



The Shire of Denmark Western Australia

Kept Residents Informed After Bushfires

70 Homes

Nearly 70 homes saved

Time Saved

Information shared in half the time as principal website

160

160 survey responses collected from residents

Improved

Improved communication following disaster events

OVERVIEW

Located in the Great Southern region of Western Australia, the Shire of Denmark offers a variety of landscapes to a population of just over 6,000. The area is also prone to bushfire risk. In 2022, the community faced a major bushfire emergency making the delivery of swift, accurate information to residents critical. Local officials used Granicus' all-in-one digital engagement platform to help manage communications.

SITUATION | MEETING EXPECTATIONS

While the Shire of Denmark is a beautiful area with many tourist offerings, it can be a daunting place to be on an extreme fire danger weather day. Residents of the Shire of Denmark are highly engaged with their local government and expect regular communications, especially during times of crisis. Local officials knew that during such incidents, residents would turn to their office rather than the state government. As a bushfire incident evolved, staff understood they would need to provide a dynamic information hub for residents to expand resident knowledge, provide communication regarding recovery services, and collect recovery feedback to benchmark community satisfaction for future disaster recovery efforts.

SOLUTION | BROADENING COMMUNICATIONS

Shire of Denmark officials sought a technology solution which would help them reach as many residents as possible and easily disseminate time-sensitive information. During the bushfire emergency, officials turned to Granicus' all-in-one digital engagement platform to inform residents as the situation evolved, manage communications about recovery services, and collect recovery feedback. Internally, the customer service team also used the tool to find information to accurately and efficiently answer questions from the community.

RESULTS | ENHANCING ENGAGEMENT

The Shire of Denmark garnered strong results, both physical and intangible, by using Granicus' engagement platform. Officials were able to communicate in half the time using the digital platform rather than the Shire's principal website. Shire officials also gathered 160 survey responses from residents immediately following the bushfire about how their communications helped or could be improved.

MUST HAVE SOLUTION

EngagementHQ

“We used EngagementHQ because of the ease of use. We were able to produce a project page within minutes and populate it rapidly as info came in.”

Courtney Walsh,
Communications &
Engagement Officer,
Shire of Denmark