

5.3. 40 DAYS IN 40 WAYS

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DEPARTMENT	People and Community Services

RECOMMENDATION

That Council;

1. **Notes the attached report on the 40 Days in 40 Ways campaign that ran from 10 April 2020 to 19 May 2020 and that the Douglas Recovery Group pivoted successfully to support the community of Douglas Shire in fortifying their resilience, mental health and wellbeing.**

EXECUTIVE SUMMARY

During the build-up or the onset of a natural disaster communication in the Douglas Shire with the community would be around the availability of resources (e.g. sandbags), strengthening their preparedness measures (e.g. emergency kits), locations of places of refuge and issuing emergency alerts. The Local Disaster Coordination Centre would be activated for several days, perhaps weeks. The recent global pandemic has changed the way we would normally communicate with the community. During the early onset of COVID-19 Douglas Shire did not have first-hand experience with positive COVID-19 cases, but the mental and economic ramifications were evident.

In fast-moving and uncertain situations such as COVID-19, where the scale and duration is unknown, communicating early and with empathy was critical. On 10 April 2020, the Douglas Recovery Group launched the Do It In Douglas campaign and a media release. The 40 Days in 40 Ways campaign coincided with this launch.

BACKGROUND

A disaster is not only much larger in scale than a personal or family emergency, but it has a much longer lasting change element compounded by an extremely high level of uncertainty and complexity. It is natural that people process information differently during disaster and non-disaster times. To convey information the messages must be targeted and actionable.

The campaign was a combination of targeted simplified messaging ranging from competitions, COVID-19 information, Australian Government (credible) practical tips, and virtual access to relevant webinars and Council-facilitated sessions. This was created through a combination of impactful joy-marketing, demonstrating genuine care, promoting the Shire to tie in with Do It In Douglas campaign, advertising COVID-19 specific informative posts and using the handle #40Days40Ways.

Behind the scenes the small Dream Team responsible for making this happen was Amy Mail, Renee Kerr, Georgia Graham and Jamie Kleinhans. The campaign content was compiled in under two days, after which weekly meetings were held to update the team.

Various avenues were used to reach our audience, ranging from the Douglas Shire Council's website, Newport, the Mossman Gazette and Facebook (with COVID-19 there has been a shift to people staying at home and an increase in accessing online channels). For consistency posts were published daily at 08:00.

To indicate the campaign's success analytics have been included from several selected daily posts.

COMMENT

Highlights

The campaign was launched with a bang with the long Easter weekend Backyard Camping Competition. Couples and families who were supposed to be camping this weekend were urged not to let travel restrictions stop them from having fun. This post reached 2645 people and had 161 likes, comments and shares. Refer to the attachment for photos.

What do people in our beautiful Shire love to do – they love to fish. So, a fishing competition was launched, which was all about the BIG one that didn't get away. People were asked to submit a photo of their catch including details, not GPS coordinates, of where it was caught and size. This post reached 2395 people and had 66 likes, comments and shares. Worth noting is that throughout the campaign no negative feedback was received.

Other competitions included: sidewalk chalk challenge and a clown fish creative drawing competition.

This campaign promoted Council activities and some of these included library memberships and participating in the Activate8 program. An excerpt of the Activate8 me program was a post that reached 2009 people and had 11 likes, comments and shares.

The campaign had a lot of traction and the community recommended several ideas, that were included under #40Days40Ways. Such as

- Virtual visits and podcasts of D'Arcy of Daintree 4WD Tours.
- Using images by locals e.g. for the clown fish drawing comp used photo by local photographer, Tracey Jones of the Douglas Photographic Society.
- Take 3 for the sea was recommended by a local resident.
- Beautiful cards were created by local artist John O'Connell from Quiet Colours Studio and was made available for FREE to encourage card-writing for the people delivering post (which the post office informed us there has been an upsurge of online shopping), teachers and healthcare workers. This post reached 2207 people and received 36 likes, comments and shares.

Despite the predominantly feel-good campaign this platform was utilised for Covid-19 specific information, which included:

1. Promoting registration to the Care Army is for those who want to help older people living in the community who may not have friends, family or neighbours that are able to support them during the COVID-19 pandemic & other future support. The Douglas Local Disaster Management Group now have access to these volunteers that could be mobilised to assist with future disasters.
2. The community was encouraged to access pragmatic and helpful TTNQ webinars
3. This platform was used for a soft launch for the Buy Douglas Build Douglas campaign, which reached 2616 users and had 163 likes, comments and shares. The purpose of the Buy Douglas Build Douglas campaign is to instill resilience in people and tap local sources of hope and optimism.

We joined the global bear hunt and encouraged people to get involved by placing a teddy bear or soft toy in their windows, trees or balconies for children to spot as they walk by. This particular post received overwhelming positive feedback – it reached 6668 people and the community spontaneously posted locations of the bears and altruistic children donated their bears by leaving them outside for other children.

Feedback

As part of the last day of the campaign the Douglas Local Disaster Management: Human and Social Recovery Group launched a survey with the aim of understanding how we in Douglas are coping with and adjusting to the Coronavirus pandemic; and in what way we can improve support to communities and individuals.

The survey questions relate to:

- Challenges households have been facing due to social isolation restrictions.
- The type of relief measures during this time.
- People's perceptions about the long-term impacts of COVID-19 on their community and economy.
- What they would like governments and organisations to do to help our community recover.

262 responses were received and feedback from the community highlighted that this campaign reached its audience and was appreciated by the community. Some of the feedback, as extracted from the survey, includes:

- "Love the 40 days in 40 ways".
- "The enthusiasm of our local Council group that organised Facebook posts and competition in the 40 ways in 40 days was inspiring and uplifting".
- "I enjoyed the 40 Day 40 ways – shared it with friends in other areas who were struggling to do things together".

Conclusion

Responding to COVID-19 has many moving parts, but this succinct campaign proves that Council is adaptive to the needs of the broader community as there has never been a greater time to provide locals with the opportunity to fortify their own resilience, mental health and wellbeing.

PROPOSAL

With climate change predicted to increase the frequency and/or intensity of climate-related hazards and effects, populations already exposed to those hazards and effects will be at greater risk for communities located in coastal regions. The political will from Local Council is important to ensure investment is made into mitigation of risk and strengthening preparedness to risk. This will allow for long-term investment and support into proactive disaster risk management. Proactive initiatives include being committed to disaster risk reduction, supporting the governance around disaster risk - where council's Disaster Management Unit takes the lead, and the willingness to support sustainable investment into risk reduction and early warning systems.

FINANCIAL/RESOURCE IMPLICATIONS

The campaign's success was that it was launched during school holidays; promoted supporting local businesses; included several competitions and was delivered by a small team collaborating on innovative messaging. Access to the Queensland Reconstruction Authority's Get Ready funding was crucial for implementation of the campaign.

Not all campaign ideas were used or permitted because of the weather, so a stockpile of ideas exist for future use.

SUSTAINABILITY IMPLICATIONS

Economic: Promotion of local businesses and enterprises and providing support to the Buy Douglas Build Douglas campaign.

Environmental: Environmental and sustainable programs and initiatives were promoted as part of the campaign.

Social: Fortifying resilience and solidarity in a changing risk landscape. Strengthening Douglas Shire Council's digital presence.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future. We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from and enjoy our Shire. We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

Goal 2 - We will deliver programs and services that protect and enhance the liveability of our beautiful Shire.

Goal 3 - We will develop programs that promote health, well-being and safety in the community.

Theme 4 - Inclusive Engagement, Planning and Partnerships

In delivering for our communities, economy and environment, Douglas Shire will ensure open and transparent engagement and communication. We will develop robust strategic plans and we will partner with our community and key stakeholders.

Goal 2 - We will develop forward looking strategies for the future of our communities, and we will ensure balanced and appropriate planning decisions.

Operational Plan 2020-2021 Actions:

2.2.3 - *Continue to promote the Do It In Douglas campaign that supports the community to enhance local business buying and improve community well-being.*

5.4.1 - *Deliver and implement community disaster awareness and resilience education. Continue to seek existing and alternative funding to stimulate community cohesion and strengthen resilience.*

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Information Provider Council provides the community with important information on services, events, policies, rules, strategies, and any other relevant data that helps the community to stay informed. In performing this role, Council seeks to be open and transparent.

CONSULTATION

Internal: Environment and planning, People and Community Services; Management Team; Disaster Management.

External: Local Disaster Management Group.

ATTACHMENTS

1. 2020 08 17 40 D 40 W attachment [5.3.1 - 12 pages]

40 Days in 40 Ways

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18 August 2020

The Dream Team

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General News

Do It In Douglas – A Campaign For The Community

April 10, 2020

DOUGLAS SHIRE COUNCIL

40 DAYS 40 WAYS

Participate in a full calendar of family-friendly, free activities and competitions, which will be published each day on Council's Facebook Page.

Tune in to Council's Facebook page for daily suggestions on making the most of staying at home while social distancing.

Activities include: Competitions, virtual tours of local attractions, Access Free Fitness live streaming, fun ways to support your community

Join us at [facebook.com/douglasshirecouncil/](https://www.facebook.com/douglasshirecouncil/) | For more info visit www.douglasshire.qld.gov.au or call 4099 8444

DOUGLAS SHIRE COUNCIL

Your Douglas Community Matters

40 DAYS 40 WAYS

Bin day dress-up competition!

We want the Douglas community to join in the fun happening all over Australia. It's dress up in costume to take the bins out.

Take a photo or video, head over to Council's competition Facebook page & submit your entry in the comments.

Best dressed wins a \$50 Manly's Fuel Voucher + 15 sec of fame in tagging rights.
Entries close Mon 27 Apr 2020

STREET BANK

Have you been looking for a way to bring your street together? Maybe it's time to start a Street Bank!

What is it? A community run initiative that gives you the tools to support those neighbours in need (elderly, isolation or at risk), especially seniors or those with medical conditions.

Visit Council's website to learn how to become a Street Bank Coordinator today

Follow us @ [facebook.com/douglasshirecouncil/](https://www.facebook.com/douglasshirecouncil/) | For more info visit www.douglasshire.qld.gov.au or call 4099 8444

Ordinary Council Meeting - 25 August 2020

Objectives

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- Impactful joy-marketing and demonstrating genuine care
- Promote local – tie in with Do It In Douglas campaign
- Covid-19 specific informative posts
- Audience – focused on families
- Grow DSC digital presence
- Simplified messaging
- #40Days40Ways



Ordinary Council Meeting - 25 August 2020

Highlights: Competitions



2645 People Reached		
161 Likes, Comments & Shares		
322 Post Clicks		
31 Photo Views	1 Link Clicks	290 Other Clicks

Ordinary Council Meeting - 25 August 2020

Attachment 5.3.1



DOUGLAS FIRE COUNCIL

TODAY'S CHALLENGE

40 DAYS in 40 WAYS
FRIDAY 8TH OF MAY

FISHING COMP
CATCH A **BIG ONE**

WHO IS THE DOUGLAS FIRE COUNCIL CATCH THE BEST FISH?

Enter from Monday April 11 May



1476 People Reached

38 Likes, Comments & Shares

92 Post Clicks

15 Photo Views	0 Link Clicks	77 Other Clicks
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Performance for Your Post

2395 People Reached

66 Likes, Comments & Shares

159 Post Clicks

19 Photo Views	0 Link Clicks	140 Other Clicks
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NEGATIVE FEEDBACK

0 Hide All Posts	0 Hide Post
0 Report as Spam	0 Unlike Page

Ordinary Council Meeting 25 August 2020

19/08/2020

Douglas Fire Council

66 Likes, Comments & Shares

Highlights: Council-specific

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DOUGLAS SHIRE COUNCIL

TODAYS CHALLENGE

40 DAYS in 40 WAYS
MONDAY 27TH OF APRIL

SIGN UP FOR A FREE LIBRARY MEMBERSHIP

Click the link above!

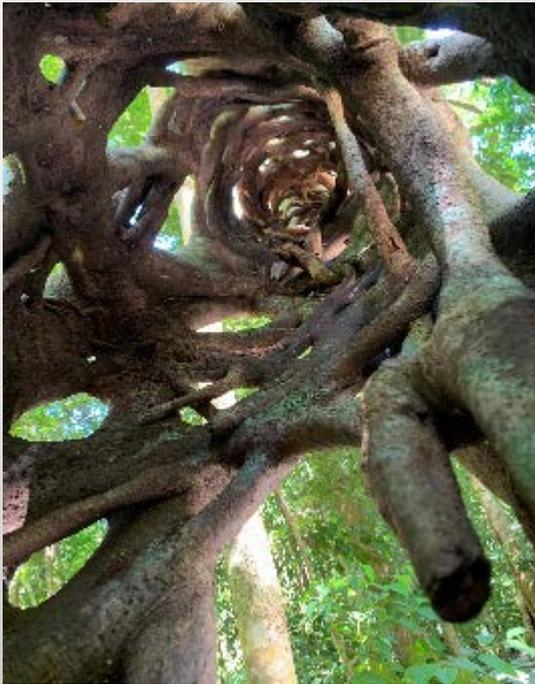
Renee

Performance for Your Post

2009	People Reached	
11	Likes, Comments & Shares	
39	Post Clicks	
12	17	10
Photo Views	Link Clicks	Other Clicks

Ordinary Council Meeting - 25 August 2020

Highlights: Local contributions



Ordinary Council Meeting - 25 August 2020



Performance for Your Post

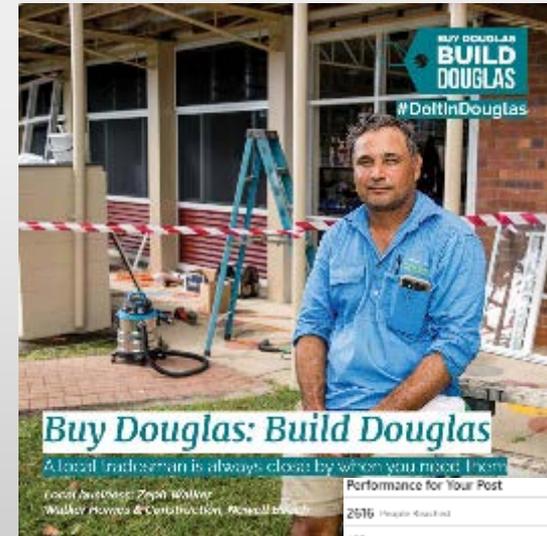
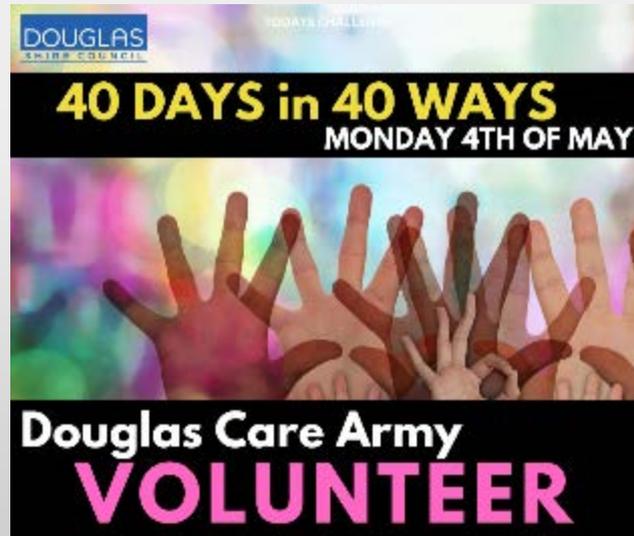
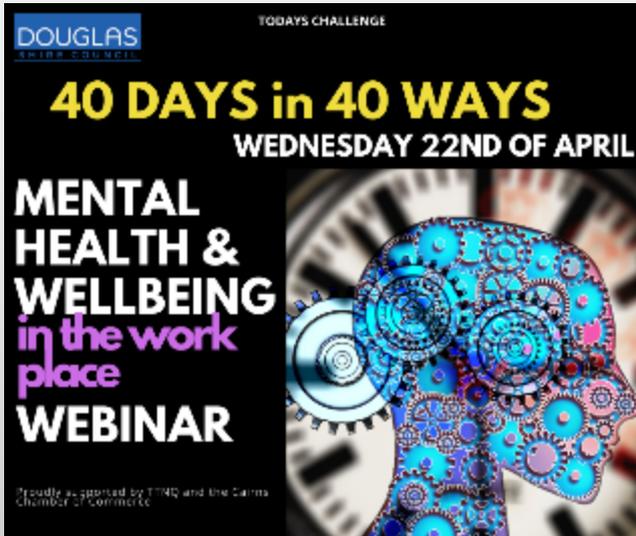
2207 People Reached

36 Likes, Comments & Shares

36 Post Clicks

13	0	23
Photo Views	Link Clicks	Other Clicks

Highlights: COVID-19 specific



Ordinary Council Meeting - 25 August 2020

Highlights: Bear hunt

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DOUGLAS SHIRE COUNCIL

TODAY'S CHALLENGE

40 DAYS in 40 WAYS
FRIDAY 10TH OF APRIL

DOUGLAS BEAR HUNT!

Today we start the global bear hunt!
Join in on the fun by placing a teddy bear in strategic locations such as windows and trees so your neighbourhood kids can join in on the bear hunt.

Share your hunts on [Where to find a bear!](#)




Performance for Your Post

6668	People Reached	
211	Likes, Comments & Shares	
597	Post Clicks	
82	0	515
Photo Views	Link Clicks	Other Clicks

Ulysses Avenue - Port Douglas
 Reef Street - Port Douglas
 Wharf Street - Port Douglas
 Pecten Avenue - Port Douglas
 Bower Close - Port Gardens
 Shearwater Street - Port Gardens
 Brolga Street - Port Gardens
 Cooya Beach Road - Cooya Beach
 Albatross Close - Cooya Beach
 Jacaranda Close - Cooya Beach
 Bougainvillea Street - Cooya Beach

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Feedback

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40 days in 40 ways campaign, dissemination of info about how services are continuing to operate

Relief on payment of rates/ water, information on local news service, activities available ... active\$ - free ferry - free mulch and encouraging everyone to Buy Douglas Build Douglas ... good for business and morale Also using time when tourist not here to beautify the town and clean it up. Good job

I enjoyed the facebook 40 Day 40 ways - shared it with friends in other areas who were struggling for things to do. The Buy Douglas Build Douglas needs to be pushed harder.

The enthusiasm of our local Council group that organised facebook posts and competitions in the 40 ways in 40 days was inspiring and uplifting

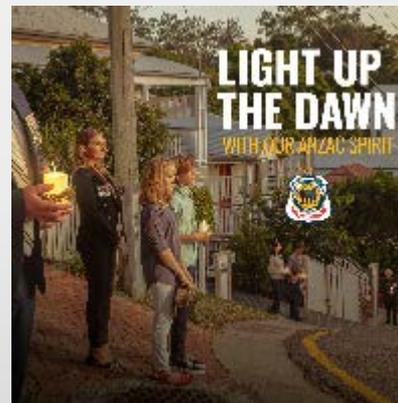
Love the 40 days In 40 ways.

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Strengths

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- Campaign's success:
 - School holidays
 - Competitions
 - Weekends
 - QRA Get Ready
 - Separate, but strengthening unity and togetherness
 - Pivoted successfully and over a short period of time
 - Stockpile of ideas



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See you soon!

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