



**TO ALL RESIDENTS OF DEANS MARSH, BAMBRA, MURROON AND PENNYROYAL.**

We write to you to ask for your help to ensure that all in the extended Deans Marsh community remain well connected in the period **after** a major fire emergency.

We all know we had what was for us, a lucky summer in 2015/2016, but the Deans Marsh Hall and Community Cottage committees believe now is the time to try to build a comprehensive **Mobile Phone Number Master List** which includes all the names and contact details of all full time and part time residents in the extended Deans Marsh, Bambra, Murroon and Pennyroyal communities.

In building this SMS Master List, your community organisations are seeking to build on the experience of the Strathewen community in Murrindindi Shire in the Black Saturday 2009 fires. Research **after the fires** in that region showed that after the fires, in small but varied communities like ours, people were already well connected through their various community organisations, and this cohesion was vital for **the recovery phase**. While the extended Deans Marsh community is reasonably well connected, we need to build that cohesion further.

Research also shows that, very quickly after the fires, all Strathewen community members were provided with the same information directly using SMS. This was essential, as everyone came to rely on that source of information as trustworthy. To have such trust in information is of course vital, in such difficult and often traumatic circumstances. Because infrastructure is so often disrupted, and many people are away from their homes, and thus from home-based computer systems, SMS was found to be the preferred and most reliable method to communicate with everyone at the same time about relief efforts, meetings and information sessions.

Please be assured that the Master List will be held by the Hall and Cottage for use in communicating with residents **after a fire emergency only, not in place of existing CFA apps and other fire warning systems**, and not for the regular distribution of our many other community notices and newsletters. Nor will the list be passed to any other person, business or government agency.

In order to compile the list, we ask that you advise your details (complete form attached) and return it to The Cottage or The Store, Deans Marsh. Or you can email the form to the email address on the form. Deb Campbell (formerly representing the Deans Marsh Hall Committee) or Victor Goldsztein (formerly representing the Deans Marsh Community Cottage) manage the list as well as the SMS software.

As we are endeavouring to have this list in place for the next fire season, we ask that you forward the information relating to your household ASAP in January 2020. The system was tested in December 2019 and we will do a test of any new households who sign up in early February 2020. If you have any questions or concerns about this letter or the project, please contact Deb Campbell on 5236 3298 or Victor Goldsztein on 0417 557 030 or via [DeansMarshSMS@gmail.com](mailto:DeansMarshSMS@gmail.com).

Yours sincerely,

**Tom Reid**  
**Chairperson**  
**Deans Marsh Public Hall and**  
**Memorial Park Management Committee Inc.**

**Lise Pittman**  
**Chairperson**  
**Deans Marsh Community Cottage Inc.**



**SMS MASTER LIST FORM**  
**DEANS MARSH, BAMBRA, MURROON AND PENNYROYAL**

**MAIN CONTACT AT ADDRESS**

Address in our region:

Name:

Main email address:

**ALL MOBILE PHONE NUMBERS FOR ADULTS IN YOUR FAMILY**

1. NAME:  
NUMBER:

2. NAME:  
NUMBER:

3. NAME:  
NUMBER:

4. NAME:  
NUMBER:

Please add others as necessary on the back of this form or attach extra sheet.

**CONSENT AGREEMENT**

We agree that our details contained here may be stored and used only by the Deans Marsh Community Cottage for communicating with us after emergency situations.

Signature of main contact person provided above:

Signature:

Print name:

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**PLEASE FORWARD TO:**

Deb Campbell & Victor Goldsztein  
via [DeansMarshSMS@gmail.com](mailto:DeansMarshSMS@gmail.com)

or mail to:

Deans Marsh SMS List  
PO Box 169  
Lorne VIC 3232

or mail to or drop into:

Deans Marsh Community Cottage  
10 Pennyroyal Valley Road  
Deans Marsh VIC 3235