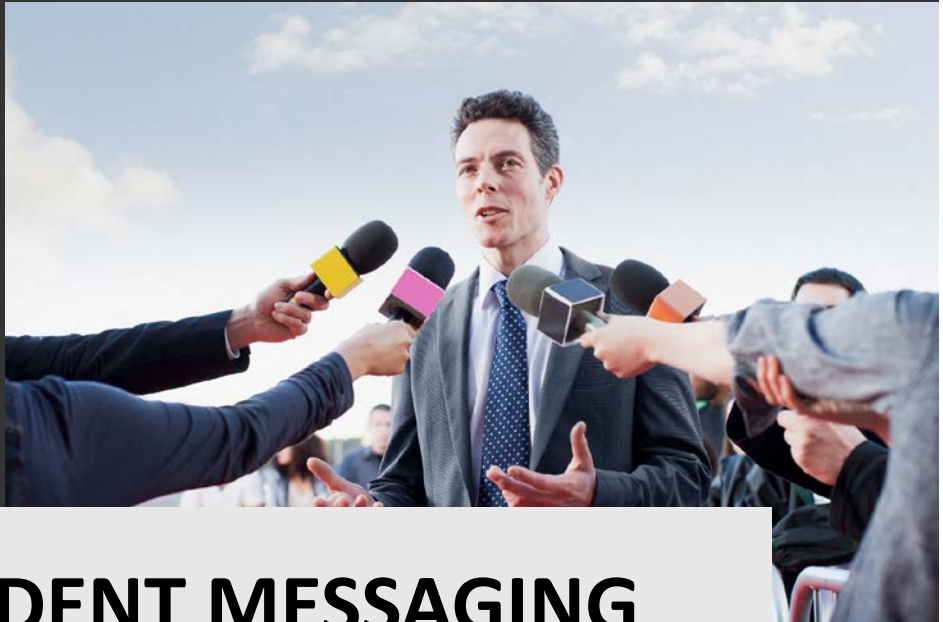




TAFENSW

**NATIONAL CENTRE FOR
EMERGENCY MANAGEMENT
STUDIES**



CRITICAL INCIDENT MESSAGING

BE READY FOR THE WORST - BE TRAINED BY THE BEST

Accurate, timely and relevant information during an emergency is essential to help people make smart and safe decisions for themselves and their families. When a critical incident occurs, organisations need to be prepared with current information and key safety messages, as well as confident personnel to deliver those messages clearly.

Participants will build confidence and capability in applying high quality crisis communication skills via radio, TV, social media and print, guided by practical scenarios and lessons learnt from some of the most recent large-scale emergency incidents experienced by Australian and New Zealand communities.

LEARNING OUTCOMES:

Following completion of this program, participants will be able to:

1. Define the situation and its impact on communities
2. Identify key information to support public safety
3. Develop public safety messages for an incident
4. Build and maintain key media and communication groups

WHO SHOULD ATTEND?

Any interested persons working in organisations involved in emergency management, local government, community development, relief and/or recovery or with an organisational communications responsibility, with an expectation to liaise with media agencies and represent their organisation as an official spokesperson.

COURSE ASSESSMENT:

This course is a professional development program and does not include a formal assessment task. Participants will take part in a variety of different practical scenarios to develop and practice core skills in order to deliver key messages in both simple situations and contentious environments.

Participants will receive a TAFE Statement in Critical Incident Messaging

CONTACT:

Michelle Lieschke

Phone: 02 6058 2730

Email: NCEMS@tafensw.edu.au

COURSE DETAILS

Duration:
16 hours

Delivery method:
Face-to-face

Location:
National Centre for
Emergency Studies
TAFE NSW Wollongong
Foleys Lane
Wollongong NSW

