

**EMERGENCY  
MANAGEMENT  
CONFERENCE  
2010**

*Incorporating Diversity in  
Emergency Services Conference*



# Community Resilience



**The Sebel Albert Park, Melbourne Tuesday 20 – Thursday 22 July 2010**



Presented by

Sponsored by



# Emergency Management Conference 2010

## Keynote Speaker



Dr Ed Blakely

Dr. Edward J. Blakely is the Professor of Urban Policy at the United States Studies Centre, Sydney, Australia. He was appointed by the Mayor of New Orleans in 2007 as Executive Director for Recovery. His post included coordinating all aspects of the City and Parish's recovery from Hurricane Katrina. He reported directly to the Mayor and has coordinating responsibilities for the use of all City resources to accomplish this task. Dr. Blakely also chaired the Reference Panel for the Sydney Metropolitan Plan. Prior to this post he held head of Faculty positions at several leading US universities. In 2003, the University of California Riverside dedicated a new Center for Suburban Sustainable Development in honor of Professor Blakely.

Dr. Blakely has been an advisor to local and regional governments in the Caribbean, Mexico, Australia, Ghana, Nigeria, Egypt, the Sudan, Korea, Japan, Indonesia, New Zealand, Vietnam and most recently China, India, Turkey, Russia and Armenia.

## Day 1 Overview

Prof Ed Blakely, fmr Director of Recovery, New Orleans

Tony Pearce, Director-General, EMA

Dr Erica Seville, University of Canterbury, NZ

Ljubica Mamula-Seadon, Dept Civil Defence, NZ

Emma Fitzclarence, Municipal Association of Victoria

Lewis Winter, City of Bunbury WA

Steve O'Malley, MFB

Dr Patricia Jean Hooper, University of Washington, USA

Shantana Halder, UNDP, Bangladesh

## Day 2 Overview

Sir Ken Jones, Deputy Commissioner, Victoria Police

Karl Sullivan, Insurance Council of Victoria

Dr Mark Creamer, Aust Centre for Posttraumatic Mental Health

Julie Drolet, Thompson R. University, British Columbia

Paul Holman, Ambulance Victoria

Andrew Gissing, Victoria SES

Open Forum

EMC Debate - That Victoria is becoming a 'nanny-state'?

Full program at: [www.esf.com.au](http://www.esf.com.au)

## Diversity Workshops

Venue: Sebel Albert Park  
Date: Thursday 22 July 2010  
Cost: \$45

Program:

Workshop 1:  
9.30am to 12pm- Community Led Recovery.

This workshop will present reflections and analysis from community development practitioners involved in Black Saturday Bushfire recovery efforts. It explores the intersections of communication between government bureaucracies, emergency services and community organised committees. It provides an insight into communities' experiences of disaster and the factors that assist or hinder community empowerment.

Workshop 2:  
12.30pm-2.30pm - "Tweet tweet. Social media and Risk Communication in times of crisis - a workshop designed on the American Public Health Association Round Table, 2009."

This workshop will invite participation in a simulated Round Table, drawing on the themes, insights and recommendations of the APHA Round Table of the same name.

See [http://www.apha.org/about/news/socialmediariskcomm\\_roundtable.htm](http://www.apha.org/about/news/socialmediariskcomm_roundtable.htm)

Presenter: Associate Professor, Marilyn Childs, Charles Sturt University

Maximum participants: 50

Book now on delegate registration form.



## The Sebel Albert Park

The conference returns to The Sebel again. It is one of Melbourne's top corporate venues, and is located on Queens Road, overlooking picturesque Albert Park Lake, home of the Australian F1 Grand Prix. The Sebel and adjoining Citigate Hotels are offering special accommodation rates for EMC delegates:

The Sebel (4.5 star)	
Standard room	\$160
Lakeview room	\$185

Citigate (4 star)	
Standard room	\$140
Lakeview room	\$165

Book directly with the hotel.

Telephone 13 15 15 and quote 'Emergency Management Conference.'



## Message from the ESF Chairman

Laurie Lavelle A.M.



The Emergency Management Conference (EMC) is one of the major annual emergency services conferences in Australia, and the most important being staged in Melbourne. Every year, it brings together emergency management professionals from Emergency Services Organisations, local, state and federal governments, community groups and industry.

We expect over 400 delegates to attend this year.

The Emergency Services Foundation was established following the Ash Wednesday fires in 1983. It operates as a trust to provide immediate support to the families of emergency service personnel killed or injured in the line of duty.

The Foundation also provides educational scholarships to members of the industry and conducts support activities such as the EMC conference to increase the understanding of the key issues that challenge emergency service personnel.

I'm delighted to announce that the Victorian Government has made a substantial contribution to the ESF scholarship fund specifically to make extra study scholarships available to Victorian volunteers. This is an extremely far-sighted initiative by the State of Victoria and will bring much value to the volunteer sector. We will be awarding at least five volunteer study scholarships each year in addition to our usual scholarships.

This year, the conference theme is 'RESILIENT COMMUNITIES'. The organising committee has assembled a program of eminent speakers from emergency services, government, private operators, media and research and training. There will also be a substantial trade expo showcasing the latest in equipment and services for emergency services.

The Diversity in Emergency Services Conference (DES) will again be run in conjunction with EMC. This means that the conference will offer a much broader range of emergency management topics than any other.

It will be the best EMC yet.

I look forward to welcoming you to the Sebel Albert Park, Melbourne in July 2010.

*Laurie Lavelle*

Laurie Lavelle A.M.  
Chairman  
Emergency Services Foundation

## Diversity in Emergency Services Conference 2010

Diversity is part of the future for emergency services. Developing a diverse workforce and diversity competence will give emergency services the cutting edge that will transform them into leading organisations. How do ESOs achieve a diverse workforce? How do they develop diversity competence? What are the benefits? What are the pitfalls? What lessons are there to share?

Don't miss this opportunity. Come, hear and learn from an impressive panel of speakers and experts on diversity.

DES and EMC are being offered together by way of one conference registration.

### Who will be attending EMC?

CEO's, senior management, operational managers, security personnel and emergency managers, EM support staff, volunteers, field staff, operations staff:

- Local and State Governments
- Fire
- Ambulance
- Police
- State Emergency Services
- Transport
- Infrastructure
- Manufacturing
- Mining
- Hazardous Goods
- Human Resources
- Energy
- Safety & Life Saving
- Community groups
- IT & Telecommunications
- Health

## Delegate Registrations

- One Day or Two day registration available.
- Special 'Volunteers Rate'.
- Fees include tea/coffee breaks and buffet lunch.
- Two Day & Day One Fee also includes Official Cocktail Party.
- Discount "Earlybird" registration.
- Emergency Management Conference delegates may attend Diversity in Emergency Services Conference sessions and vice versa.

## Conference Dinner

The EMC Conference Dinner is being hosted by the Emergency Services Foundation Alumni Association on Tuesday 20 July at the Sebel Albert Park. Conference delegates are invited to attend, and may order tickets, at additional cost, on the registration form.

## Trade Expo

Organisations which supply goods and services of any kind to the emergency services, local and state government and heavy industry have the opportunity to exhibit at EMC 2010, gaining valuable exposure to CEO's and senior management attending the conference.

Exhibits will include:

- Telecommunications
- Information Systems
- Education and training
- Alarms and alerting systems
- Protective clothing & equipment
- Medical and first aid
- Resuscitation equipment
- Fire fighting equipment
- Emergency lighting
- Vehicles and equipment
- Accident extrication equipment

Only 35 booths available  
@ \$3,300 each (+ GST)

Floorplans and full details, contact  
Steve Robin (03) 5983 2400  
sr@asnevents.net.au



