



Moreton Bay Regional Council  
**Appendix 3 - Communications Plan**

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2023



## Communication Cascades<sup>2</sup>

A communication cascade is a structured and systematic approach to disseminating information within an organisation or a group. It involves relaying information from the top level of the hierarchy (e.g. management committee) down through various layers, ultimately reaching all relevant individuals. The process is called a cascade because the flow of information resembles a waterfall, with messages trickling down from one level to the next.

The communication cascade is used to ensure that consistent and accurate information reaches all members of an organisation in a timely manner. It helps prevent miscommunication, confusion, and the spread of misinformation.

### Communication Cascade Example

<b>Cascade no.</b>	<b>Responsible Parties</b>	<b>Communications Actions</b>
1.	<i>Disaster Resilience Working Group Chair</i>	<i>Receive weather alert update and advise working group</i>
2.	<i>Volunteers lead</i>	<i>Advise all members and request assistance</i>
3.	<i>Evacuations lead</i>	<i>Contact coaches and managers via SMS</i>
4.	<i>Communications lead</i>	<i>Post on social media pages</i>

### Communication Cascade Template

Create separate communication cascades for during and outside of operating hours if relevant

<b>Cascade no.</b>	<b>Responsible Parties</b>	<b>Communications Actions</b>
1.		
2.		
3.		
4.		
5.		

<sup>2</sup> Papa, M. J., Daniels, T. D., & Spiker, B. K. (2007). Organizational Communication: Perspectives and Trends (5th ed.). Sage Publications, Inc.

# Suggested Messaging<sup>3</sup>

## Before a Severe Weather Event - Suggested Messaging

- We value all of our members/customers and will keep you updated as best we can
- We are well prepared for events like this and have activated our response plan
- Our organisation will close from (provide details) until it is safe to return and resume operations
- Please stay safe and follow emergency services advice

For organisations responsible for volunteers, staff, members, guests or customers during an event provide regular updates and advise them to prepare an emergency kit:

- We recommend you prepare an emergency kit including: water in sealed containers; canned food to last three days; can opener; medications; toiletry supplies; torch; mobile phone charger and portable power pack for charging phones; face masks

## During a Severe Weather Event - Suggested Messaging

For organisations responsible for guests or customers during a disaster, advise them how to stay safe and where to go if evacuation is required.

- For more information and weather updates please visit (provide details)
- If you are in a life threatening or dangerous situation or require emergency assistance, please phone 000
- Please follow the advice of emergency authorities at all times

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<sup>3</sup>Queensland Government. (n.d.). Small business disaster hub. Business Queensland. Retrieved 29 March 2023, from <https://www.business.qld.gov.au/running-business/natural-disaster/disaster-hub/small-business>



## After a Severe Weather Event - Suggested Messaging

### Initial Recovery

- We have been following authorities' advice and plan to reopen our organisation as soon as it is safe to do so
- Our doors may be temporarily closed, but you can still buy and order online. Visit our website: (provide website address)
- We wish all of our members / customers a safe recovery

### Later Recovery

- We are now open and ready to welcome all our members/customers back
- Please be patient with us as we work to resume full operations
- In the meantime, please visit our website to place an order
- You can continue to contact us on: (provide details)

