



Moreton Bay Regional Council

Improving community safety by
warning residents of critical events

whispir.



About Moreton Bay Regional Council

Moreton Bay Region is one of the fastest developing places in Australia. Situated between Brisbane and the Sunshine Coast, the region covers coastal settlements including Redcliffe, Beachmere and Bribie Island, rural townships and mountain villages like Mt Mee, Woodford, Dayboro and Mt Glorious, established areas such as the Hills District and rapidly expanding urban centres like North Lakes, Morayfield and Narangba.

Twelve divisional Councillors and a popularly elected Mayor serve the region, which covers 2,037 square kilometres and has a population of approximately 417,000 which is projected to be 533,000 by 2031





The Challenge:

Following the severe flooding in Queensland during January 2011, Moreton Bay Regional Council realized it had an inability to effectively communicate warning messages to its residents.

Recommendations had also been made in the Queensland Floods Commission of Inquiry interim report that councils need to be responsible for flash flood warning messages. A solution was required that could help provide disaster management alerts to residents and also complement existing warnings issued by the Bureau of Meteorology and other emergency service agencies.

The Solution:

The Council engaged Whispir to help implement a more effective communications solution that could not only send out information more efficiently but also better manage its contact information.

- The ability to deliver a single message over multiple channels quickly and easily meant the Council could provide timely and accurate information to residents
- Better manage community contact information by having it all accessible from within the one system
- The platform is also managed centrally in a hosted solution which further mitigates risk, ensuring greater operational resilience
- Members of the community can opt-in to receive warning alert messages about flood conditions and major dam releases in the region, with subscriber information geo-coded so that they get the most relevant messages for their region
- Send highly targeted messages to large numbers of residents at the same time





The Benefits

More efficient communication processes that save time, improved community engagement and safety, and greater organizational resilience.

Being able to reach a large number of residents at once with one message is much more efficient than previous processes and saves valuable time.

As the Whispir Platform offers crosschannel messaging, the Council can provide important information across a SMS, email, voice message, social media or any combination of these, all at the same time. Messages can be sent out even if the Council's own internal hardware systems fail.

The Whispir Platform, together with the Council's 'MoretonAlert' service is improving community engagement by not only sending out warning messages more quickly but also by providing more targeted information based on each resident's location.

“To be able to pump out the one message and have that sent to multiple people without having to do the individual phone calls or those sorts of things is priceless”

Carl Petersen - Disaster Management Coordinator, Moreton Bay Regional Council



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