



# TAWCS KEY STAKEHOLDERS AND LEADERSHIP

Training – Alert – Warning – Communication – System



**Mark Donaldson VC**Principle Advisor

MARK DONALDSON, VC (born 2 April 1979) is a corporate business strategist and advisor and currently holds this position with a leading global Blue-Chip Corporation. As the Principle Advisor to TAWCS, Mark brings his expertise, knowledge and experience with implementing corporate strategies and long-term strategic management plans to both government and corporate business.

Mark is a recipient of the Victoria Cross for Australia, the highest award in the Australian military honours system. He was presented with the medal by the Governor-General of Australia, Quentin Bryce, in a ceremony in Canberra on 16 January 2009. On 25 January 2010, Mark was named the 2010 Young Australian of the Year.



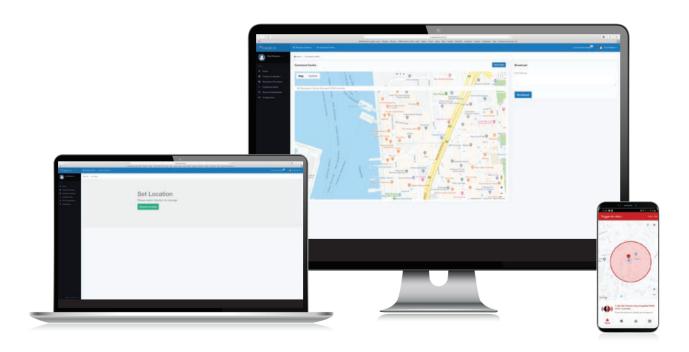
Paul Peterson CBCI Principle Advisor

PAUL PETERSON, CBCI (Born 09/02/1972) Paul has over 22 years of experience in managing both government and private industry emergency management programs. Paul is a specialist in Crisis, Business Continuity and Emergency Management practices. His industry experience and knowledge make him a sought-after industry spokesman when emergency related issues surface in the public area. Paul is a specialist public speaker and corporate training facilitator and mentor. Paul writes regular articles for industry publications which keeps industry leaders up to date with important information in the field of crisis, business continuity and emergency management risk.

His knowledge of the industry emanates from regular and detailed industry experience, research and analysis. Paul has held several senior positions on corporate leadership teams and company boards where his role was to advise senior company management and boards on procedural corporate governance pertaining to crisis, business continuity and emergency management systems and processes

## T.A.W.C.S

Training – Alert – Warning – Communication – System



# THE SUBMISSION WILL FOCUS ON TWO POINTS OF THE TERMS OF REFERENCE BEING:

9. Coordination and collaboration by the NSW Government with the Australian Government, other state and territory governments and local governments

#### 11. Public communication and advice systems and strategies

TAWCS is an emergency management application that is designed to enhance state emergency management agencies capability and capacity to maintain public safety.

TAWCS can complement the NSW State Governments emergency agencies current response management plan. The platform enables multiple agency operational deployment in accordance with current emergency management principles. The platform can also operate in a single agency response mode. The platform is designed to meet legislative requirements of Government agencies encompassing transparency and governance.

TAWCS enables strategic transparency for state emergency services response to emergencies across other state and territory governments and local governments. The platform enables information sharing between emergency response jurisdictions in real time mode, where a jurisdiction has enabled the platform.

Through the mobile app which can be enabled for the public to download via their mobile devices, which will allow all state emergency agencies on the TAWCS platform to clearly relay crucial emergency related information to the public from the one platform. This includes early warning messaging, alert notifications and display exact locations of evacuation refuge centres.



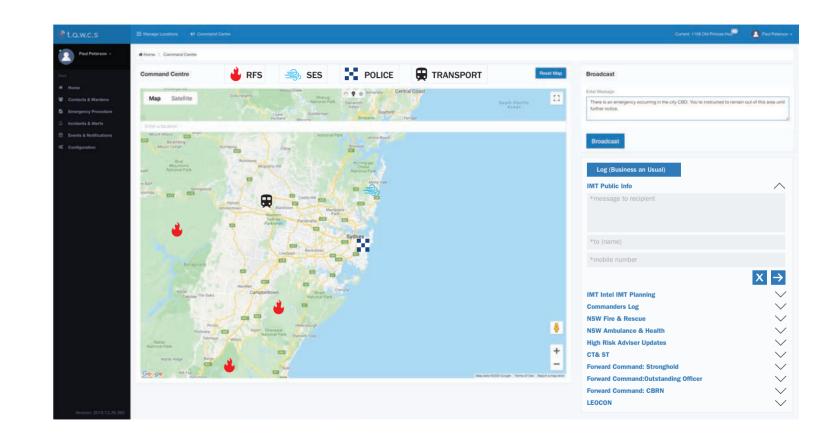
#### **KEY FEATURES**

#### Overview

Allow for all emergency services to view where each service is managing an emergency incident.

Allow only the SEOCON (or equivalent) Incident Management Team (IMT) to view detailed communication logs of each agency's response to an incident.

Strategically enable transparency of state emergency services response to emergencies across other state and territory governments and local governments.



## **TRANSPARENCY**

This is achieved through decision making logs and the ability to in real time record decision making rationale and processes. This information is viewable to the functional area responsible and once logged is unable to be erased.

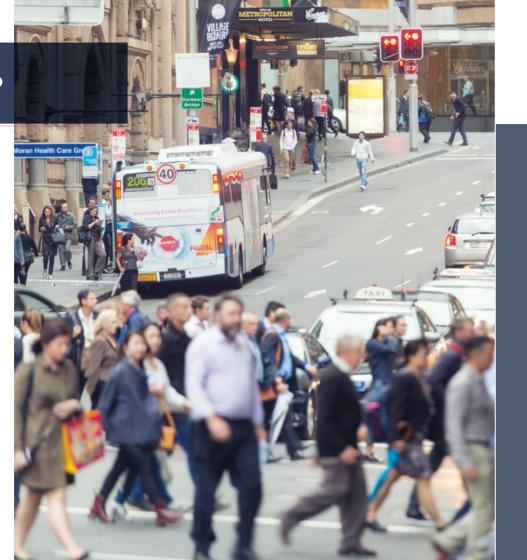
The SEOCON (or equivalent) Incident Management Team (IMT) will have full access to all decision-making logs in order to have an appreciation in decision making capability in any emergency or crisis management event.



#### **PUBLIC MOBILE APP**

During an emergency, TAWCS has the ability for multiple state emergency service organisations eg: RFS, SES, Police to manually select the affected areas and create outgoing communication messages (Public Alerts) and if required manually select safe refuge locations and broadcast this information to the public within this specific affected area.

Ongoing updates of the crisis can be relayed to the public if required.



## **Public Messaging**

Relay site specific alert and evacuation procedures and messaging to the public

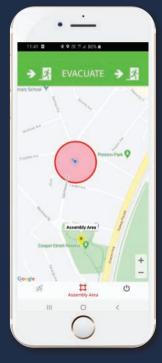
#### **TRIGGER**



#### **ALERT**

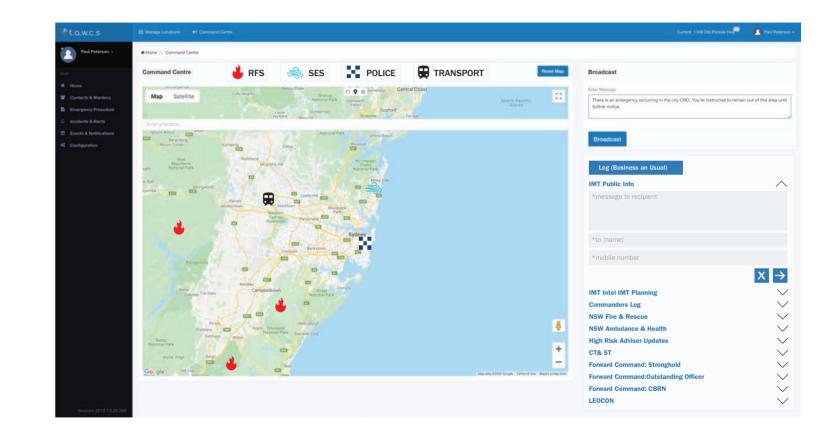


#### **EVACUATE**



## SECURITY AND GOVERNANCE

The system has been developed to protect data from being erased once saved. data from being erased once saved. This gives confidence to Governments and the Public to ensure agency legislative accountability.



## SOFTWARE SECURITY AND DATA

#### **Encrypted & Anonymous Data**

T.A.W.C.S is a secured cloud-based platform protected through SSL (Secured Socket Layer) security using multifactor authentication.

All data and meta-data are encrypted and is not recorded or stored. Uses location is simply relayed to the cloud server for authentication and matching to safe zone locations and then deleted.



## **MOBILE APP**

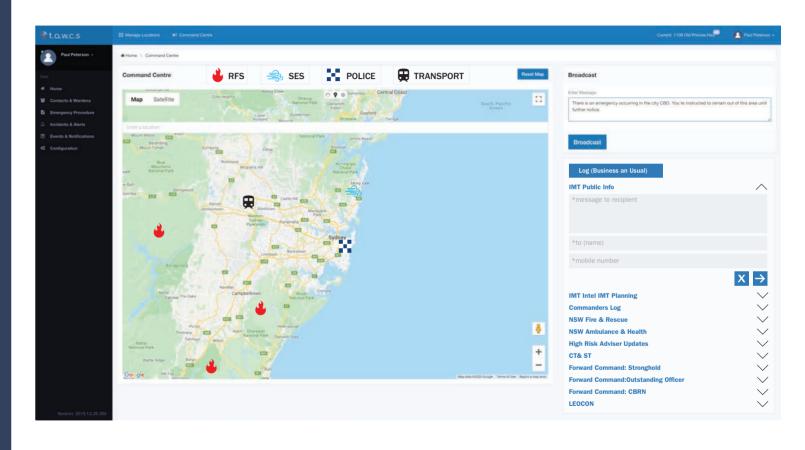
In today's modern world, the Australian public have an expectation that NSW State Governments and the Federal Government have modern methods of relaying emergency related information to them.

TAWCS provides this method through the mobile app that can be branded specifically to a governments identity. The App enables each emergency agency on the platform to relay their information and community instructions, all from the one mobile app.

#### **Key Features**

- Easy to use platform.
- Enable the public to view all emergency services warnings, alerts and evacuation refuge locations all from the one mobile app.
- Have access to each state emergency agency's prevention guides, personal evacuation templates and other resources.





## WHITE LABELING OPTION

T.A.W.C.S offer to select clients the option to utilise all the benefits and power of the entire software and mobile application. These clients can then brand and market the product as their own.

These clients then save on the development capital expense of such a sophisticated emergency management software platform.

The ongoing benefit of regular software updates and features that are included in the white labeling option, adds to a more cost-effective solution.







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