



Queensland Flood Personas



Australian Government



Queensland Government

Get Ready Queensland is assisted through the jointly-funded Commonwealth-State Disaster Recovery Funding Arrangements

Queensland Flood Personas

Flood personas can help us answer the following question:

Who are the audiences we are trying to reach to get flood prepared in our community?

Audience personas are a set of fictional characters that represent the diverse views, experiences, and beliefs within a community. They can help organisations to gain a deeper understanding of the motivations, goals, and challenges of the people they serve.

Considering factors like age, mobility, and language, and drawing on insights about what people want, need, and how they behave, personas can be a valuable tool to support communications and engagement, bridging the gap between technical information and lived experience.

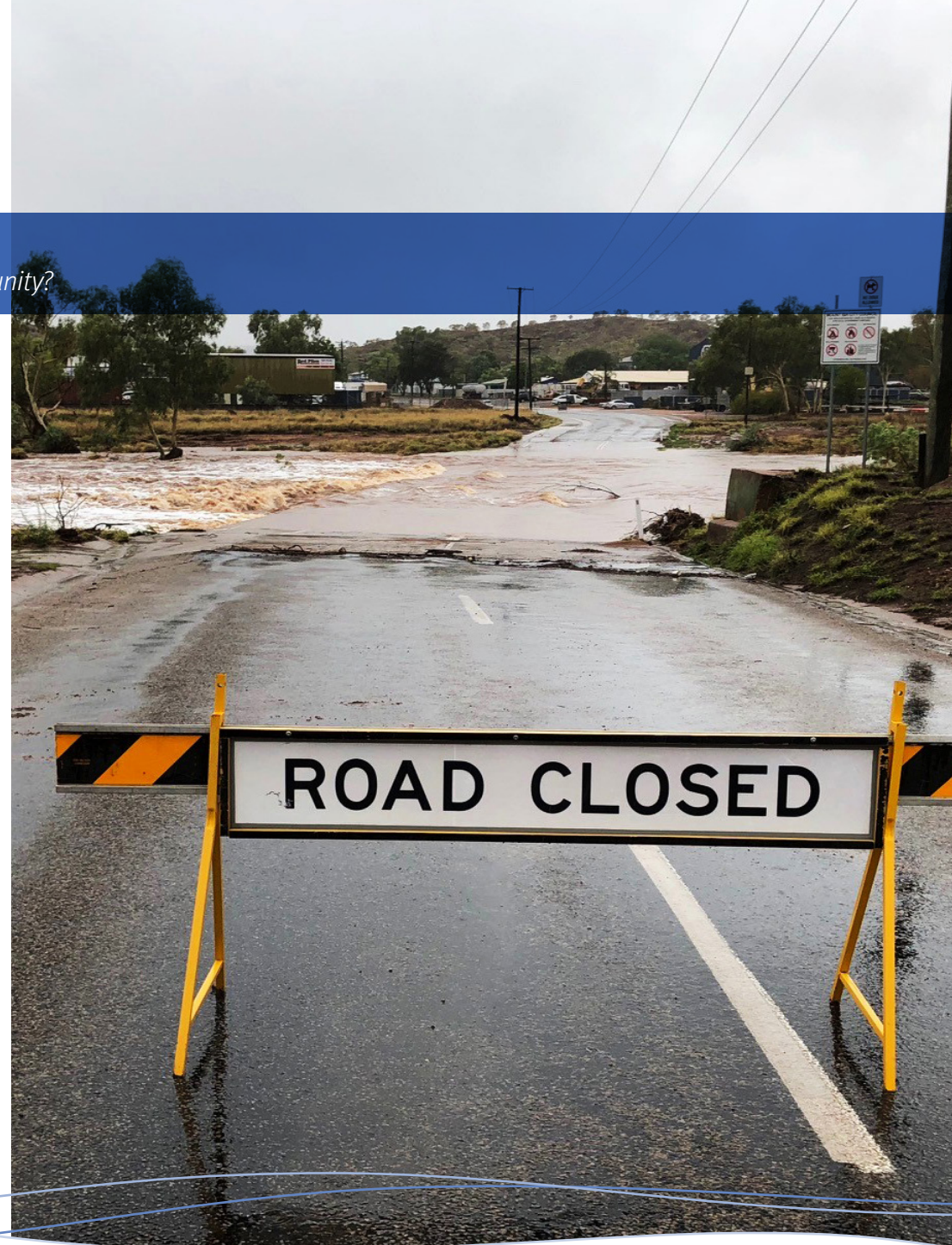
WHAT ARE THE QUEENSLAND FLOOD PERSONAS?

The 17 personas present a diverse cross section of community views, experiences, and attitudes about how flooding impacts everyday Queenslanders, and how they are preparing.

Using flood personas to engage with your local community can assist with tailoring communication and engagement activities, and refining strategies based on community feedback. This approach not only enhances local community flood preparedness but also fosters stronger relationships between residents and local government, leading to more effective flood preparedness, response, and recovery efforts.

It's worth acknowledging that these personas cannot tell every story. Real individuals are complex and diverse, and as such, it's recommended that personas be used flexibly. Ideally, they are a starting point that can be built upon and regularly updated to reflect the diverse experiences and needs within your community.

Personas are a tool to enhance not replace authentic community engagement. It is hoped that this tool will support and reinforce the work undertaken by local councils everyday across Queensland in supporting a resilient, informed, and cohesive community, better prepared for future flooding.



HOW WERE THEY DEVELOPED?

Personas were informed by several data sources:

- LGA engagement across different regions of Queensland to discuss and gather feedback on personas and what personas may apply to their areas
- Real life case studies from the Tales from the flood video series
- Statewide and Get Ready Queensland flood market research
- Market testing by groups of residents, small business owners and farmers from across the state
- Flood literature

This helped to identify groups within the community based on factors such as age, socioeconomic status, location, and previous flood experiences.

You can build upon these flood personas or develop your own. Data sources can include localised data from your community, flood history and community behaviours. You can also use census data, local surveys, and flood reports. Several websites provide persona building templates such as Miro and Mailchimp.

Each of our personas has a brief but detailed profile including:

- Name and demographic details
- Occupation
- Typical concerns and priorities regarding flooding
- Preferred communication channels
- Current knowledge and behaviour related to flood preparedness

USING THE QUEENSLAND FLOOD PERSONAS

Using flood personas to engage with your local community can assist with:

- Tailoring your communication – meeting people where they are at, adapting language and tone of messaging for key personas.
- Interactive engagement – considering the diverse needs of different groups in planning workshops and community meetings.
- Refining programs, strategies, and planning - reflecting a broad and inclusive approach.



Flood Persona – SARAH



- AGE 41
- OCCUPATION Farmer
- FAMILY Married with three school-aged children
- LOCATION Rural farming community in Queensland

PERCEPTION

Sarah is a seasoned farmer with a deep understanding of flood risks especially given the region's history. Her property has been flooded before and she has gained knowledge from these experiences. She approaches farming with a pragmatic mindset, acknowledging the challenges posed by floods while remaining committed to her livelihood and her family. Sarah recognises the importance of being prepared for emergencies and takes proactive steps to mitigate flood risks on her farm.

PREPAREDNESS

Sarah stays informed about weather and flood forecasts, monitors river levels, and keeps communication open with neighbouring farmers and community. Sarah has invested in flood mitigation measures on her property, including raised infrastructure, flood-resistant building materials, and drainage systems. She has an emergency plan that she practices with her family and participates in community-based flood preparedness initiatives. Sarah takes comfort in the fact that she feels as ready as she can be when it comes to flooding.

Sarah's communication preferences are Facebook and radio

Flood Persona – FRED



- AGE 60
- OCCUPATION Farmer (cattle and crops)
- FAMILY Married with adult children
- LOCATION Rural farm near a river

PERCEPTION

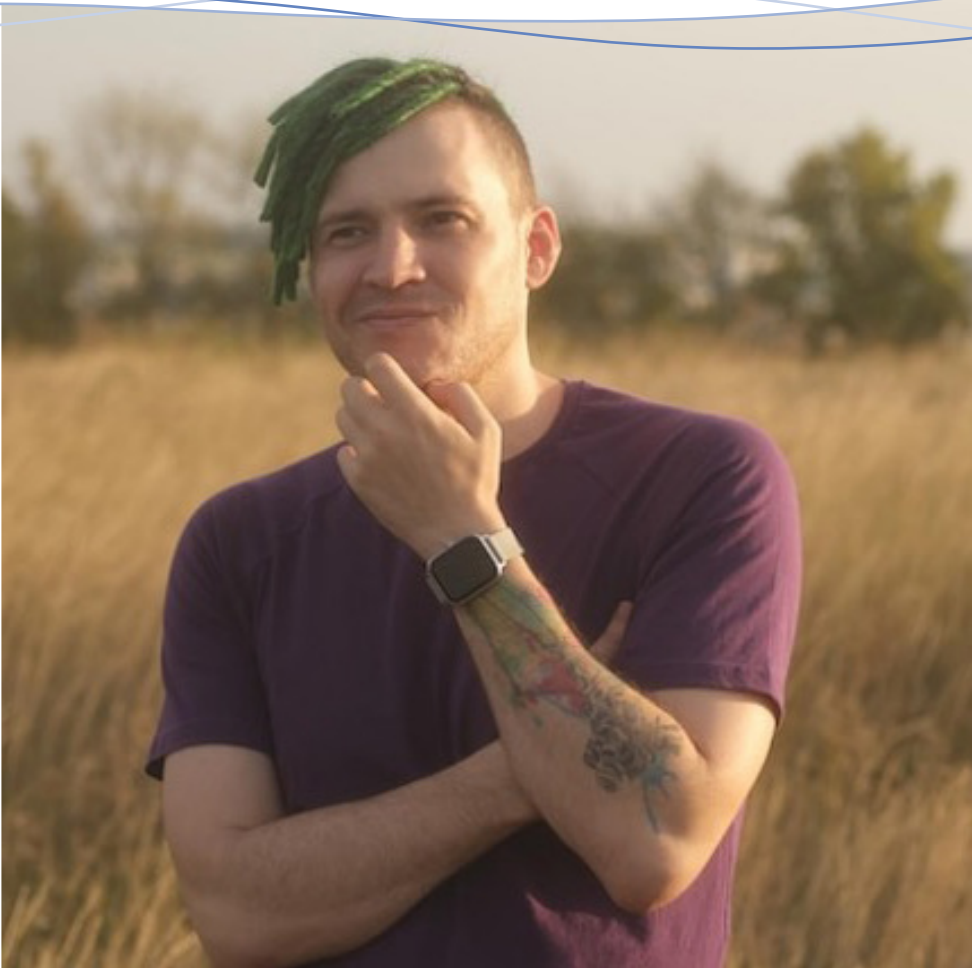
Fred has spent his entire life on his farm and believes he knows its every nuance. He's seen floods come and go, and he's always managed to handle them without assistance. He trusts his instincts and experience, believing he can handle anything nature throws his way. Although Fred has a 'she'll be right attitude,' he cares very much for the cattle (and other animals) on his farm.

PREPAREDNESS

Fred has a nonchalant attitude towards flood preparedness, considering it unnecessary. He hasn't invested in flood insurance or taken proactive measures to protect his property or livestock. Instead, he relies solely on his ability to move his cattle to higher ground and salvage crops during flood events. Despite warnings from local authorities and neighbours, Fred remains stubborn in his belief that his farming expertise will suffice in any flood situation. He feels that flooding events are too few and far between to make preparedness a priority. Fred's wife has experienced health issues over the past few years and his focus has been on her.

Fred's communication preferences are email and newspapers

Flood Persona – JAMIE



- AGE 30
- OCCUPATION Hemp farmer
- FAMILY Has a partner
- LOCATION Rural farming community in Queensland

PERCEPTION

Jamie is passionate about sustainable agriculture and the environment. They grew up in the beautiful Lockyer Valley with its fertile soils. After studying permaculture design, they decided to pursue their dream of becoming a hemp farmer. Jamie is actively involved in community-based initiatives focused on flood resilience and disaster preparedness. They collaborate with local farmers, environmental organisations, and indigenous communities to share knowledge, resources, and support networks in times of crisis.

PREPAREDNESS

Jamie employs regenerative farming techniques that enhance soil health and water retention, reducing the risk of erosion and soil degradation during floods. The farm features modular infrastructure that can be easily disassembled and relocated in the event of flooding. They have an emergency plan in place and a stockpile of emergency supplies for flood events. Jamie has also planned how to help neighbours if needed.

Jamie's communication preferences are Instagram and Facebook

Flood Persona – ISABELLA



- AGE 33
- OCCUPATION Nurse
- FAMILY Married with two young children
- LOCATION Suburban area prone to flash flooding

PERCEPTION

Isabella recently moved to Queensland from a country with different environmental risks. It has been a stressful time for her family, but the hospital Isabella works at has been a great environment. She is still learning about severe weather locally and relies on information provided by her neighbours. English is not her first language.

PREPAREDNESS

Isabella recognises the importance of being prepared for emergencies but feels overwhelmed by the unfamiliarity of flood risks in her new environment. There has been so much to do and organise with being in a new country. Her priorities have been getting her children settled. She is not completely sure where to get information about getting prepared for flooding.

Isabella's communication preferences are Facebook and text message

Flood Persona – JACOB



- AGE 60
- OCCUPATION Retired, occasional odd jobs
- FAMILY Single with grown children living nearby
- LOCATION Community in a flood-prone area

PERCEPTION

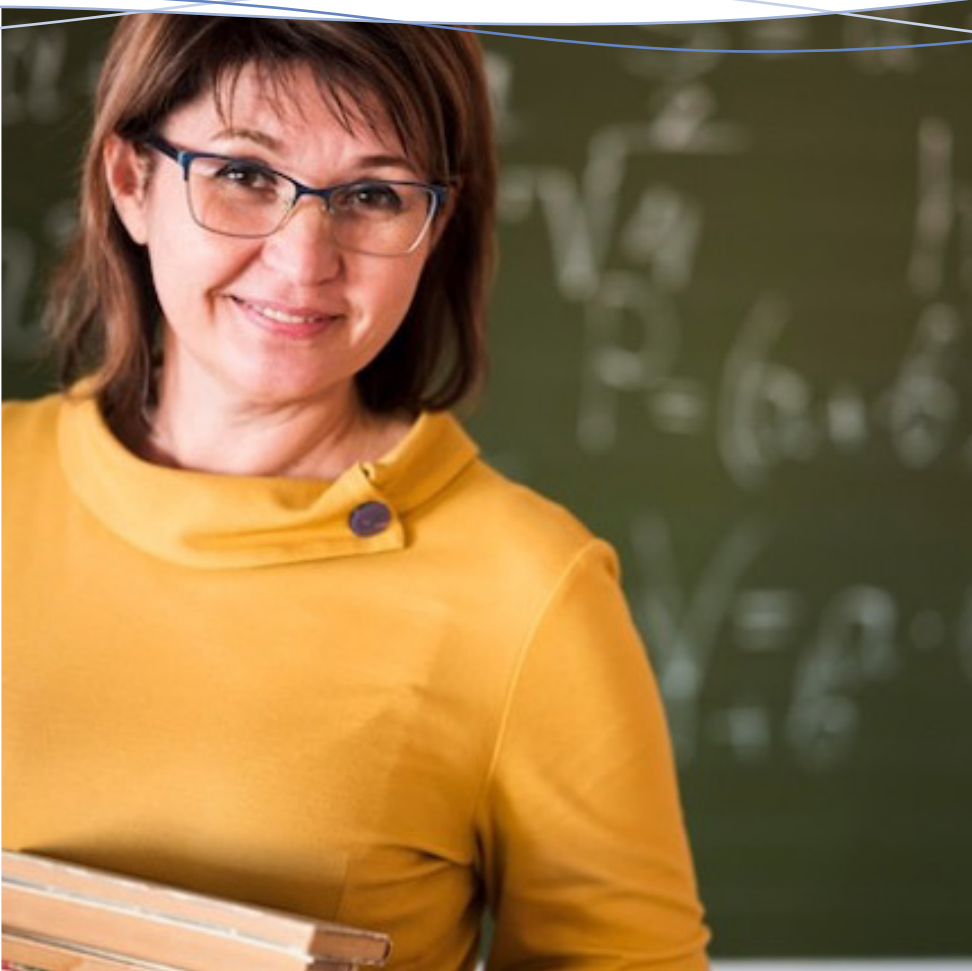
Jacob has a strong connection to his ancestral land and is aware of the potential threats posed by flooding to his community. He is connected to his community and talks about flood risks with local council and other elders. Jacob feels relatively prepared for the next flood as his community has been through severe flooding before and have helped each other.

PREPAREDNESS

Jacob feels prepared as he knows the steps to take when flooding is imminent. His close-knit community and good relationships with local council is an important part of this process. He has flood proofed some areas of his home and knows where he can store his belongings on higher ground. Through experience, he knows his community with support each other when needed.

Jacob's communication preferences are Facebook and text message

Flood Persona – CATHY



- AGE 45
- OCCUPATION Teacher
- FAMILY Married with small children
- LOCATION Suburban area near a river

PERCEPTION

Cathy is highly aware of flood risks in her area due to past experiences. She closely monitors weather forecasts and river levels during the rainy season. However, when the weather is good Cathy doesn't really think about flooding.

PREPAREDNESS

Cathy feels good that she has taken some preparedness actions. She has an emergency kit ready with essential supplies, evacuation plan in place, and flood insurance coverage. Cathy also has a plan in place for their dog and cat. She often participates in community meetings with some of her friends about flood preparedness. A few of Cathy's friends have been hit hard in the past from flooding. She wants to learn from their experiences.

Cathy's communication preferences are Facebook and WhatsApp

Flood Persona – BENITA



- AGE 43
- OCCUPATION Psychologist
- FAMILY Lives with husband and child
- LOCATION House in inner-city near river

PERCEPTION

Benita doesn't talk about flooding often, but it is in the back of her mind during the rainy season. She feels somewhat informed by knowing what has happened with flooding in the area previously. She is good friends with community members who have been affected in the past. As a psychologist, she has had clients that have experienced past trauma from flooding events.

PREPAREDNESS

Living in an inner-city suburb, Benita is aware of the potential risks posed by flooding, especially during heavy rains or storms. While she hasn't taken extensive measures to prepare for such an event, Benita knows the basics of flood preparedness (from what her friends went through) and has a plan in her mind. Benita also stays informed about local weather forecasts.

Benita's preferred communications are Facebook and Instagram

Flood Persona – COLIN



- AGE 30
- OCCUPATION IT professional
- FAMILY Single, lives alone
- LOCATION Inner-city apartment near a creek

PERCEPTION

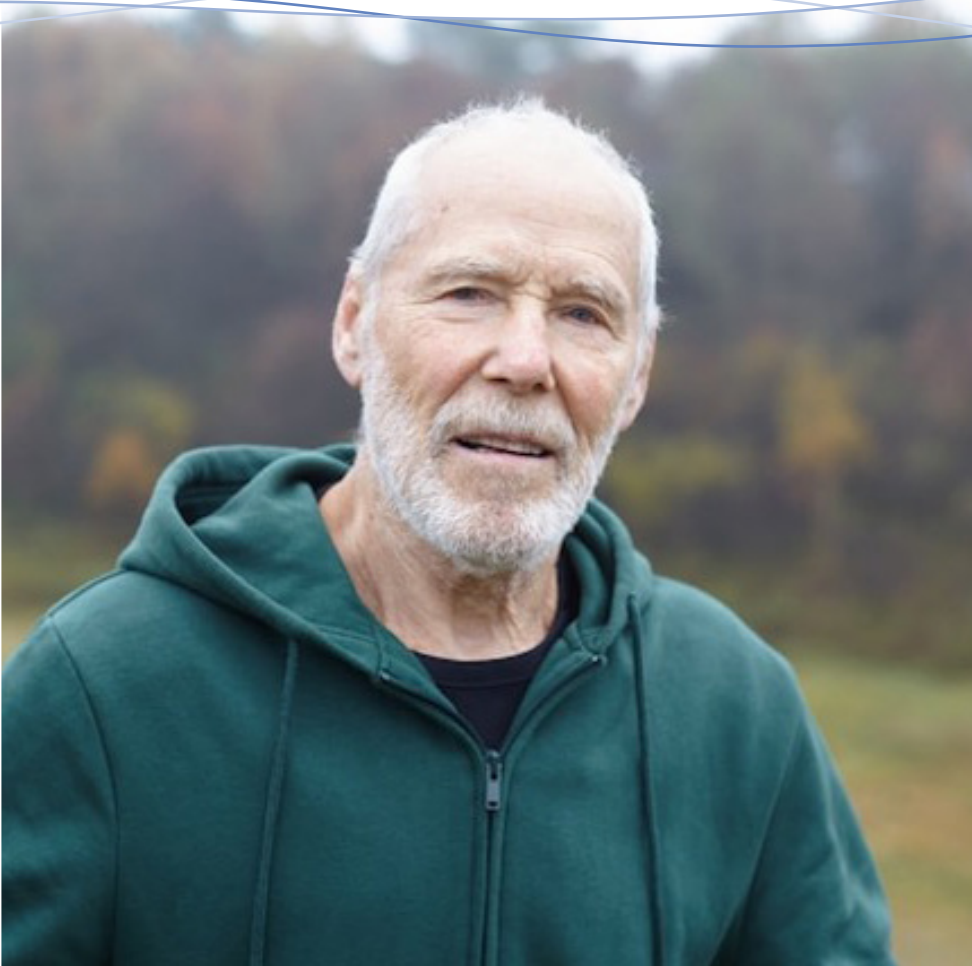
Colin believes that floods are rare events and don't pose a significant threat to his area. He trusts in local authorities to handle any potential emergencies. Colin feels like floods happen somewhere else. He knows that floods can be devastating for other people in Queensland.

PREPAREDNESS

Colin can be quite consumed by his work. He has little awareness about flood risks and has no emergency plan or supplies. Colin assumes that he can rely on emergency services if needed but hasn't taken any personal precautions. He doesn't think his life would ever be affected because he lives in a high-rise apartment.

Colin's communication preferences are Instagram and Snapchat

Flood Persona – ROBERT



- AGE 70
- OCCUPATION Retired engineer
- FAMILY Married, with adult children living elsewhere
- LOCATION Coastal village

PERCEPTION

Robert is well-informed about flood risks, having experienced several floods in the past. He stays updated through local community meetings and government alerts, understanding the potential dangers posed by storm surges. Robert also enjoys the social side and sense of community that these activities bring.

PREPAREDNESS

Robert has meticulously prepared his home for flood events, including reinforcing doors and windows, and elevating valuable belongings. He actively participates in the retirement village's emergency response planning and helps organise practice evacuation drills for fellow residents. This makes Robert feel valued and that he can share his engineering skills in this area to assist others.

Robert's communication preferences are email and Facebook

Flood Persona – JOLANDA'S STORY



- AGE 45
- OCCUPATION Social worker
- FAMILY Married with one child
- LOCATION Inner-city suburb

Before 2022 flood: Jolanda knew the risk. She was informed by her friends in the area. Jolanda did not have a specific plan for flooding.

Situation during the flood: Jolanda developed a short-term plan just before flooding became a threat. She was guided by the thought, “what would be the priority items for my kids and pets?” She gathered these items and evacuated. These items were important in comforting daughter when they had to live elsewhere.

Impact on home: Significant damage to home – could not remain living there.

WHAT IS HAPPENING NOW

- Currently being raised to flood proof. Yet to be finished. Still waiting to move back.
- Has a detailed plan now with emergency kits.

Jolanda's communication preferences are Facebook and text message

Flood Persona – BELINDA'S STORY



- AGE 51
- OCCUPATION Operations manager
- FAMILY Married with two children
- LOCATION Inner-city suburb

Before 2022 flood: Belinda knew the risk—went through 2011 floods. She was very active with helping the community during these floods. However, after these floods Belinda still did not have an emergency plan.

Situation during the flood: Belinda experienced significant flooding to her home and helped neighbours. She was handing some of her belongings over the fence for her 'higher up' neighbours to store. Her caravan was damaged on the road when it was being moved to prevent flood damage.

Impact on home: Significant damage to home. Downstairs still damaged. Ongoing stress from insurance battles.

WHAT IS HAPPENING NOW

- Flood proofing home – power points raised.
- Solar and a battery installed so important items like medication can be refrigerated.
- Belinda does not want to go through the same experience again. She is using her learnings from 2022 by having a plan to evacuate early next time and use the caravan to do this.

Belinda's communication preferences are Facebook and Instagram

Flood Persona – RACHEL



- AGE 55
- OCCUPATION Small business owner (café)
- FAMILY Widowed with adult children
- LOCATION Coastal town in Queensland prone to storm surges

PERCEPTION

Rachel is somewhat oblivious to the potential threats of flooding, often dismissing warnings or downplaying the risks. She puts her head in the sand trusts in luck rather than preparation, believing that her coffee shop is somehow immune to flooding despite its location in a flood-prone area. Rachel is more concerned about ordering what is needed for the café.

PREPAREDNESS

Rachel has little to no flood preparedness measures in place. Despite occasional reminders from local community, she hasn't invested in flood-proofing her business premises, thinking it's an unnecessary expense. Her emergency response plan is virtually non-existent, consisting of vague ideas about evacuation routes that haven't been communicated to her employees. She lacks awareness of communication protocols during emergencies and hasn't taken the time to develop them. Rachel finds it too overwhelming to think about.

Rachel's communication preferences are Facebook and email

Flood Persona – CHRIS



- AGE 49
- OCCUPATION Business owner (grocery store)
- FAMILY Married with adult children
- LOCATION Town near a river in Queensland

PERCEPTION

Chris is a proactive and engaged member of her community. She deeply understands the vulnerability of their town to flooding and educates her neighbours about the risks. Chris has come to the aid of friends and strangers before. Chris collaborates with local organisations to stay updated on flood risk assessments and participates in community-wide initiatives to increase resilience.

PREPAREDNESS

Chris has taken significant steps to flood-proof her grocery store, investing in flood barriers, elevating essential equipment, and securing insurance coverage. Beyond her own business, she advocates for flood resilience measures in the community and encourages others. Chris has developed an emergency response plan for her employees and practices regularly to ensure everyone is prepared. She emphasises communication and coordination with neighbouring businesses and residents, fostering a strong sense of community readiness. Chris has an optimistic attitude and refuses to let flooding win in her community.

Chris' communication preferences are Facebook and Instagram

Flood Persona – MARK



- AGE 28
- OCCUPATION Retail manager
- FAMILY Single
- LOCATION Inner-city area in Queensland

PERCEPTION

Mark is a relatively new retail manager who recently took over the management of a small retail store. He is very excited about this new position. Although he has experience in retail, this is his first time managing a store in a region prone to flooding. He lacks the experience and resources to adequately prepare for potential flooding scenarios. He believes that flooding is a rare occurrence and does not consider it a significant threat to his retail store.

PREPAREDNESS

Mark has not developed an emergency plan for his store or provided his staff with training on how to respond to flooding emergencies. He doesn't really want to think about it assuming that he can deal with flooding issues when they arise, without realising the potential consequences of being unprepared. He relies solely on mainstream media for information about weather forecasts and flood warnings, which may not always be reliable or timely. Mark's approach to flood preparedness is reactive, only taking action when flooding occurs rather than proactively planning and preparing. He just wants to be a good retail manager.

Mark's communication preferences are X and Instagram

Flood Persona – YASMIN



- AGE 25
- OCCUPATION Marketing manager
- FAMILY Single, lives with a roommate
- LOCATION Urban apartment complex near a river

PERCEPTION

Yasmin is relatively new to Queensland and moved up here to be closer to her best friend who just got married. She doesn't have much knowledge about local flood risks. She assumes that living in an urban area shields her from flooding and other natural disasters.

PREPAREDNESS

Due to her lack of awareness, Yasmin hasn't taken any specific flood preparedness measures. She relies on her roommate and social media for updates during severe weather events but hasn't developed an emergency plan. Yasmin is just happy to be living closer to her best friend.

Yasmin's communication preferences are Instagram and Snapchat

Flood Persona – ERNEST



- AGE 76
- OCCUPATION Retired
- FAMILY Widower, lives alone
- LOCATION Rural area near a creek

PERCEPTION

Ernest has lived in his area for decades and is getting used to living without his wife who passed three years ago. He has witnessed several floods in his time. Ernest tends to downplay the severity of flood risks, relying on his experience to gauge the situation.

PREPAREDNESS

While Ernest has some basic emergency supplies, he struggles with mobility issues, making evacuation challenging. He relies heavily on neighbours and community support during flood events but hasn't actively engaged in any preparedness programs. Unfortunately, Ernest's son lives in the United States, so he doesn't have much family support nearby.

Ernest's communication preference are email and newspapers

Flood Persona – JON'S FAMILY



- AGE 42
- OCCUPATION Project manager
- FAMILY Married with two children
- LOCATION Lives in NSW, visits North Queensland for holidays

PERCEPTION

Jon and his family live in NSW and love to visit their favourite holiday place in North Queensland. They visit every summer to enjoy the beach and tropical surroundings. When on holiday, they like to take each day as it comes, planning activities as they go. They stay at the same resort every year. The best part of holidays is feeling like you don't have a care in the world.

PREPAREDNESS

When on holidays, Jon and his family only check the weather report if they are concerned about rain impacting their activities. He is aware that flooding and cyclones can happen, however, they have never been impacted before. It's something they don't really think about. As a result, the family lacks knowledge about the resort's emergency procedures and evacuation plans. Jon has never organised travel insurance for interstate travel (only international). They are not equipped with any contact information for local emergency services.

Jon's communication preferences are Facebook and Instagram