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ADELAIDE 2022  
30 May - 2 June

Session #18



# Responsive Crisis Communication

Two Case Studies & Conversation

*Sharee Kinnaird tatu*

*Mandy McFarland Educate Plus*

# Case Study 1: St Catherine's College, UWA and Curtin

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- Background

- Date            Friday 12 March 2021
- Context in WA
- Order of events

## Case Study 1: St Catherine's College, UWA and Curtin

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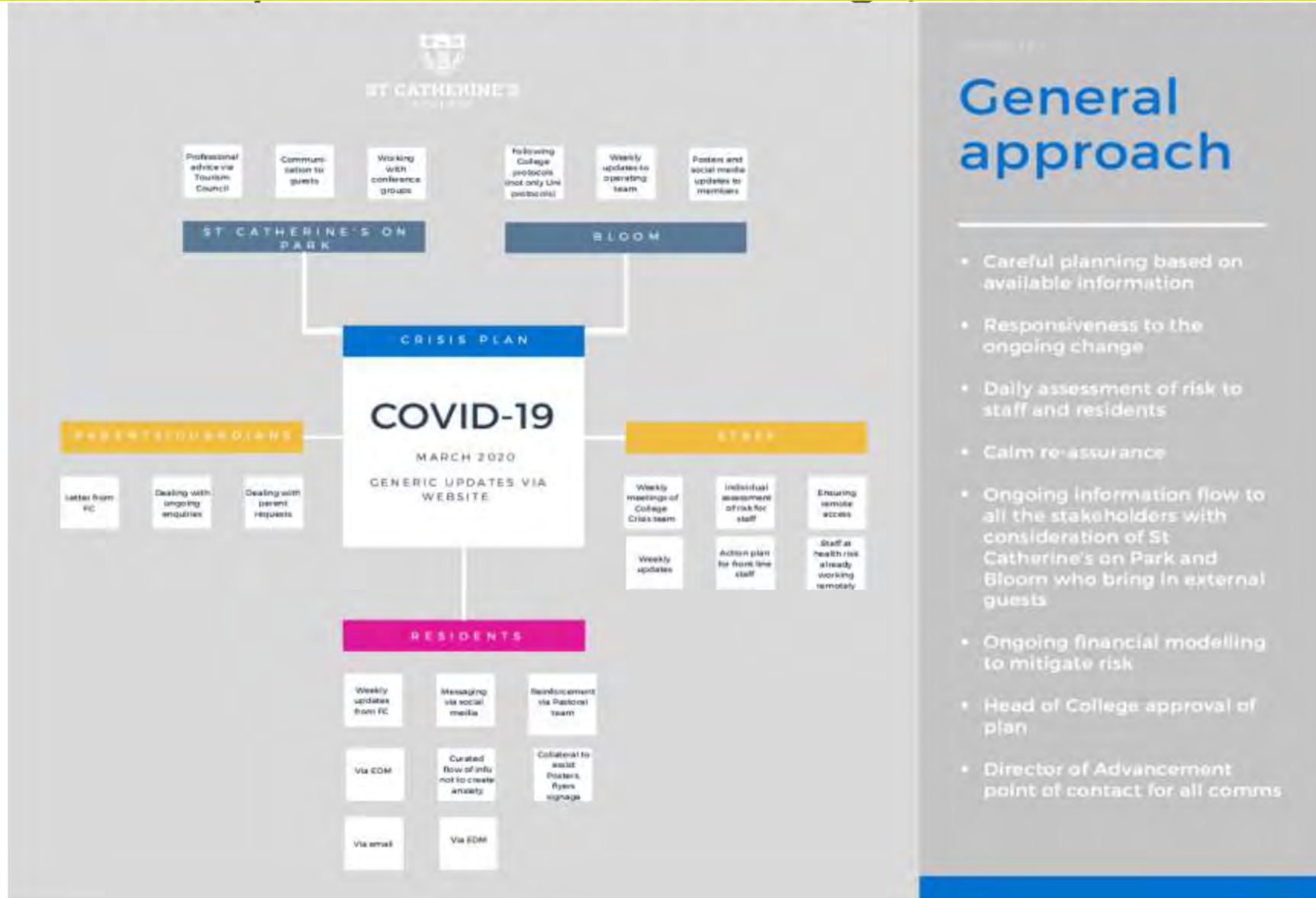
- Approach
  - Strengths
  - Authority
  - Physical Control Centre
  - Accessibility
  - Tailored messaging - segmentation

## Case Study 1: St Catherine's College, UWA and Curtin

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- What did we learn?
  - Have a plan that everyone is familiar with
  - The credit you've built before builds faith
  - Logistics always have an impact
  - Consistency
  - Taking control
  - Clarity (and brevity) – don't give more info than you absolutely need to
  - Calm management

# Case Study 1: St Catherine's College, UWA and Curtin



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# COVID-19: COVIDIOT


## Instagram

- 14.8% ↑ in Reach (count: 869)
- 271.1% ↑ in Engagement
- 20.9% ↑ in Impression (count: 1093)
- 266.6% ↑ in Profile Visits (count: 11)
- 28 shares
- 11 saves




Link: <https://www.youtube.com/watch?v=O7IOFU0S-bA>



# COVID-19: Lockdown

 **St Catherine's College, UWA**  
Published by Darius Toh [?] · March 31 at 8:12 PM · 🌐

Are we in LOCKDOWN?  
Here are some COVID-19 updates regarding the new regulations imposed by the Government.  
We strongly encourage everyone to keep up to date with the latest news from [www.wa.gov.au](http://www.wa.gov.au) and the Australian Government WhatsApp service: [bit.ly/auccovid19](http://bit.ly/auccovid19)



**1,095** People Reached      **495** Engagements      [Boost Post](#)

  40      9 Comments 4 Shares

Comment as St Catherine's College, UWA       

 **Christophe Bouquet** Clear communication is important at times like now, you are doing an outstanding job Fiona, thank you so much  
**Love** · Reply · Message · 4d     1

 **Author**  
St Catherine's College, UWA Christophe Bouquet Thank you for your kind words Christophe 😊 we'll get through this together. Stay safe!  
Like · Reply · Commented on by Darius Toh [?] · 4d


 **Sally Topley** Love the calm simplicity. Thank you. X  
**Love** · Reply · Message · 6d     1


 **Author**  
St Catherine's College, UWA Sally Topley thank you for the kind words Sally 😊  
Like · Reply · Commented on by Darius Toh [?] · 6d     1

↳ View 1 more reply

 **Flitz Adams** Thank you! 🍷 1  
**Love** · Reply · Message · 6d     1

↳ 1 Reply

 **Susan Glyde** Thanks Fiona. 🍷 1  
**Love** · Reply · Message · 6d     1

 **Author**  
St Catherine's College, UWA Stay safe ❤️💙  
Like · Reply · Commented on by Darius Toh [?] · 6d

Write a comment...



# Case Study 1: St Catherine's College, UWA and Curtin

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- Laugh at ourselves

[\(113\) Semester 1 2021 Highlights | St Catherine's College - YouTube](#)

## Case Study 2: The state(s) of the nation

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- What we know now that we didn't know then...
  - Covid Year 1, Covid Year 2, Today – the now *is* the 'normal'
  - Context nationally – borders! Physical, metaphorical, social, economic
  - The luxury of time – perspective is everything – this too shall pass (narrator: *and it may get worse!*)
  - Your experience is not my experience and vice versa - this is important as people start moving again
  - Life finds a way - lockdowns to learning and working from home
- How did we try to respond?
  - Consistency
  - Clarity
  - Constituency
  - Community/ies
  - Choice
  - Care
  - Creativity <https://www.facebook.com/holyspiritnicholls/videos/968205607368719>

## Case Study 2: The state(s) of the nation

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- What did it teach us?
  - There is no substitution for the work – you can't run a marathon just thinking about walking...
  - Preparation is everything vs 'it'll be alright on the night'
  - There is a reason we run Fire Drills...
  - Altruism vs algorithms
  - Relationships and trust are priceless
- What did we learn?
  - Literacy matters! And most people no longer read...
  - In times of crisis – tell me that one thing **I need to do** first, then follow up with what I can't – **Walk!** Don't run...
  - Be prepared to say it over and over and over again
  - It's not about COVID – it's about COMMUNICATION with your COMMUNITY/IES
  - The power of leadership, decisiveness and determination

## A conversation: your turn

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- What was your experience?
- Would you like to share with your colleagues?
- What is one thing you will change immediately?

The great forgetting or institutional memory? How will you/your organisation document the learnings and continue the drive for ongoing practice?

## Presenter Details



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Thank you for joining us

# Residential Colleges Benchmarking

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- Brief
- Collaboration with Global Philanthropic
  - Chanel Hughes and Dr Colin Taylor
- What should we be measuring?
- Fundraising (2022/2023)
- Alumni Development (2023/2024)

## Presenter Details



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Thank you for joining us