

Crisis Communication Plan – Cyclone TC Alfred

i. Purpose

This Crisis Communication Plan sets out how All About Living manages and delivers communications during Tropical Cyclone Alfred, a severe weather event impacting South East Queensland.

This plan is active and operational. It provides clear direction for decision-making, messaging, and communication actions before, during, and immediately following the cyclone, while conditions remain dynamic.

This plan is developed in alignment with and supported by the following organisational policies:

- **QUA-CRI-001 Crisis Plan Management Policy**
- **QUA-FRA-002 Governance Framework Policy**

The plan supports safe service delivery, staff safety, client wellbeing, and regulatory compliance during the crisis.

ii. Objectives

The objectives of this Crisis Communication Plan are to:

- Protect the safety and wellbeing of clients, staff, and the broader community
- Provide timely, accurate, and consistent information as conditions change
- Reduce confusion and anxiety, particularly for vulnerable and high-risk clients
- Support continuity of essential services where it is safe to do so
- Maintain trust, transparency, and accountability in line with governance and quality obligations

iii. Governance & Decision Authority

Decision Authority

- **Chief Executive Officer:** Authorises service suspensions, office closures, and service resumption. Should the CEO not be available, the Business Service Manager will action as per the prepared and approved plan.
- **Crisis Communications Lead:** Approves all outbound communications
- **Clinical Lead:** Confirms essential services delivery and clinical risk decisions
- **Scheduling Lead:** Coordinates operational impacts and rescheduling

Decisions are to be documented and reviewed post-event.

Operational Reference - Senior Leadership Team Emergency Contact Numbers

Position	Name	Emergency Contact Details
Chief Executive Officer	Leonie Fowke	<i>Removed</i>
Business Manager – Services	Elvira Brown	<i>Removed</i>
Business Manager – Clinical	Alison Smith	<i>Removed</i>
Marcomms Business Partner	Crissie O’Dea	<i>Removed</i>
HR Business Partner	Becky Ferguson	<i>Removed</i>
IT Senior Support Manager	Alex Swan	<i>Removed</i>
Scheduling Team Leader	Rachel Reeves	<i>Removed</i>

iv. Single Source of Truth

The Severe Weather Update webpage www.allaboutliving.com.au/severe-weather-event on the All About Living website is the single source of truth.

- All emails, SMS messages, and social media posts will direct audiences to this page
- Staff will reference this page when responding to client enquiries

v. Audience Segmentation

Clients

- Clinical customers
- Service customers
- Groups customers
- High-risk clients (living alone, medically vulnerable, flood-prone areas, limited digital access)

Staff

- Frontline Staff - Services, Social Support and Groups
- Clinical Staff
- Office staff
- Crisis Management Team (Senior Leadership Team)

vi. High-Risk Client Identification (Internal)

Prior to impact, teams will identify:

- Clients living alone
- Clients with critical medical needs
- Clients in flood-prone postcodes
- Clients without mobile phones or internet

These clients receive priority phone contact and follow-up.

vii. Communication Channels & Hierarchy

Channel	Purpose
SMS	Urgent actions and safety alerts only
Email	Context, reassurance, operational detail
Website	Full updates, official information, resources
Social Media	Directional updates and safety reminders
Phone System	Office status and emergency messaging

viii. Communication Timeline

Phase 1 – Early Warning (48–72 hours prior)

- Staff email: potential impacts, preparation, WFH advice
- Client email: early notice and preparation checklist
- Website banner activated
- Social media awareness post

Phase 2 – Escalation (24–48 hours prior)

- Confirm service changes
- Group activity cancellations
- SMS reminders to clients and staff
- Website update

Phase 3 – Impact Period

- Emergency SMS (essential services only)
- Daily website updates
- Phone message updated
- Social media safety reminders

Phase 4 – Stabilisation and Service Resumption

- Post-storm update email and SMS
- Service resumption timeline
- Thank-you and reassurance message

Operational Communication Log (Live Record)

Date	Communication	Time
Monday, 3rd March	Office Staff Email (Work from Home)	1:00 PM
	Field Staff Email (Essential Services Only)	1:30 PM
	Client Email (Essential Services & Preparation Tips)	2:00 PM
	Social Media Post (Cyclone Update)	2:30 PM
	Blog Post (Cyclone Preparation Tips)	3:00 PM
Tuesday, 4th March	All Staff Email (UPDATE)	1:30 PM
	Client Email (UPDATE)	2:00 PM
	Email to Group Members (Activity Cancellations)	3:00 PM
	Social Media – Office Closure; Be Prepared	3:00 PM
Wednesday, 5th March	Reminder SMS to Clients (Service Disruptions)	9:00 AM
	Reminder SMS to Field Staff (Essential Services)	9:30 AM
	Reminder Email to Staff (Work from Home)	10:00 AM
	Social Media Post (Cyclone Impact Update)	11:00 AM
Thursday, 6th March	Emergency SMS to Clients (Essential Services Only)	7:00 AM
	Emergency Email to Clients (Essential Services Update)	8:00 AM
	Emergency Email to Staff (Essential Services Only)	8:00 AM
	Phone System Update (Message Bank)	All day
	Social Media Update (Cyclone Status & Safety Reminder)	10:00 AM
Monday, 10th March	Post-Storm Update Email to Clients (Service Resumption)	9:00 AM
	Post-Storm Update SMS to Clients (Service Resumption)	9:30 AM
	Post-Storm Update Email to Staff (Service Resumption)	9:30 AM
	Final Social Media Update (Thank You to Community)	10:00 AM

ix. Staff Communications

The following staff communications are issued progressively as conditions escalate. Templates and messages below are applied as required.

Key Goals:

- Inform office staff about working from home from Wednesday to Friday, with office closure on Thursday. Ensure staff are set up to work remotely and provide assistance if needed.
- Notify field staff about essential services only on Thursday, with possible service cancellations for Wednesday and Friday. Emphasise the importance of staying updated with ongoing communications.

Key Messages

Staff communications provide:

- Clear expectations regarding office closures and WFH arrangements
- Confirmation of essential services only
- Operational instructions, including system access and offline procedures
- Access to wellbeing support, including EAP services

Managers conduct regular check-ins and escalate issues as required.

Operational Instructions

- Frontline staff switch AlayaCare to offline mode when required
- Managers conduct daily check-ins
- Staff to document client contact attempts

x. Client Communications

Key Goals: This plan ensures that all affected parties are informed about changes to services and given the necessary tools and guidance to stay safe during Cyclone TC Alfred. All communications will be focused on reassurances about safety, clear instructions, and constant updates as the storm progresses.

Service Impacts: Inform clients about disruptions to services, including the cancellation of non-essential services on Thursday, 6th March. Provide updates on service rescheduling and possible disruptions on Wednesday and Friday.

Preparation Guidance: Assure clients that their safety is paramount and encourage them to prepare by checking emergency supplies, ensuring mobile devices are charged, and reviewing emergency contacts. Resources for storm preparation will be shared through email, SMS, social media, and blog posts on the website.

Groups Activities: Cancel all group activities (exercise and walking groups) from Wednesday to Friday and assure members that rescheduling will occur once the situation stabilises.

Channels Used: Post regular updates on social media platforms, the website, and the blog, providing timely information about service changes and safety reminders. These updates will include links to government resources for storm preparedness and support services.

Key Messages

- What services are impacted and when
- Reassurance about safety and continuity
- How clients will be contacted
- Emergency contacts

Emergency Numbers (included in all client comms)

- **000** – Life-threatening emergencies
- **SES 132 500** – Storm and flood assistance
- **All About Living:** 1300 503 886

xi. Welfare Checks & Remote Assistance

During plan activation, staff conduct structured welfare checks with clients as required.

Key actions include:

- Multiple contact attempts documented in AlayaCare
- Escalation to emergency contacts when clients are unreachable
- Assessment of safety, utilities, food, and medical supplies
- Referral to community recovery services where appropriate

Phase 1 - Comms Resources

1. Staff Communications

Audience: All Team Member

Goal: Inform about service disruptions, emphasise safety, provide updates throughout the crisis.

Medium: Email

Timing: As soon as possible.

1.1 Email Communications

Dear Team,

As you may have heard, Tropical Cyclone Alfred (TC Alfred) is expected to impact SE Queensland later this week, affecting areas from the Sunshine Coast to the Gold Coast. While weather conditions can be unpredictable and may improve, we are preparing for high winds, heavy rain, and challenging conditions. In response, we are taking immediate steps to ensure your safety and manage any potential service disruptions caused by this event.

Please take note of the following immediate changes. These decisions are being made with the safety of our team and participants as our top priority.

Front Line Team Members:

- Only essential services will be provided on Thursday, 6th March. All other services will be rescheduled. For those with committed working hours on these days, our People and Culture team will reach out directly to discuss any impact with you.
- Scheduling is contacting participants to inform them of the changes and reschedule appointments, as necessary.
- We are monitoring services for Wednesday and Friday and will keep you updated on any changes or cancellations.
- Please ensure you are prepared for disruptions and continue to monitor your emails regularly for updates.

Office Team Members:

- Both our Maroochydore and Robinson Road offices will be closed on Thursday, 6th March with WFH arrangements for ALL STAFF.
- Team members are also encouraged to work from home Wednesday through Friday if possible. If you are not set up to work from home, please contact your manager or email helpdesk@allaboutliving.com.au for assistance.
- We will continue to monitor the situation and provide updates. If the storm's impact increases, further adjustments may be required.

Team Members Supporting Groups:

- Thursday's Walking Group is cancelled. We will also keep you informed regarding Wednesday and Friday's group activities.
- We are reaching out to all participants directly to advise them of these changes.

MA House Team Members:

- A location-specific plan is being prepared for your needs during this time. Your Team Leader will reach out directly to discuss the plan and any changes to your schedule.
- Please stay tuned for more details and ensure you are prepared for potential disruptions.

We understand these changes can be inconvenient, but your safety is our priority. Please ensure you are prepared and stay tuned for updates. If you have any concerns or need assistance, don't hesitate to contact us.

For Team Members Residing in Affected Areas:

We encourage you to implement your family disaster plan. Please:

- Ensure access to water and non-perishable food.
- Check your torch batteries.
- Fill your car with fuel.
- Ensure you have a working radio at home for updates.

Thank you for your understanding and cooperation. Stay safe and take care of yourselves during this time.

Warm regards,

Leonie Fowke | Executive Director

1.2 SMS

Severe weather warning in place for SE Queensland. Please check your email regularly for updates on service disruptions and safety instructions. Stay safe!

2. Client Communications

Audience: Participants

Goal: Inform clients about service disruptions, emphasise safety, provide updates throughout the event, and reassure them.

Medium: Email

Timing: As soon as possible – Monday 3 March 2025

2.1 Email Campaign

Dear Valued Customer,

The Queensland Government has issued a Severe Weather Warning for SE Queensland. At All About Living, we take these warnings seriously to prioritise the safety of our clients and staff. In response, we would like to inform you of the following service changes:

- All services and appointments on Thursday 6th March 2025 are cancelled to ensure the safety of our staff (essential services will continue).
- We are closely monitoring services for Wednesday and Friday and will provide updates on any further changes.
- For clients impacted by these changes, our scheduling team will reach out directly to discuss rescheduling options.
- We understand this may be inconvenient, but your safety is our top priority. We will keep you updated as the situation evolves. Please stay safe and check your email regularly for updates.

We encourage you to prepare now. Check that your emergency kits is ready and include the following

- Torch and extra batteries
- Bottled water and a range of non-perishable food items
- Essential medications, prescriptions and dosage
- Stock up on non-perishable food items
- Battery-powered radio with extra batteries
- Charge your mobile phone

In case of emergency:

- Emergency Triple Zero 000
- State Emergency Services (SES) 132 500

Thank you for your understanding and cooperation. We will keep you informed of any further updates.

Warm regards,

Leonie Fowke | Chief Executive Officer

2.2 Groups Email Communications:

Group Members Communication

Subject: Classes Cancelled Wed–Fri (Cyclone Alfred Safety Precaution)

Dear <Participants Name>,

For your safety, we are cancelling all group activities from Wednesday through Friday this week due to Cyclone Alfred. This includes all exercise classes, walking group meet-ups, and any scheduled group outings. We know many of you look forward to these, but given the expected weather, it's not safe to hold them.

Please prioritise your safety during the storm. Take the next day or two to prepare at home: make sure you have your torch, batteries, essential supplies and emergency contacts ready (refer to the checklist we provided).

We recommend you stay indoors and avoid travel on Thursday when the cyclone is forecast to hit.

Our group leaders will be reaching out to check on you by phone. Even though we can't meet in person, we're still here to support you. If you need anything or just want to talk, please call us. We will plan a fun make-up session once this all passes and it's safe to resume activities!

Thank you for understanding. Your safety is so important to us. Please stay safe, stay prepared, and we look forward to seeing you again soon once the weather clears.

Sincerely,
Celia Hukkita, Groups Coordinator

2.2 SMS

Service Customer SMS

Due to severe weather warnings, all services today will be cancelled. Our team will reach to you to reschedule your service. Stay Safe.

Groups SMS

Due to severe weather warnings, all group activities will be cancelled until further notice. Our team will reach to you to reschedule your service. Stay Safe.

2.3 Social Media Post – FB/Insta

Post 1:

☁️ Severe Weather Alert for SE Queensland – Cyclone Alfred ☁️

Cyclone Alfred is heading our way, impacting areas from the Sunshine Coast to the Gold Coast. The safety of our clients and staff is our top priority, and we are making the following adjustments to help keep everyone safe:

- Thursday, 6th March 2025: All non-essential services and appointments are cancelled. Essential services will continue as usual.
- Wednesday and Friday: We're monitoring the situation and will provide updates on any changes to services.
- If your service is impacted, don't worry – our scheduling team will reach out to you directly to discuss rescheduling options.

Creative Asset:



Post 2:

How can you prepare? ☀️

Check your emergency kit and make sure you have:

- A torch and extra batteries
- Water and non-perishable food
- Medications you may need
- A battery-powered radio with spare batteries
- A charged mobile phone

🔴 Emergency Contacts:

- Triple Zero (000) – For emergencies
- SES (132 500) – For storm and flood help

Download our **Emergency Kit Checklist** to ensure you're fully prepared for Cyclone Alfred and future emergencies.

Download here: <https://allaboutliving.com.au/wp-content/uploads/2025/03/Emergency-Checklist.pdf>

Stay safe, stay prepared, and please check your TV, radio, and emails regularly for updates.

Take care – we've got you covered! 💙

#AllAboutLiving

Creative Asset:



2.3 LinkedIn

Severe Weather Alert for SE Queensland – Cyclone Alfred

As Cyclone Alfred approaches, impacting areas from the Sunshine Coast to the Gold Coast, the safety of our clients and staff remains our top priority. To ensure everyone's well-being, we are implementing the following changes:

- Thursday, 6th March 2025: All non-essential services are cancelled. Essential services will continue.
- We are closely monitoring services for Wednesday and Friday, with updates to follow.
- Scheduling team will contact affected clients directly to discuss rescheduling.

How to Prepare:

Ensure your emergency kit includes:

- Torch, extra batteries, and a charged mobile phone
- Water, non-perishable food, and essential medications
- Battery-powered radio with spare batteries

For emergencies, please contact **Triple Zero (000)** or **SES (132 500)** for storm and flood assistance.

Download our Emergency Kit Checklist to ensure you're fully prepared:

<https://allaboutliving.com.au/wp-content/uploads/2025/03/Emergency-Checklist.pdf>

Stay safe and stay informed.

#AllAboutLiving


(Same Creative Asset as FB/Insta Post)

2.4 Resources

Emergency Kit Checklist (Approved and uploaded to the website)


www.allaboutliving.com.au/wp-content/uploads/2025/03/Emergency-Checklist.pdf

Weather Alert: Emergency Kit Checklist



This checklist provides a list of essential items to include in your emergency kit to ensure you're prepared for any severe weather event. Some items should be stored in a waterproof box or bag in a safe, easily accessible location. Medications with a short shelf life or those requiring refrigeration should be ready to add as soon as storm warnings are issued for your area. We recommend reviewing and updating your emergency kit at least twice a year to ensure everything is up to date and in good condition.


<ul style="list-style-type: none"> <input type="checkbox"/> Water At least 10 litres per person, enough for three days. <input type="checkbox"/> Non-perishable food Stock up on easy-to-prepare meals for three days. <input type="checkbox"/> Essential medications A one-week supply of both prescription and over-the-counter medications. <input type="checkbox"/> Personal hygiene products Toilet paper, toothbrushes, toothpaste, soap, shampoo, tissues, hand sanitiser, and any special needs items. <input type="checkbox"/> Torch A reliable torch with spare batteries for at least three days. If possible, choose a lantern-style torch for easier lighting. <input type="checkbox"/> Spare glasses and hearing aids Extra glasses, hearing aid batteries, or any other necessary aids. <input type="checkbox"/> Personal contact information A list of emergency contacts (family, friends, healthcare providers), and any special instructions related to your health that caregivers may need to know. 	<ul style="list-style-type: none"> <input type="checkbox"/> Mobile phone Keep it fully charged, along with a charger. Include a power bank to ensure you can charge if there's no power. <input type="checkbox"/> Battery-powered radio To receive updates, with extra batteries for at least three days. <input type="checkbox"/> Cash Keep a small amount of cash on hand in case ATMs or payment systems are unavailable. <input type="checkbox"/> Check your smoke detectors Ensure they are working properly, and replace the batteries if necessary. <input type="checkbox"/> First aid kit Include basic medical supplies such as bandages, antiseptic wipes, pain relief, and any specific medical items you may need. <input type="checkbox"/> Important documents Paper copies or digital scans of IDs, health insurance, medical records, prescriptions, and emergency contacts. <input type="checkbox"/> Extra keys Keep a set of spare keys for your home and car in case you need to evacuate.
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Look out for each other
Stay in contact with elderly friends, neighbours, and relatives to ensure you can assist each other if needed during a severe weather event.

ML-090872

Stay safe, stay prepared, stay connected.



2.5 Website

Blog

Preparing for Cyclone Alfred: Your Safety is Our Priority

As Cyclone Alfred approaches SE Queensland, we want to ensure that our clients and community members are safe and well-prepared. At All About Living, your safety is our top priority, and we're committed to supporting you through any disruptions this storm may cause.

What You Need to Know

The Queensland Government has issued a Severe Weather Warning for areas along the east coast from the Sunshine Coast to the Gold Coast, which means we are expecting high winds, heavy rain, and challenging conditions. To keep everyone safe, we've made some changes to our services:

- **Thursday, 6 March 2025:** All non-essential services and appointments are cancelled. Essential services will continue as usual.
- **Wednesday and Friday:** We are monitoring the situation and will provide updates if any further changes occur.

If your services are impacted, our **scheduling team** will reach out directly to discuss rescheduling options.

How to Prepare for the Storm

To ensure you're ready for the storm, we recommend taking some simple steps to check your emergency kit and make sure you have the essentials:

- A torch and extra batteries
- Water and non-perishable food
- Medications you may need
- A battery-powered radio with extra batteries
- A charged mobile phone

Emergency Contacts

- **Triple Zero (000):** For immediate emergencies
- **State Emergency Service (SES) – 132 500:** For help with storm and flood-related issues

We know these changes may cause inconvenience, but your safety is our top priority. We'll continue to update you as the situation evolves, and we encourage you to check your TV, radio, and emails regularly for further updates.

Download Your Cyclone Preparedness Checklist

Stay prepared by downloading our Cyclone Preparedness Checklist below, which will help ensure you have everything you need in case of emergency.

Download Here: <https://allaboutliving.com.au/wp-content/uploads/2025/03/Emergency-Checklist.pdf>

Stay safe, and thank you for your understanding during this time.

Home Page Banner – Warning Update.

SEVERE WEATHER WARNING FOR SOUTHEAST QUEENSLAND

All About Living offices will be closed from 2:00 PM Wednesday 5 March, reopening at 8:00 AM Monday, 10 March. During this period, we will continue to provide essential services. [Click here to learn more.](#)

Web Landing Page

Severe Weather Event – Office Closure and Service Updates

In response to the Severe Weather Alert for South East Queensland, All About Living will be closing its offices from 2:00 PM Wednesday, and we will reopen at 8:00 AM Monday, 10th March. During this time, we will continue to provide essential services to ensure the safety and well-being of our clients. However, all other non-essential services have either been cancelled or rescheduled where possible.

Group Activities Cancellation:

Please note that all AAL Group Activities scheduled for Wednesday, Thursday, and Friday have been cancelled. We understand this may be inconvenient, but the safety of our clients and staff is our top priority, and we appreciate your understanding during this time.

Monitoring and Communication:

We will continue to monitor the weather conditions and any associated risks closely. Our team will be checking phones and email messages regularly, so please don't hesitate to reach out if you need assistance.

Essential services will continue, and we will work to resume all other services by Monday. Please be patient with us during this period as we make the necessary adjustments to ensure everyone's safety.

Emergency Contact Information:

Should you have a medical emergency, please call 000 immediately for emergency assistance. For storm and flood-related help, please contact SES at 132 500.

Preparation and Safety:

We encourage everyone to prepare for the storm by checking your emergency kit and reviewing the following:

- Download our Emergency Kit Checklist to ensure you have everything you need to stay safe and prepared.

It's also a great time to reach out to family and friends. Check in and make sure they're also ready for the storm.

Stay safe, stay prepared, and stay connected. We appreciate your cooperation, and we will keep you updated with any further information.

Thank you for your understanding.
All About Living Team

Phase 2 & 3 – Comms Resources

1. Staff Communications

Staff Communication: Office Closure and Service Updates During Severe Weather Event

Dear Team,

In response to the Severe Weather Alert for South East Queensland, All About Living offices will be closed from 2:00 PM Wednesday, 5th March 2025, and will reopen at 8:00 AM Monday, 10th March 2025. This decision prioritises the safety of our staff and participants. We will continue to monitor the situation and keep you updated if there are any changes.

During this period, essential services only will be provided. Our Scheduling Team is busy notifying participants and managing cancellations and rescheduling. These steps ensure the safety of everyone involved.

Alternative Work Opportunities:

While we cannot guarantee hours, the People and Culture Team is working to provide alternative work opportunities for all team members to work from home during this time. We have also allocated staff training courses that can be completed on your work devices, helping you stay productive during the office closure.

Important Information for Staff:

- If you experience internet access issues, please document the times and share this information with your Team Leader or Manager when services are restored.
- If you live in a flood-prone area, please send your details to Elvira Brown at ebrown@allaboutliving.com.au so we can include you in our emergency plan and ensure your safety upon return.
- Frontline staff: Please switch your AlayaCare service to OFFLINE MODE by 1:00 PM on Wednesday, 5th March to ensure continued access to your schedules if head office loses power.
- Office staff will be working from home and can be contacted via Teams or email for support.
- During the office closure, we will regularly check emails and phone messages, so please continue to use the usual contact details:
 - Non-clinical calls: Direct to Clinical After Hours via info@allaboutliving.com.au.
 - Ensure your phones are charged and safe. We will send updates via emails, SMS, and text messaging. Please check your phone regularly for updates.

Reminders:

- If there is flooding, forget it.
- If powerlines are down, report it.
- Ensure you are prepared with:

- Special Reminder: EAP Services are available to support you during this stressful time. Please reach out if you need assistance.

Your Team Leader or Manager will keep you updated as more information becomes available. We will reassess the situation over the weekend and notify you of any changes to the schedule for next week.

Stay safe, stay prepared, and stay connected.

Thank you for your cooperation. We prioritise everyone's safety and appreciate your efforts to keep things running smoothly.

Warm regards,

Leonie Fowke, Chief Executive Officer

2. Customer Notification

2.1 Social Media

Post 1

☁️ Severe Weather Alert – South East Queensland ☁️ Due to the Severe Weather Alert, All About Living offices will be closed from 2:00 PM Wednesday 5 March 2025, reopening at 8:00 AM Monday, 10 March 2025. During this time, we will continue to provide essential services. All other services have been cancelled or rescheduled.

These changes are in place to ensure the safety of our participants and staff, which is our number one priority. Our team will be regularly checking phones and email messages. If you need to reach us, please leave a message at 1300 503 886 or email info@allaboutliving.com.au, and we will respond as soon as possible.

For urgent assistance, please call 000 for medical emergencies or SES (132 500) for emergency services.



Post 2

☁️ **Flooding: Stay Safe and Prepared** ☁️

Heavy rainfall and flooding can happen suddenly and cause serious damage to homes and roads. It's crucial to remember: If it's flooded, forget it!

When driving or walking during a flood, avoid:

- Driving through flooded areas – even shallow water can be dangerous and cause your vehicle to lose control.
- Walking through floodwaters – they can be deeper than they appear and carry hidden hazards.

Flood Safety Tips:

- Stay away from floodwaters – even small amounts can be dangerous.
- Do not attempt to cross submerged roads or bridges.
- If you're at home, move to higher ground if flooding begins to affect your area.
- Be prepared: Have an emergency kit ready with essentials like water, food, medications, and a flashlight.

Remember: Flooding can happen fast. **Stay safe, stay informed**, and always follow the advice of local authorities.

#AllAboutLiving #FloodSafety #IfItsFloodedForgetIt #StaySafe #EmergencyPreparedness #QueenslandWeather #Flooding

Creative Asset



Post 3

⚡ **Severe Storms and Lightning: Be Prepared** ⚡

Fierce storms can bring lightning, strong winds, and cause widespread damage, including fallen powerlines and damaged electrical assets, both above and below ground. To stay safe, follow these key steps:

- If you've lost power, turn off and unplug sensitive electronic equipment like televisions and computers.
- Beware of fallen powerlines. They can be difficult to see, especially in doorways or on pathways.
- Stay at least 10 metres away from any fallen powerlines or anything in contact with them. Report them immediately by calling 132 500.
- If your vehicle comes into contact with a fallen powerline or power pole, remain inside the vehicle and call 000 for immediate assistance.

Stay safe, stay prepared, stay connected.

#AllAboutLiving #SevereWeather #StaySafe #EmergencyPreparedness #QueenslandWeather #PowerlineSafety

Creative Asset



2.2 Direct Customer Communication

Ensuring the safety and wellbeing of our participants is our top priority. The following escalation process ensures timely interventions, clear communication, and participant safety, in compliance with the **Aged Care Quality Standards (Australia)** and the **Aged Care Act**.

This process supports team members assisting the Case Management Team to conducting welfare checks on participants following the Cyclone Alfred disaster.

Remote Assistance Guidelines for Staff

Staff Briefing Notes

To be communicated before Wednesday (before remote work starts and before the storm hits).

All staff need to know how to support clients from home or outside the office, especially our senior clients who may need extra reassurance. Key guidelines for staff:

- **Check-in Calls:** Each staff member is assigned a list of clients to call and check on. Starting Wednesday, call your clients daily (if possible) to ask if they have everything they need and to provide calm reassurance. Even a short, friendly call can greatly comfort an anxious senior.
- **Assess Needs:** During calls, ask if clients have their emergency supplies and if they understand the safety instructions. If a client is lacking something essential (e.g. food, medicine) or needs help, escalate this to our management team so we can coordinate assistance (for example, arranging a delivery before the storm if time permits, or contacting emergency services if it's critical).
- **Provide Information:** Be ready to share updates. Use the information from our communications and from authorities (e.g., weather updates, evacuation notices) to answer client questions. Stick to verified facts to avoid rumours. If you don't know the answer, reassure the client that you will find out and get back to them.
- **Technical Support:** If clients use our online services or need help accessing information, guide them remotely. For example, help them navigate to our website update or have them put the radio on for news.
- **Encourage Safety:** Gently remind clients to stay indoors during the cyclone and follow the preparation steps. Emphasise that help is available if needed.
- **Emotional Support:** Be patient and use a comforting tone. Some seniors may feel scared – let them know their feelings are normal and that we are here for them. If a client is extremely distressed, consider involving a family member (if available) or suggest they call support lines like Lifeline (13 11 14)
- **Team Coordination:** Staff should keep each other updated via our internal chat or conference calls. If you cannot reach a client after repeated attempts, inform the team – we may send someone (when safe) or alert authorities for a wellness check if necessary.

- **Documentation:** Note the outcome of each client contact (even brief notes). This helps us ensure no one is overlooked and we can follow up after the storm.

Communication process and scripting

1. Initial Contact Attempt:

- **Action:** Call the participant.
- **If Unsuccessful:** Within 1 hour, attempt a second call.
- If the second call is unsuccessful, attempt a third call within the hour.
- **Documentation:** Record the time of the call and the outcome in AlayaCare.

2. Third Contact Attempt:

- **Action:** If there is still no response, contact the Emergency Contact Person.
- **If Unsuccessful:** Notify the Case Manager or Business Manager immediately and document this in AlayaCare.
- **Documentation:** Ensure the outcome of this contact attempt is recorded.

3. Emergency Contact Person Action:

- **Action:** Request the Emergency Contact Person to try reaching the participant.
 - **If the Participant Should Be at Home and Not Answering:**
 - Ask the Emergency Contact Person if they can conduct a welfare check and request that they contact us with any updates.
 - **If Unable to Conduct a Welfare Check:**
 - Continue attempts to contact the participant each hour.
 - Escalate to the Case Manager or Business Manager to arrange a welfare check.
- **Documentation:** Record the outcome of the communication with the Emergency Contact Person in AlayaCare.

4. Successful Contact with Participant:

- **Action:** During successful contact, assess the participant's immediate needs post-cyclone by asking:
 - *How are you?*
 - *Is your home safe and secure?*
 - *Do you have power and water supply?*
 - *Are you able to stay in your home safely?*
 - *If not, escalate to Case Manager or Business Manager.*
 - *Do you have sufficient medical supplies for the next 7 days?*
 - *If not, escalate to Case Manager or Business Manager.*
 - *Do you have enough food for the next 7 days?*

- *If not, provide Community Hotline Number 1800 173 349 and escalate to Case Manager or Business Manager for additional follow up.*
 - *Do you have any other concerns or need assistance with anything?*
 - **Documentation:** Record responses in AlayaCare, noting the time of the call and any identified needs.
 - If any immediate support needs are identified (e.g., evacuation, medical assistance), ensure these are communicated to the Case Manager or Business Manager immediately for follow-up.

Key Points to Remember:

- All phone calls, including unsuccessful ones, should be logged in AlayaCare with accurate timestamps.
- Always document if an Emergency Contact Person has been reached or if they can assist with a welfare check.
- Keep the Case Manager in the loop for all significant developments.

Community Support Numbers	
Medical Emergency..... 000	Community Recover Hotline..... 1800 173 349
SES Emergency..... 132 500	Lifeline Hotline..... 1800 116 671

Phase 4 – Comms Resources

1. Client Communications

Email to all clients, social media post, and website update.

Timing: Once the cyclone has passed and it is safe, ideally within 24 hours after the storm, when conditions are clear.

Dear Valued Customer,

Cyclone Alfred Update – All Clear: We are very relieved to inform you that the worst of the storm has passed. Cyclone TC Alfred has moved on, and initial reports suggest minimal impact on our local area. We will resume normal services on [next scheduled service day, e.g. Monday].

We want to thank you sincerely for your preparedness and cooperation during this event. By staying safe and following the guidelines, you helped ensure everyone got through the cyclone with as little harm as possible. Our staff will be reaching out to check on you and assist with any post-storm needs you might have. If you have any concerns or require any support, please let us know.

Thank you once again for trusting us and for being proactive. We're grateful for our wonderful community of clients. Stay safe, and we look forward to seeing you soon.

Warm regards,
Leonie Fowke, Chief Executive Officer

Post-Storm Update: Cyclone Alfred has passed, and we're happy to report that everyone is safe. All services will resume on the next scheduled day. Thank you all for your preparedness and cooperation! Please contact us if you need any assistance. 🧑‍🤝‍🧑 🏠

This final communication expresses gratitude and relief, acknowledges clients' efforts in preparing, and provides the all-clear. It reassures that the organisation is ready to resume services and continue support. The tone is warm, positive, and appreciative.

Creative Assets



2. Staff Communications

Keep employees informed about office closures, work arrangements, and how to help clients. Ensure staff safety and enable them to support clients effectively.

Email

Subject: Office Closed Thursday – Cyclone Alfred Precautions

Dear Team,

As you know, Cyclone TC Alfred is approaching our area later this week. Out of an abundance of caution and to ensure everyone's safety, **our office will be closed on Thursday. On that day, only essential emergency services will operate (a small on-call team will handle any urgent client needs).

We encourage all staff to work from home on Wednesday, Thursday, and Friday if your role allows. This will minimise travel and keep you safe. Make sure to take your laptops and any necessary files/equipment home by Wednesday. For staff whose duties cannot be done remotely, please coordinate with your manager for any essential tasks or to arrange time off as needed.

Key points:

- Office closed Thursday: No one should come to the office that day.
- Essential services only: A few designated team members will handle critical client support via phone; they will be notified separately.
- Work From Home (Wed–Fri): If you can work remotely, plan to do so starting Wednesday. Stay home, stay safe, and remain available online/phone during work hours.
- Communication: We will hold a brief all-staff Teams check-in on Wednesday morning to answer any questions and ensure everyone is set up from home. We will also use our team WhatsApp/Slack channel for quick updates.

Please prioritise your safety and that of our clients. If you need any assistance or have concerns about working remotely (or about your own home preparations), let us know. We're all in this together.

Stay safe and thank you for your support during this time.

Regards

Leonie Fowke, Chief Executive Officer