



Disaster Management through Community Intelligence and Social Media

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Flowers placed at cafe in Ravenshoe
Photo supplied by Curtis Pitt



Sardaka 19/12/2014 GFDL
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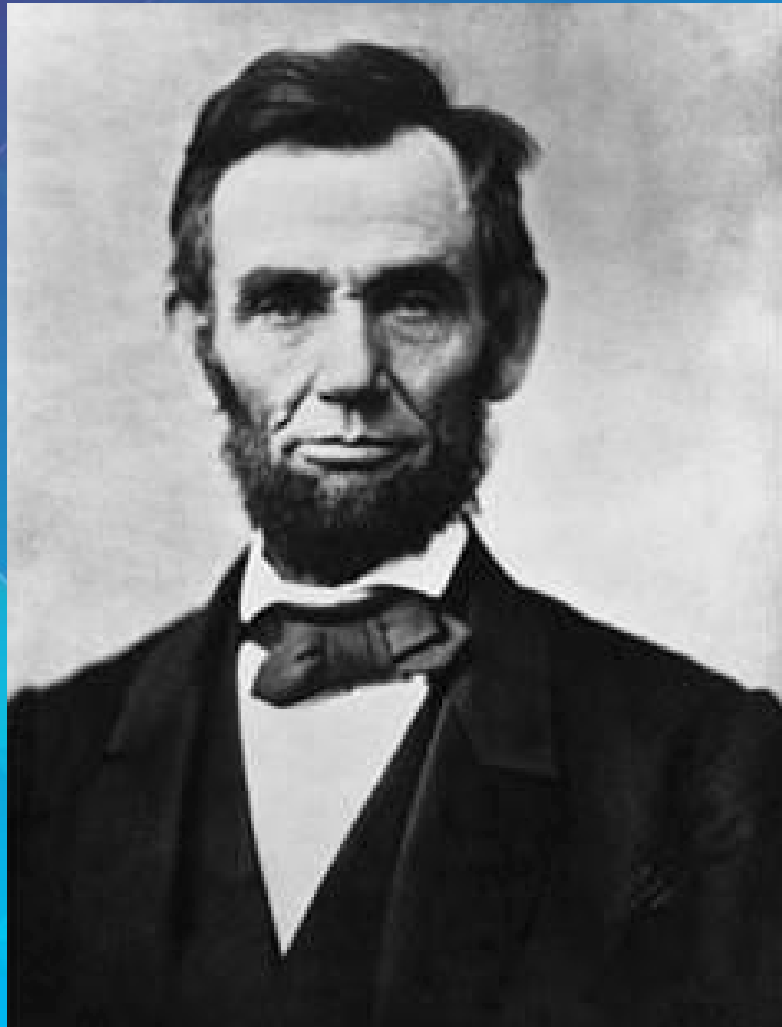


<http://www.blog.jiarenlau.com>

Research confirms


**Social Media is effective
at information sharing**





“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln



‘Sites such as **Facebook** and **Twitter** have become **key sources** that people turn to for help and **information** in natural disasters.’

Quodling & Potter 2014, ‘Is social media responsible for your safety during a disaster?’, *The Conversation*

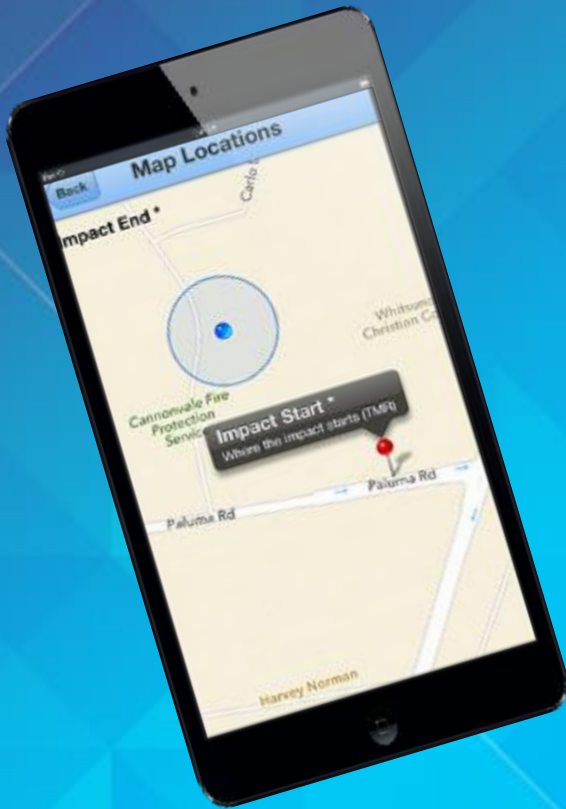
The solution

Fast multifaceted approach

- participate in all social media streams
 - monitor and publish trends
- and
- place Maps and Apps directly into your hands

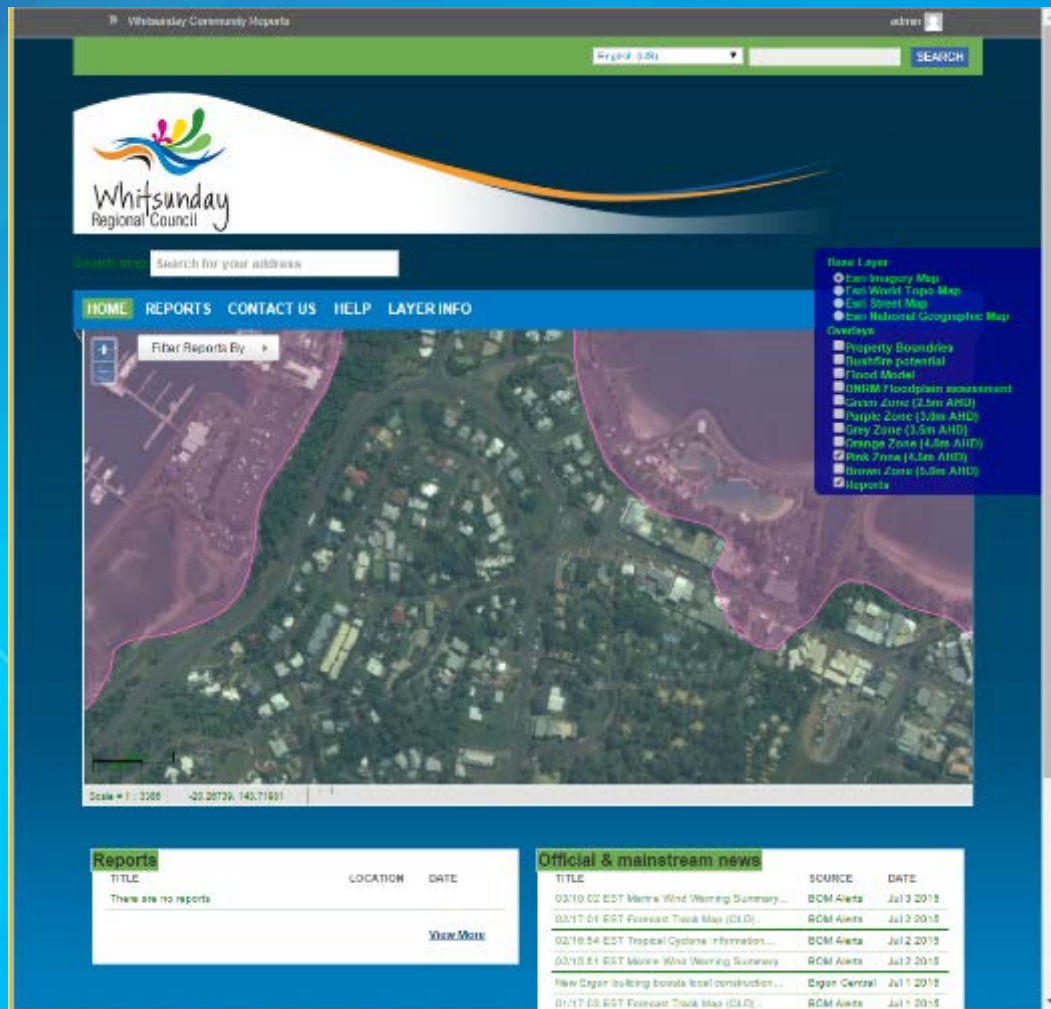


Roads - Single Point of Truth Authoritative Information



Public Information

The ESRI partnership with Ushahidi allows us to combine accurate information with crowd – sourced images and feedback.



The screenshot displays the Whitsunday Regional Council website's public information interface. At the top, there is a search bar with the text "Whitsunday Regional Council" and a "SEARCH" button. Below the search bar is a navigation menu with links for "HOME", "REPORTS", "CONTACT US", "HELP", and "LAYER INFO". The main content area features a map titled "Fiber Reports By" with a search bar for addresses. The map shows a residential area with several purple and pink overlays representing different flood zones. A legend on the right side of the map lists various layers and overlays, including "Basic Layer" (Satellite Imagery Map, Full World Topo Map, Full Street Map, Open Historical Geographic Map) and "Overlays" (Property Boundaries, Bushfire potential, Flood Model, INHM Floodplain assessment, Coastal Zone (2.5m AHD), Purple Zone (3.0m AHD), Grey Zone (3.5m AHD), Orange Zone (4.0m AHD), Pink Zone (4.5m AHD), Brown Zone (5.0m AHD), and Hospitals). Below the map, there are two sections: "Reports" and "Official & mainstream news". The "Reports" section is currently empty, showing "There are no reports". The "Official & mainstream news" section contains a table of news items.

TITLE	LOCATION	DATE
There are no reports.		

TITLE	SOURCE	DATE
02:10:02 EST Marine Wind Warning Summary...	BCM Alerts	Jul 3 2018
02:17:01 EST Forecast Track Map (DID)	BCM Alerts	Jul 3 2018
02:18:54 EST Tropical Cyclone Information...	BCM Alerts	Jul 2 2018
02:19:51 EST Marine Wind Warning Summary	BCM Alerts	Jul 3 2018
New Cogen building boosts local construction...	Edgen Central	Jul 1 2018
01:17:08 EST Forecast Track Map (DID)	BCM Alerts	Jul 1 2018

Monitor Social Media in Disaster Co-ordination

The screenshot displays the Guardian Control web application interface. The browser address bar shows the URL `demo.cloud.qitplus.com/guardiant/?`. The application header features the title "GUARDIAN Control : TRAINING" and three status indicators: a green circle with "1", a blue circle with "0", and a red circle with "0".

The left sidebar contains a navigation menu with the following items and associated counts:

- Home
- Bulletins: 4 (red), 7 (orange)
- Maps
- My Tasks: 1 (orange)
- Reports
- Add New Request
- Enquiries: 1 (red), 5 (orange)
- Tasking: 8 (red), 3 (orange)
- Operational Status
- Statistics
- Graphs
- Wallboards
- Reference

The user profile section at the bottom left identifies the user as "Chris Madsen" with the role "[Executive]" and the operation "Op: Cyclone Austen". A "Logout" button is present. A timer at the bottom left shows "23 Days 03:38:44" and "Op: Cyclone Austen".

The main map area displays a geographical region with a green and yellow path. Several blue Twitter icons are overlaid on the map, indicating social media activity. A notification box in the bottom right corner contains the following text:

Notification!
There are 7 Current Bulletins.
Last update was 2015-06-22 09:17
Awards - Community Division

The bottom right corner of the interface includes the text "Powered by Esri, DeLorme, FAO, USGS, NOAA | Esri, HERE" and the Esri logo.

Evacu8

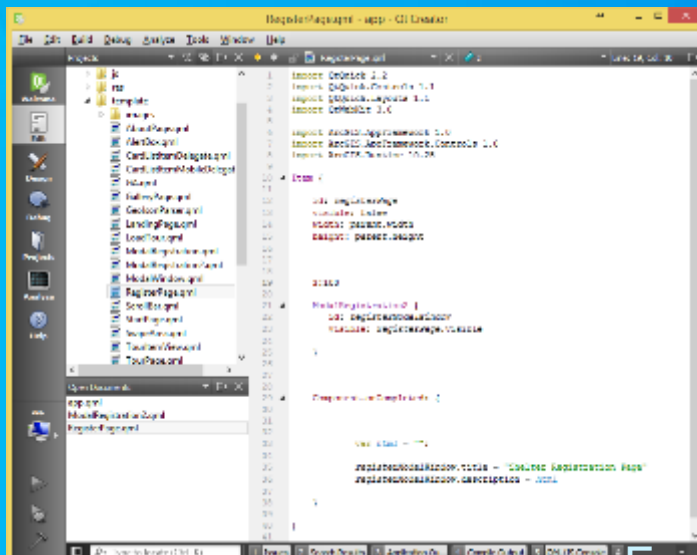
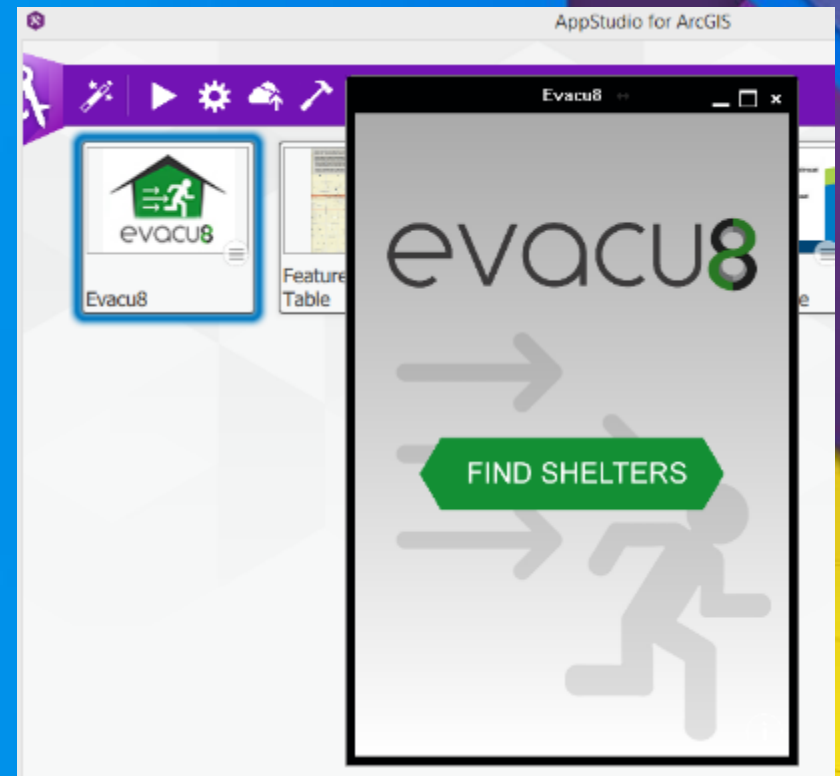
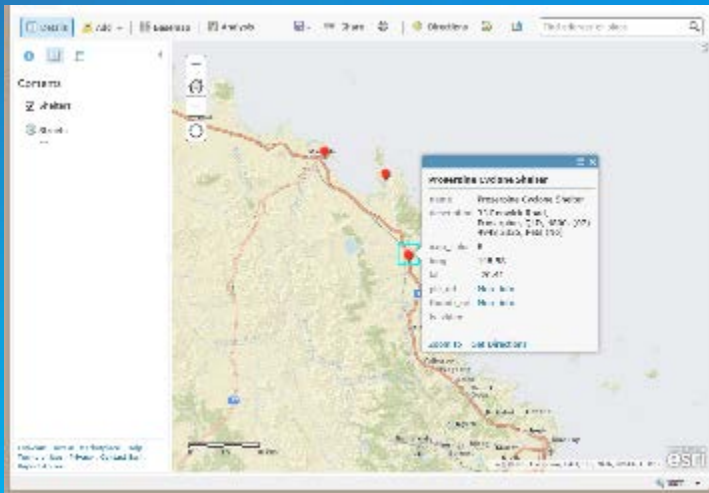
Release Candidate



2014 Global Winner
Disaster Resilience App Challenge



ESRI AppStudio for ArcGIS



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Winner of 11 Major Awards

2015 ESRI AppStudio for ArcGIS App Challenge

2014 - ESRI Global Disaster App Challenge
United Nations Making Cities Resilient Campaign
- Resilient Australia Award – State Winner
- National Winner iAwards – Community
- State Winner iAwards – Community
- State Merit iAwards – Government
- APICTA Asia Pacific ICT Nomination Jakarta

2010 - Australian Safer Communities Awards
Winner QLD – Private Sector
Winner NT – Local Government
National Award Highly Commended
- Winner Spatial Science Meridian Award

2008 - Victorian Spatial Excellence Award

Thank you



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