Generally staff rotate through these positions through a rostering system.</p>	<p>Industry representatives should be aware of the combat jurisdiction's public information function set up i.e rotations and after-hours accessibility to staff to maintain contact.</p> <p>Large-scale incidents ramp up quickly. Taking this into account, industry groups need to consider what roles will be required, how many staff may be needed, and where staff and funding may be drawn from.</p>

ACTIVITY	GOVERNMENT ACTIONS TO BE TAKEN	INDUSTRY ACTIONS TO BE TAKEN
		In a significant event, staff burn out needs to be taken into account and a rotating or roster system may need to be put into place.
<input type="checkbox"/> Public information strategy	<p>The combat jurisdiction will prepare a public information strategy, in the initial period after an incident is confirmed.</p> <p>The strategy will outline the public information objectives, key messages, communication and engagement strategies and budget.</p> <p>In a major incident the NCC may prepare a national communication strategy which will developed by NBCEN on behalf of the relevant consultative committee and endorsed by the National Management Group. State/territory PI strategies should align to the national strategy.</p>	<p>Industry peak bodies are encouraged to further the reach of any communication tools developed by providing opportunities for further distribution to stakeholders/members.</p> <p>If industry peak bodies are producing their own materials, consideration should be given to using the same style and approved messaging to support consistency across the response.</p> <p>In a major incident, there will be a need for mass communication to members/stakeholders, industry peak bodies should consider how up-to-date their current communication channels and contact lists are to enable this information delivery to take place. This may include online and address contact details.</p>
<input type="checkbox"/> Issues register established	<p>The combat jurisdiction will establish a public information issues register to track trends and/or major individual issues throughout the response. These issues can come from a range of sources including media, call centre, community engagement officers and industry feedback. Where appropriate and/or necessary, combat jurisdiction will address issues directly or can support industry in addressing potential issues.</p>	<p>Industry should document stakeholders' issues/challenges and share this information with the combat jurisdiction.</p> <p>Problems need to be identified, mitigated or managed appropriately to minimise damage to industry. Each industry peak body should have an issues register which serves to;</p> <ul style="list-style-type: none"> <input type="checkbox"/> Effectively identify and minimise the likelihood of the issue eventuating

ACTIVITY	GOVERNMENT ACTIONS TO BE TAKEN	INDUSTRY ACTIONS TO BE TAKEN
		<input type="checkbox"/> Ensure that there is a planned and agreed response should the issue arise.
<input type="checkbox"/> Industry engagement	<p>As part of the response structure, industry liaison officer(s) will be appointed to assist with the response. Industry liaison officers will be strongly engaged with the public information team to ensure accurate and timely information flow to industry members and key stakeholders.</p> <p>In addition, other working groups to support the public information function may be established which may include communication and engagement staff representing industry peak bodies.</p>	<p>An industry liaison representative will be appointed by industry to a control centre to assist with advice on suitable activities and information in relation to industry impacts from the biosecurity incident. Multiple industry liaison officers may be required depending on the scale of the response. Industry liaison officers are trained through Plant Health Australia or Animal Health Australia.</p> <p>In addition, where peak bodies have communication and engagement staff in place, these officers will also be engaged in the response through the public information function.</p> <p>All of these industry representatives should have a level of understanding on how a biosecurity incident response operates.</p>

Public Information Template	Stakeholder engagement mapping	Template Number	T10
		Version Number	3.0
		Release Date	May 2021

The following table provides an overview of stakeholders who require engagement as part of the current [pest or disease] incident response in [Combat state] as at [date last updated].

Stakeholder	Why engagement is needed	Priority (primary, secondary or enabler) and rating	Considerations/ challenges	Engagement and communication approach	Communication tools needed	Budget
Examples Residents within a 5km radius of incident	Residents in this area can undertake passive surveillance and reporting.	Primary	Residents will have a low understanding of biosecurity, identification and reporting	Direct mail using Australia Post post coding letter drop	Identification and reporting flyer for residents	TBC
Local Government	Councils can provide information to residents through a number of communication channels i.e. links to DAF website, newsletters etc	Enabler	Need to identify communication tools available through the council	Council communication team and subject matter experts	Newsletter articles, web links etc	TBC
Local Government workers	Council workers can undertake passive surveillance in the area	Primary	Need to identify which council teams need to be engaged and to what level i.e. environmental officers vs road works teams	Training sessions for council officers	Training power point presentation	TBC
General population outside incident area	General awareness of the incident	Secondary	General awareness of incident for passive surveillance	Social media, website, news media	Social media poses, web content, media releases	TBC

Stakeholder	Why engagement is needed	Priority (primary, secondary or enabler) and rating	Considerations/ challenges	Engagement and communication approach	Communication tools needed	Budget

Key to priority section

- **Primary audiences** are those that would require direct information from the combat state agency in relation to the response
- **Secondary audiences** are those who would receive information through mass sources but not necessarily be directly targeted.
- **Enablers** are those you partner with to provide information to other audiences (some audiences may fit into both categories i.e. peak bodies)
- **Green** – Low priority but some communication or engagement is necessary. May not be directly affected by the response but should be aware of it.
- **Yellow** – Medium priority requires some information and may be required to take some action in relation to the response.
- **Red** – Requires immediate and usually highly detailed information about the situation and actions to be taken.

Additional stakeholder engagement resources:

Plant Health Australia – Guidelines for stakeholder engagement:

<https://www.planthealthaustralia.com.au/wp-content/uploads/2016/11/Guidelines-Stakeholder-engagement-v1.0.pdf>

National Biosecurity Engagement and Communication Framework:

<https://www.agriculture.gov.au/sites/default/files/sitecollectiondocuments/animal-plant/pihc/bepwg/national-engagement-communication-framework.pdf>

Public Information Template	Call Centre Script	Template Number	T11
		Version Number	3.0
		Release Date	May 2021

This template is used to develop a script that will be used by call centre operators. It provides guidance on the more common questions that the public may ask when contacting the call centre. The incident’s Situation Report and national talking points developed out of the relevant Consultative Committee meeting may assist in the developing the call centre script, however information will need to be sourced from several functions within the incident coordination centre. These questions and answers can also be used as content on the relevant website. The Public Information Manager approves the call centre script prior to distribution to the call centre operators.

Call Centre Script

<<Insert type or name of incident>>

Date: <<Insert date of issue>> <<time am/pm>>

- What is the pest or disease? (What's happened?)
- Is it suspected or has it been confirmed?
- When was it discovered? How did it get here? By whom?
- Where is the incident? How wide spread? Is it contagious?
- Does it affect people?
- Is it still safe to eat X?
- Can I move my X?
- If not, when can I move my X?
- How do I get a movement permit? (provide a website address or phone number.)
- How can I tell if my X has X? (clinical symptoms, diagnosis, how it's spread)
- What are biosecurity measures? How I prevent it getting onto my property?
- Is it exotic or has Australia had a previous outbreak?
- Is there a vaccine?
- How long will it take for a vaccine to arrive in Australia?
- If there's a vaccine how do I get it for my X?
- Can I still export my X?
- If not, when can I export my X? Where can I get more information?
- How long will it take to resolve the incident?
- Why haven't I seen any biosecurity officers in my area, or had anyone contact me?
- Is there financial assistance available?
- Do I qualify for financial assistance?
- How do I apply for financial assistance?
- Who do I report an outbreak to on my property?
- How do I report people not obeying movement restrictions or other quarantine requirements?
- Can I still run my event?

Contact information

Website: outbreak.gov.au
Hotlines: Emergency Animal Disease Watch Hotline: 1800 675 888
Exotic Plant Pest Hotline: 1800 084 881
General enquiry hotline: XXXX XXX XXX

Social media:

Public Information Template	Stakeholder and Community Engagement Activity Record	Template Number	T12
		Version Number	3.0
		Release Date	May 2021

This template should be used by Public Information officers to record community engagement activities and conversations. The template seeks information about who you are engaging with, where, key concerns they have, and other relevant information that may inform the communication response. The template can be adjusted to suit the incident as required.

The information collected on this record may also assist response Planning and Operations.

Keeping a record of conversations, the information that you provided, and follow-up activities is important as this information may be called upon well after the response.

Stakeholder and Community Engagement Activity Record

File No	
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Date	/ /20	Officer		
Time		Position		
Names of person/people spoken to				
Street Address Suburb				
Location of engagement activity				
Contact details	<i>Home:</i>		<i>Mobile:</i>	
	<i>Email:</i>			
What was discussed/ what are the key concerns?				
Did they receive the information they required?			Yes / No	
If Yes, what information did you provide to them?				
Information provided:	<input type="checkbox"/> fact sheet	<input type="checkbox"/> website address	<input type="checkbox"/> call centre #	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
.....	
If No, what information was not available?				
Action taken to provide this information:				
Date / /20	By who:			
<input type="checkbox"/> Follow-up completed Yes/No				
<input type="checkbox"/> If No, reason why:				
Other relevant notes or comments				

Officer's signature	Date: / / 20
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Public Information Template	Stakeholder and Community Engagement Activity Schedule	Template Number	T13
		Version Number	3.0
		Release Date	May 2021

This template should be used by Public Information officers to plan and detail community engagement activities. The template can be used to record dates, times, locations, staff responsibilities and contact details for community engagement.

Schedule of Stakeholder and Community Engagement Activities

Day	Date	Time	Engagement Action	Event	Location	Event Contact	Phone	Staff	Comments
Monday <i>Example</i>	17/03/2018 <i>Example</i>	9:00am-5:00pm <i>Example</i>	Information table and display <i>Example</i>	Stockland Shopping Centre <i>Example</i>	In front of Woolworths <i>Example</i>	Joe Bloggs – Centre Management <i>Example</i>	07 1234 5678 <i>Example</i>	John Smith <i>Example</i>	<i>Example</i>

Public Information Template	Public Information Officer Movement Record	Template Number	T14
		Version Number	3.0
		Release Date	May 2021

This template should be used by the Public Information Manger as a staff Work Health and Safety (WH&S) record. The template records dates and times for the movement, location and safety of Public Information officers who are undertaking activities external to the control centre (including community engagement and media liaison officers).

The template should be maintained and provided to the Logistics section for WH&S purposes.

The health and safety of Public Information officers is the responsibility of the Public Information Manager in the relevant control centre.

Public Information Officer Movement Record

Public Information Officer name(s): _____

Day	Date	Activity	Location	Check out time	Check-in time	Method of contact	Time returned to Control /Coordination Centre	Contact number	Issues/incidents to report
<i>Example</i> Monday	17/03/2013	Community meeting	Smithtown RSL Club (Main Street)	8:30am	10:00am 12:30am 2:30pm	SMS received from John Smith	4pm	0414 123 456	No issues or accidents to report

Follow up actions:	
Yes/No	

Provided to:	<input type="checkbox"/> Logistics	Date / /20	<input type="checkbox"/> Other:
Contact officer:	Signature:	Date / /20	