



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

EMERGENCY COMMUNICATION PLAN

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1. INTRODUCTION

1.1 Purpose

The University of Newcastle's Emergency and Critical Incident Management framework is focussed on the protection of life and prevention of injuries in the event of an emergency situation as well as prompt recovery of business operations.

As such, it is essential that information about emergency situations is communicated in a clear, concise and timely manner.

This document provides email and SMS emergency message templates for emergency situations which could reasonably be expected to occur at University of Newcastle campuses. The templates are to be used by persons approved to issue safety related emergency communications only on behalf of the University.

1.2 Alignment

This EMP Communication Plan forms part of the University's Emergency Management Plan (EMP) which provides information for the controls to be implemented and steps that need to be undertaken to manage the University's emergency response.

1.3 Training and Assessment

Training in this Communication Plan will be provided to each Responsible Authority as defined in Section 3.

In addition, persons with responsibility for sending emergency messages will be trained in operating the communication channels to be used.

Emergency drills will be conducted each year to assess the operation and effectiveness of the communication channels. Outcomes will be used to guide future training and development.

The general Emergency Management training will include awareness as to how emergencies are communicated so University community members can be confident they will be communicated with and how this will be undertaken.

1.4 Scope

This document is focused on mass communications. It defines the process and authority for the release of mass emergency messages and the channels available to be used for emergency communications including initial notification, subsequent emergency updates and 'all clear' messages on completion of the emergency.

The release of notifications covering external emergencies such as bushfires, floods, storms and traffic interruptions is also addressed.

The document does not define how targeted dynamic emergency communications are to be delivered by Emergency Wardens using methods such as face to face, door to door or building Emergency Warning and Intercommunication Systems (EWIS). Content and delivery of these messages is covered by compulsory Emergency Warden training.

Persons approved to issue safety related mass emergency communications are able to insert the necessary information into the template and release it through the applicable communication channels such as SMS, email, web site, Facebook, Twitter etc.

2. EXTERNAL EMERGENCIES - NOTIFICATIONS

Emergencies may occur from time to time which while not directly impacting the University, may impact on the homes, children and extended family of staff and students.

Advice relating to such emergencies would be triggered by the combat agencies involved (NSW Fire and Rescue, Police etc.). Messages from the University would be provided based on the intent to provide guidance as to where people can go to obtain additional information.

Approval to release external emergency notifications must be obtained from a person with Responsible Authority as per Section 3 of this plan.

All external emergency notifications will be released by Marketing and Public Relations using channels appropriate for the target audience.

3. AUTHORITIES – ACCESS TO EMERGENCY COMMUNICATION CHANNELS

Media and Public Relations (M&PR) are responsible for the communication of messages to the University of Newcastle Community and particularly to the general public.

M&PR maintain an Issue Management Matrix which notes key steps, staff and communication channel contacts. (Refer Appendix 6.1)

An exception to this is during emergency situations, when the roles noted below are approved to issue safety related mass emergency communications.

All subsequent updates and particularly communication external to the University must be coordinated through M&PR.

For emergency situations **ONLY**, the following positions are approved to issue safety related mass emergency communications on behalf of the University of Newcastle.

Role	Authority
Vice-Chancellor	<ul style="list-style-type: none"> • Issue emergency communication • Provide updates • Communicate 'all clear' messages. • Information to media
Chief Operating Officer	<ul style="list-style-type: none"> • Issue emergency communication • Provide updates • Communicate 'all clear' messages.
Deputy Vice-Chancellor, Academic	<ul style="list-style-type: none"> • Issue emergency communication • Provide updates • Communicate 'all clear' messages.
Deputy Vice-Chancellor, Research	<ul style="list-style-type: none"> • Issue emergency communication • Provide updates • Communicate 'all clear' messages.
Director, Regional Campuses	<ul style="list-style-type: none"> • Issue emergency communication • Provide updates • Communicate 'all clear' messages.
Director, Infrastructure and Facilities Services.	<ul style="list-style-type: none"> • Issue emergency communication
Director, People and Workforce Strategy	<ul style="list-style-type: none"> • Issue emergency communication
Chair, Emergency Planning Committee	<ul style="list-style-type: none"> • Issue emergency communication

Head of Security Services	<ul style="list-style-type: none"> • Issue emergency communication
Manager or Director, Media and Public Relations	<ul style="list-style-type: none"> • Issue emergency communication • Provide updates • Communicate 'all clear' messages. • Information to media

4. INITIAL EMERGENCY MESSAGING

4.1 Protocol Utilisation

In the first instance, an emergency situation must be reported to Security Services. On attendance at the emergency site, the Chief Warden is to assess the situation and advise the Communications Officer (Security Services – part of Emergency Control Organisation) of the details of the type of emergency and advise if there is a safety concern requiring a mass emergency communication to be released.

If a mass emergency communication is required, the Communications Officer (Security Services) is to contact a person with Responsible Authority as noted in Section 3 above and request that a mass emergency communication be released. The Communications Officer will advise the details required including the location and type of the emergency. The Responsible Authority will then arrange for the timely release of the message.

Triggers for the consideration of the release of mass emergency communications would include but not limited to:

- Building, precinct, campus evacuations
- Lockdown (shelter in place) situations.
- Flood advisory / status reports as per the Ourimbah Flood Response Plan
- Fire warnings such as total fire bans and fire alerts including Advice, Watch and Act and Emergency as per the Fire Safety Management Plan.
- Multi combat agency response to an emergency on campus.
- Specific direction from a combat agency
- Other information which may be required to provide reassurance.

4.2 Communication Channels

The following channels are available for communicating safety related messages in the event of an emergency. Either one or a combination of channels may be used to communicate an emergency.

The Responsible Authority will determine the most appropriate methods to use.

Communications channel managers are listed on the Marketing and Public Relations Issue Management Matrix (Refer Appendix 6.1). Contacts details are to be provided for each channel manager (including after hours), along with the names and contact details of 2 alternate contacts in the event that the channel manager is not able to be reached.

Channel managers are to maintain operating procedures for their respective channels which outline the steps required to release emergency messages. Channel managers and alternates must be able to access these procedures at all times.

SMS and email templates for specific emergency types are available in Section 5 of this plan.

EMP – Communication Plan

Communication Channel	Details	Means of Access
General Email	Email messages should be sent as soon as possible after the need for emergency communication has been identified. Email messaging will work best when used in conjunction with other communication channels such as Emergency SMS. Email messages should also refer to the webpage for further updates so only one email is sent out per emergency.	Responsible Authority email account or Executive Assistant email as appropriate.
Email to Emergency Wardens	Email messages targeted to Emergency Wardens by precinct or building to advise of a situation or carry out an action.	EPC members to access contact list on X Drive.
Emergency SMS	An Emergency SMS should only be sent when the situation requires fast communication across campus / specific groups OR when internal IT infrastructure is compromised	Access to the Emergency SMS facility is limited and is only available to: <ul style="list-style-type: none"> • IT Services • Security Services
Phone	A University wide voicemail message can be released to maximise coverage of University community, especially those with limited email or mobile access.	The Responsible Authority can make a broadcast phone message on the VOIP system.
Web Page	A section on the homepage will be designated to provide emergency message alerts, updates and all clear. The webpage will be the source of all information once the initial emergency message is sent.	Access to release Web Page messages is only available through M&PR.
Facebook	To ensure coverage of the greater University community, messages can be posted on UoN Facebook pages,	Access to release Facebook messages is only available through M&PR.
Twitter	To ensure coverage of the greater University community, messages can be posted on the UoN twitter account.	Access to release Twitter messages is only available through M&PR.
Digital Message Board	An emergency message can be communicated by M&PR via the 40 Digital Message Boards located throughout the campuses. Messages can be targeted to the location, including at a building level. The Responsible Authority will liaise with M&PR on the message details so that they may issue the message. Templates will be developed to ensure consistency of message and timeliness of release.	Access to release messages on Digital Message Boards is only available through M&PR.
EWIS	Emergency Wardens or Security Services will be able to access this facility within the fire panel of the affected building. It enables the fire alarm system to be used as a personal address to communicate safety related instructions throughout the building such as evacuation messages.	Emergency Wardens and Security Services have the authority to use EWIS in the event of an emergency.

4.3 Emergency Contact Lists

Emergency contact lists will be prepared for each Campus and maintained by Risk and Assurance Services. The contact list will include key University contacts as well as emergency contact details for each campus partner.

The list will be maintained in the Revive System (the University's Business Continuity software) and be available as a spread sheet on the network drive for access by Responsible Authority, Incident Assessment Team, Emergency Control Organisation and Critical Incident Team as appropriate. The list will be updated at least twice per year.

4.3 Emergency Message Characteristics

Emergency messages are intended to achieve 3 outcomes:

1. Inform of an impending or current threat.
2. Promote appropriate responsive actions.
3. Provide assurance to the University community that the matter is being addressed

Emergency messages should be specific and unambiguous, motivating people to choose the desired action to ensure their safety. They should name the threat and describe why and how it is a threat. Where possible, a description of likelihood and consequence will assist in reinforcing the message and encourage the actions required.

For the Emergency SMS system, the message length cannot exceed 140 characters. Therefore, it is important to follow up an emergency SMS with an email or web page update providing more information.

4.4 Levels of Emergency Notification

Alert

An emergency alert is a message or communication that is released to the campus to advise that an incident has occurred or may occur on site with the potential to escalate into an emergency. The intent is to warn all persons (either whole campus or targeted area) that they may have to take action to ensure their personal health and safety.

Evacuation

An evacuation message is released in the event that an evacuation of a building, section of a building or Campus is required. The intent is to provide notification of the area affected by the threat and advise all persons of the actions required to ensure their safety. The aim will be to remove all persons from the location in the safest and most efficient manner.

Lockdown

A lockdown emergency message may be required when there is a threat outside a building and it is safest to remain indoors OR when there is a violent threat with no safe opportunity to escape.

As with evacuation, the intent is to provide notification of the area affected by the threat and advise all persons of the actions required to ensure their safety.

Updates / All Clear

Updates on emergency situations will generally be made via Media and Public Relations and be issued via email and the University Web page. Alternative communication methods such as Facebook and Twitter may also be used where appropriate.

Depending on the seriousness of the emergency, electronic broadcast media may also be used. Again, this will be managed by Media and Public Relations only.

5. EMERGENCY MESSAGE CONTENT GUIDELINES AND TEMPLATES

Scenario	Alert SMS	Evacuation SMS	Lockdown SMS	Email / Website Message
FIRE	UoN EMERGENCY ALERT. FIRE reported in <i>(insert location)</i> . Stay alert. Follow Emergency Warden & Security instructions.	Partial UoN EMERGENCY EVACUATION. FIRE in <i>(insert location)</i> . For safety EVACUATE location NOW. Follow Emergency Warden & Security instructions. Full Campus UoN EMERGENCY EVACUATION. FIRE at <i>(insert campus)</i> . For safety EVACUATE campus NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. FIRE in <i>(insert location)</i> . For safety STAY where you are. Follow Emergency Warden & Security instructions.	<i>UoN EMERGENCY – FIRE! A fire has been reported on the (insert campus) campus in the (insert building) building. If you are in the building, evacuate immediately. If you are not in the area, stay clear so that emergency services can work safely. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>
Medical or Injury Emergency	UoN EMERGENCY ALERT. MEDICAL incident reported in <i>(insert location)</i> . Please stay away so that emergency services can work safely.			<i>UoN EMERGENCY - MEDICAL. A medical / injury emergency has been reported on the (insert campus) campus in the (insert building) building. If you are in the building, please remain where you are. If you are not in the area, stay clear so that emergency services can work safely. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>
Bomb or Substance Threat	UoN EMERGENCY ALERT. BOMB/SUBSTANCE THREAT received for <i>(insert location)</i> . Stay calm. Follow Emergency Warden & Security instructions.	UoN EMERGENCY EVACUATION. BOMB/SUBSTANCE THREAT at <i>(insert location)</i> . EVACUATE LOCATION. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. BOMB/SUBSTANCE THREAT at <i>(insert location)</i> . STAY where you are. Follow Emergency Warden & Security instructions.	<i>UoN EMERGENCY – BOMB / SUSPICIOUS SUBSTANCE THREAT. A bomb / suspicious substance threat has been received for the (insert campus) campus in the (insert building) building. Keep clear so that emergency services can work safely. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>

EMP – Communication Plan

Scenario	Alert SMS	Evacuation SMS	Lockdown SMS	Email / Website Message
Explosion	UoN EMERGENCY ALERT. EXPLOSION reported in <i>(insert location)</i> . Stay alert. Follow Emergency Warden & Security instructions.	UoN EMERGENCY EVACUATION. EXPLOSION in <i>(insert location)</i> . For safety EVACUATE location NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. EXPLOSION in <i>(insert location)</i> . For safety STAY where you are. Follow Emergency Warden & Security instructions.	UoN EMERGENCY – EXPLOSION! There has been an explosion on the <i>(insert campus)</i> campus in the <i>(insert building)</i> building. If you are in the immediate vicinity there may be a threat to your safety. EVACUATE NOW. If you are not in the area, stay clear so that emergency services can work safely. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. <i>For more information visit www.newcastle.edu.au</i>
Gas Leak	UoN EMERGENCY ALERT. GAS LEAK reported in <i>(insert location)</i> . Ensure NO naked flame. Follow Emergency Warden & Security instructions.	UoN EMERGENCY EVACUATION. GAS LEAK in <i>(insert location)</i> . For safety EVACUATE location NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. GAS LEAK in <i>(insert location)</i> . For safety STAY where you are. Follow Emergency Warden & Security instructions.	UoN EMERGENCY – GAS LEAK! There is a gas leak at the <i>(insert campus)</i> campus in the <i>(insert building)</i> building posing a threat of fire from accidental ignition. If you are in the vicinity there may be a threat to your safety. Extinguish any flames and PREPARE TO EVACUATE. If you are not in the area, stay clear so that emergency services can work safely. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. <i>For more information visit www.newcastle.edu.au</i>
Chemical / Hazardous Material Spill	UoN EMERGENCY ALERT. CHEMICAL SPILL reported in <i>(insert location)</i> . Please stay away so Emergency Services can work safely.	UoN EMERGENCY EVACUATION. CHEMICAL SPILL in <i>(insert location)</i> . EVACUATE location NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. CHEMICAL SPILL in <i>(insert location)</i> . For safety STAY where you are. Follow Emergency Warden & Security instructions.	<i>UoN EMERGENCY – HAZARDOUS MATERIAL / CHEMICAL SPILL! There has been a spill / release of a hazardous material on the <i>(insert campus)</i> campus in the <i>(insert building)</i> building. If you are in the immediate vicinity there may be a threat to your safety. Prepare to EVACUATE / EVACUATE NOW. If you are not in the area, stay clear so that emergency services can work safely. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>

Scenario	Alert SMS	Evacuation SMS	Lockdown SMS	Email / Website Message
Severe Weather Warning	UoN EMERGENCY ALERT. SEVERE WEATHER WARNING affecting <i>(insert campus)</i> at <i>(insert time)</i> . Follow Emergency Warden & Security instructions.	UoN EMERGENCY EVACUATION. SEVERE WEATHER approaching <i>(insert campus)</i> . EVACUATE campus NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. SEVERE WEATHER approaching <i>(insert location)</i> . SEEK SHELTER. Follow Emergency Warden & Security instructions.	<i>UoN EMERGENCY – SEVERE WEATHER WARNING! A weather warning for (list weather e.g. high winds, severe thunderstorm etc.) has been issued by the Bureau of Meteorology affecting the (insert campus) campus from (insert time) am/pm. If you are in the vicinity there may be a threat to your safety. Seek shelter and stay indoors until further notice. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>
Bushfire	UoN EMERGENCY ALERT. BUSHFIRE affecting <i>(insert campus)</i> . Ensure NO naked flames. Follow instructions from Emergency Wardens and Security.	Partial UoN EMERGENCY EVACUATION. BUSHFIRE affecting <i>(insert location)</i> . For safety EVACUATE area NOW. Follow Warden & Security instructions. Full Campus UoN EMERGENCY EVACUATION. BUSHFIRE at <i>(insert campus)</i> . For safety EVACUATE campus NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. BUSHFIRE at <i>(insert location)</i> . For safety STAY where you are. Follow Emergency Warden & Security instructions.	<i>UoN EMERGENCY – BUSHFIRE WARNING. A bushfire warning has been issued by the Fire Service affecting (insert campus) campus. For your safety, ensure no naked flames. If you do not need to be on campus, LEAVE NOW as there may be a threat to your safety. PREPARE TO EVACUATE or EVACUATE. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>
Service Outage	UoN EMERGENCY ALERT. <i>(insert service)</i> OUTAGE affecting <i>(insert campus/buildings)</i> . Stay alert. Follow Emergency Warden & Security instructions.	UoN EMERGENCY EVACUATION. <i>(insert service)</i> OUTAGE at <i>(insert location)</i> . For safety EVACUATE NOW. Follow Emergency Warden & Security instructions.	UoN EMERGENCY LOCKDOWN. <i>(insert service)</i> OUTAGE at <i>(insert location)</i> . For safety STAY where you are. Follow Emergency Warden & Security instructions.	<i>UoN EMERGENCY – (insert service) OUTAGE! The (insert campus) campus is experiencing a (insert service) failure affecting (insert locations). Remain calm. There is NO immediate need to EVACUATE or EVACUATE NOW. Follow instructions from your Emergency Wardens, Security Services and Emergency Services. For more information visit www.newcastle.edu.au</i>



Scenario	Alert SMS	Evacuation SMS	Lockdown SMS	Email / Website Message
Flood	UoN EMERGENCY ALERT. FLOOD affecting (<i>insert campus</i>) campus. Stay alert. Follow Emergency Warden & Security instructions.	<p>Partial - UoN EMERGENCY EVACUATION. FLOOD affecting (<i>insert location</i>). LEAVE NOW if no need to stay. Follow Emergency Warden & Security instructions.</p> <p>Full Campus - UoN EMERGENCY EVACUATION. FLOOD affecting (<i>insert location</i>). For your safety EVACUATE NOW. Follow Emergency Warden & Security instructions.</p>	UoN EMERGENCY LOCKDOWN. FLOOD at (<i>insert location</i>). For your safety STAY where you are. Follow Emergency Warden & Security instructions.	<p>UoN EMERGENCY – FLOOD! There is flooding affecting the (<i>insert campus</i>) campus. (Select appropriate)</p> <ul style="list-style-type: none"> - If you do not need to be on campus LEAVE NOW or - For your safety EVACUATE NOW or - For your safety REMAIN ON SITE UNTIL FURTHER NOTICE. <p><i>Follow instructions from your Emergency Wardens and Security. For more information visit www.newcastle.edu.au</i></p>
Civil Disturbance	UoN EMERGENCY LOCKDOWN. CIVIL DISTURBANCE occurring on (<i>insert campus</i>) campus. Stay calm. Seek cover. Follow Warden & Security instructions.			UoN EMERGENCY – CIVIL DISTURBANCE! A violent disturbance has broken out on (<i>insert campus</i>) campus affecting (<i>insert location</i>). There is an imminent risk of danger to participants and bystanders. For your own safety, LOCKDOWN. Go into a building and take cover. If you are not near the area, stay away. Follow instructions from your Emergency Wardens, Security and Emergency Services. For more information www.newcastle.edu.au
Armed Threat	UoN EMERGENCY. ARMED PERSON at (<i>insert location</i>). EVACUATE if safe or LOCKDOWN if unable to escape. Phone on silent. Await instructions.			UoN EMERGENCY – ARMED PERSON! Armed person on (<i>insert campus</i>) campus at (<i>insert time</i>) am/pm. Avoid the area of (<i>insert location</i>). If it is safe to do so, EVACUATE. Leave the campus immediately. If you can't escape LOCKDOWN. Stay inside your current location and take cover. Security Services and Police have been called to assist. Remain calm. Follow instructions from your Emergency Wardens, Security and Emergency Services. For information visit www.newcastle.edu.au



Scenario	Alert SMS	Evacuation SMS	Lockdown SMS	Email / Website Message
Campus Closed	UoN EMERGENCY RESPONSE – CAMPUS CLOSED. The <i>(insert campus)</i> Campus will be closed from <i>(insert time and date)</i> due to <i>(insert reason)</i> .			UoN EMERGENCY RESPONSE – CAMPUS CLOSED! The <i>(insert campus)</i> will be closed from <i>(insert date and time)</i> due to <i>(insert reason)</i> . All normal staff operations will continue until further notice. For more information visit www.newcastle.edu.au
Classes Cancelled	UoN EMERGENCY RESPONSE – CLASSES CANCELLED. Classes will be cancelled from <i>(insert date and time)</i> due to <i>(insert reason)</i> .			UoN EMERGENCY RESPONSE – CLASSES CANCELLED! Classes will be cancelled from <i>(insert date and time)</i> due to <i>(insert reason)</i> . All normal staff operations will continue until further notice. For more information visit www.newcastle.edu.au
Test	TEST: This is a test of the UON Emergency Message system. Thank you for your attention.			N/A.
All Clear	UON EMERGENCY. ALL CLEAR. The emergency at <i>(insert location)</i> has ended. For more information visit www.newcastle.edu.au			UoN EMERGENCY. ALL CLEAR. The <i>(insert type of emergency)</i> emergency which occurred at <i>(insert location)</i> has ended. For more information visit www.newcastle.edu.au

6. APPENDIX

6.1 Marketing and Public Relations Issue Management Matrix

This document is regularly updated by M&PR. To ensure that the correct information is available, the Issue Management Matrix will be placed on the X Drive and into Linus Revive (Business Continuity Software) for access by people with the appropriate authority.

Due to the private nature of the information the document is not to be publicly available.

