Personal overview

Name: Sam
Age: 32
Occupation: Business Owner
Family: Lives with wife and two children in Blacktown

> " My family's safety is my first priority "

About Sam:

Sam lives in a flood prone area (flash flooding in particular) and has been living there for 10 years. Sam also owns and runs a café in the town where he lives. Sam is very aware of the risks and dangers of a flood. His property and business has previously been inundated in a flood. However, Sam and his family evacuated on time. His property and business suffered some flood damage but was repairable because he had taken preventive measures to minimise damage such as stacking his stock above ground, securing objects that are likely to float, etc. Sam is aware of the SES's function and knows when to give them a call.

SAM | BUSINESS OWNER

This persona can also apply to: Farmers, Teachers, The Media

Sam's goals:

- Understand the level of danger his family and business faces
- Ensure the safety of his family
- Know when life can return back to normal

Sam's tasks:

- Find out the severity of the emergency
- Find out what to do during an emergency (i.e. stay or evacuate)
- Find out updates and duration about the emergency (i.e. all clear, not safe to return home, etc.)
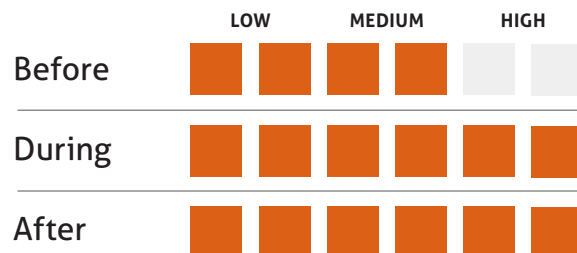
What NSW SES can do for Sam:

- Provide relevant information to Sam's area
- Provide warnings quickly
- Provide information and advice on what to do in a flood

Research channels

Digital engagement with SES

Sam is highly engaged with NSW SES's digital channels as he knows that NSW SES is a critical source of information relating to information before, during and after a severe weather event.

	LOW		MEDIUM		HIGH	
Before	■	■	■	■	□	□
During	■	■	■	■	■	■
After	■	■	■	■	■	■

James Rigato
Executive Chef

the root

SES
NSW STATE EMERGENCY SERVICE

Personal overview

Name: Matthew
Age: 26
Occupation: Web designer
Family: Not married. Lives with girlfriend in metro NSW

" **It's not going to happen to me and the SES will be there to help me if anything happens** "

About Matthew:

Matthew just moved into an area which has suffered some storms in the past but hasn't had any re-occurrence for a couple of years. His awareness of the SES is low; he hasn't had to call the SES before and he hasn't been in a situation where he needed to prepare nor evacuate from a storm. He is not pro-active about finding out information on how to prepare for a storm as he thinks that that it will not happen to him.

Matt experienced a storm for the 1st time. It happened very quickly and lasted 2 days. After the storm, there was a fallen tree that was partially blocking his driveway. Matthew's first instinct was to ring 000 to ask for help. He was told to ring the SES and when he found the SES number to call, he was frustrated that he was on hold for 2 hours to lodge a job.
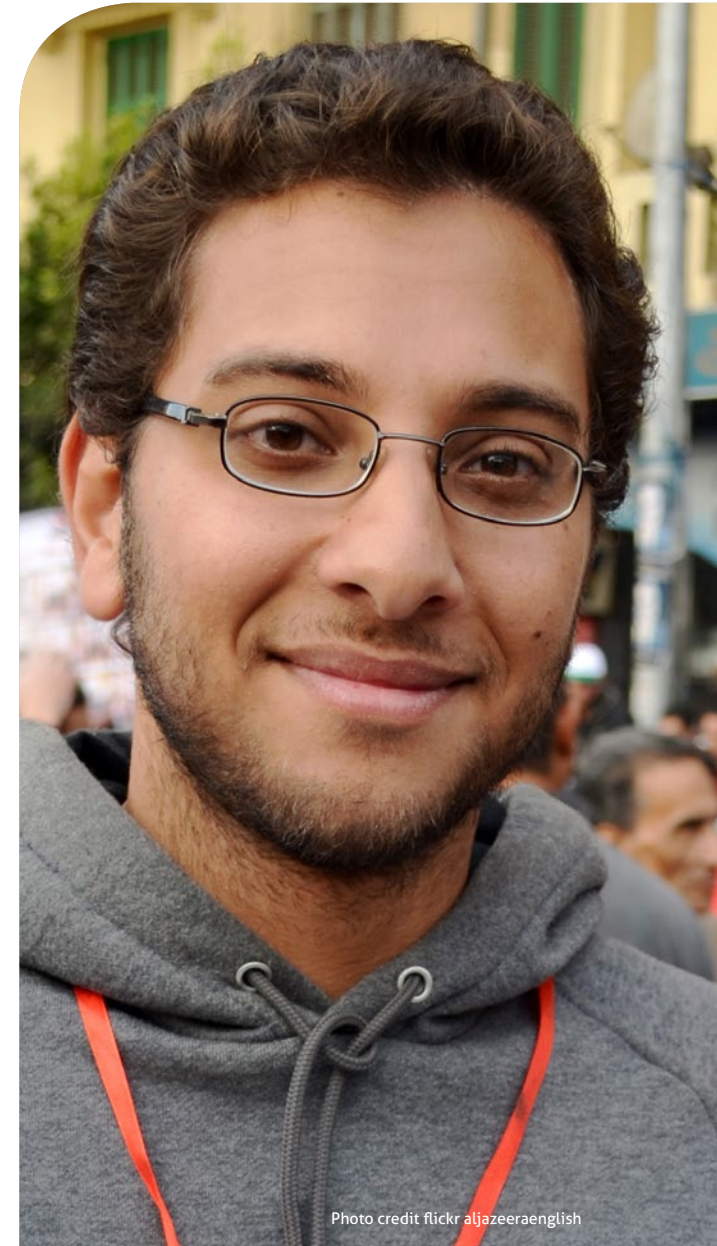
Photo credit flickr aljazeeraenglish

Matthew's goals:

- Seek help

- Wants someone to help him get rid of the fallen tree immediately

- Know when his life can return to normal

Matthew's tasks:

- Find someone to help him clear a fallen tree on his drive way

- Wants to know how long before help arrives

- Wants to get an update on the situation – is it over, are there areas to avoid, what to do, etc.

## What NSW SES can do for Matthew:

- Provide Matt with a clear list of who and when to call. Ie call Energy Australia if his electricity is cut.

- Provide Matt an easy way to request help.

- Let Matt know the number of jobs in his area that SES is responding to so that Matt can understand how busy SES is.

- Provide Matt with an update on what's going on around his area.

Research channels

Digital engagement with SES

Matthew's digital engagement with NSW SES's digital channels is low during the before phase, as he doesn't know that NSW SES is a source of information, however his awareness increases as he searches for help during and after an emergency.

	LOW		MEDIUM		HIGH	
Before	■	■				
During	■	■	■	■		
After	■	■				

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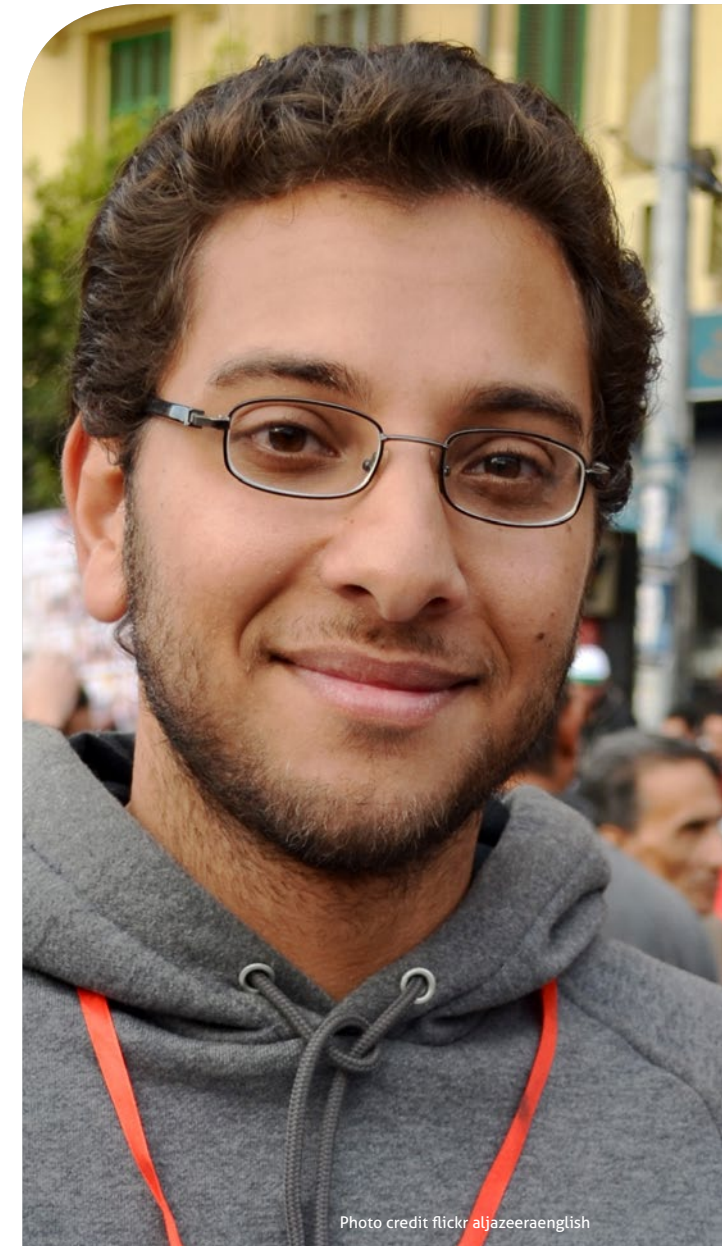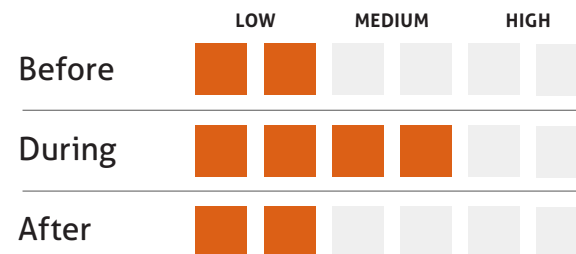
Personal overview

Name: Li Chun
Age: 56
Occupation: Housewife
Family: Married. Only daughter got married and moved to rural NSW

" I want to make sure that my daughter and her family is safe "

About Li Chun:

Li Chun is a housewife that lives in Fairfield. She has a daughter that lives in Lismore. Li Chun is from China and migrated to Australia 10 years ago. She has been living in a Chinese community in Fairfield and her command of the English language is poor. She can read and write basic English. Her mother tongue is mandarin and she feels more comfortable conversing in that language. Her daughter got married and moved to Lismore. Recently, Li Chun heard on the news that Lismore is at risk of a flood. She tried to call her daughter but the network was busy and she couldn't get through. She is worried about her daughter and her family's safety.

Li Chun's goals:

- Wants to know that her daughter and her family is safe and if help is attending the area

- Wants to know if her daughter and her family is at risk of danger

- Wants to know when her daughter and family can go back to their normal lives

Li Chun's tasks:

- Get in touch with her daughter

- Wants to understand what is going on in Lismore (i.e. are they been asked to evacuate)

- Wants to know when the flood is over

What NSW SES can do for Li Chun:

- Provide information in Mandarin

- Provide Li Chun with information about what is going on in the area that her daughter lives in. I.e. are people being evacuated, etc.

- Provide Li Chun with the all clear when the weather incident is over

Research channels

Digital engagement with SES

Li Chun's awareness with NSW SES is low. Her level of engagement with NSW SES's digital channels is low in the before phase as she's not directly impacted by any disasters and hence has no need to look for preparation information. Li Chun's engagement would increase to medium in the during and after phase as she might try to go online to search for information if she is unable to contact her daughter.

	LOW		MEDIUM		HIGH	
Before	■	■				
During	■	■	■	■		
After	■	■	■	■		

Photo credit sodaniechea

SES
NSW STATE EMERGENCY SERVICE

Personal overview

Name: Tim
Age: 25
Occupation: Mechanic
Family: Single

" This is my community and I want to do my part to help in times of disasters "

About Tim:

Tim lives in Wollongong and is a car mechanic by trade. After the storms in April 2015, Tim was inspired to become a volunteer as he wanted to do more for his community. Tim knows that his uncle volunteers for a emergency response unit but is unsure what his role is. He learns from him that he has been a volunteer for the NSW SES and has been for the past 20 years. Tim talks to his uncle about his volunteering experience and would like to find out if there are any volunteering opportunities in the place where he lives.

Tim's goals:

- Volunteer for a leading emergency respond service

- Contribute back to the community

- Know what is the process of becoming a volunteer

Tim's tasks:

- Find out if NSW SES is the right emergency respond service to volunteer for

- Find out the process of becoming a volunteer

- Find out how to apply to be a volunteer

- Find out what new skills he will acquire

What NSW SES can do for Tim:

- Provide Tim with lots of feel good content about being a volunteer (i.e. not just being able to help others but the camaraderie from being in a SES unit, gaining skills and knowledge that can also be used in real life and also to work with the latest technology and equipment) to help him solidify his decision making process.

- Provide an easy sign up process.

- Provide Tim with information about volunteering such as commitment, training process, nearest unit to Tim and what they are recruiting for.

Research channels

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Digital engagement with SES

Tim's awareness of NSW SES is low in the before phase but would be increased during and after a severe weather event when he watches the news and see NSW SES in action. His level of engagement with NSW SES's digital channels will be low in the before phase and medium in the during phase when he sees NSW SES on the news. His engagement will be the highest after an event when he is finding out more information about how to volunteer.

	LOW		MEDIUM		HIGH	
Before	🟧	🟧	⬜	⬜	⬜	⬜
During	🟧	🟧	🟧	🟧	⬜	⬜
After	🟧	🟧	🟧	🟧	🟧	🟧
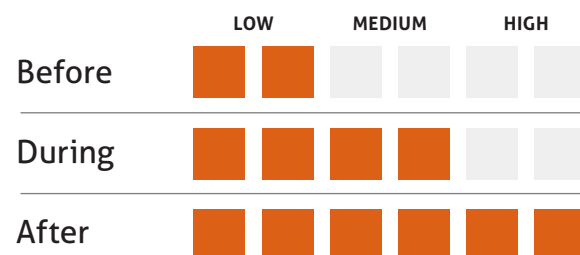
Personal overview

Name: Denise
Age: 33
Occupation: NSW SES Deputy Unit Controller
Family: Single

> " Helping communities help themselves allows us to devote our attention and resources to help those with higher priority jobs "

About Denise:

Denise is a volunteer as a NSW SES Deputy Unit Controller, she is a software tester by trade . Denise has been with the organisation for 5 years. She initially joined after attending a SES community event and decided to do something outside her usual job and contribute back to the community.

Denise's involvement with community engagement events, have made her aware of the challenges that SES faces regarding the public's understanding of their part they play during times of disaster and their expectations of NSW SES. Denise wants to help build resilience within communities so that NSW SES can work with the community to help those really in need of help.

Denise's goals:

- Wants the website to provide local information which are local and relevant to the area

- Achieve local unit recognition to motivate members

- On-board new recruits faster and get them on the field sooner

- Wants to advance her career with SES

Denise's tasks:

- Provide local up to date information for the area that she services and update the community during operations

- Create and promote SES community events

- Recruit new members for her unit

- Learn more about career pathways within the organisation

- Read positive news about NSW SES

What NSW SES can do for Denise:

- Website offering localised content (i.e. warnings, updates, etc.) to direct local users to.

- Recruitment tool, to help streamline the application process, surface volunteer opportunities, requirements and set expectations.

- Recognise unit achievements to motivate members.

- Reinforce organisations community resilience approach.

Research channels

Digital engagement with SES

Denise's level of engagement with NEW SES's digital channels is in the before and after phase of an event. She doesn't use the website for operational purposes however, uses the local unit Facebook to provide local updates. She refers the community to the microsites however she will also create local community engagement material based on her experience.

	LOW		MEDIUM		HIGH	
Before	■	■	☐	☐	☐	☐
During	■	■	■	■	☐	☐
After	■	■	☐	☐	☐	☐