

Crisis Communication Plan False Creek Rowing Club

**Prepared for
2011 Head Up The Creek Regatta
March 13, 2011
False Creek, Vancouver, BC**

Synopsis of Plan

Step 1: Pre-Event Plan

This step includes identifying an official spokesperson, and information resources.

Step 2: Communication and Internal Notification

The event staff must report the incident to a member of the Crisis Management Team (CMT) and the CMT will determine whether or not the incident is a “crisis”.

Step 3: Incident Report

The CMT or individual reporting the incident completes an incident report.

Step 4: Crisis Action Resources

The CMT may decide they need additional resources for determining the next steps in the situation.

Step 5: Determining the Next Steps

After the CMT determines the incident is a crisis the next steps are identified.

Step 6: External Notification

The CMT will also decide which other parties need to be notified, when they should be notified and how they should be notified about the incident.

CRISIS COMMUNICIATION PLAN - FALSE CREEK

The purpose of this plan is to provide an outline of steps to be taken in the event of a crisis within the time frame of the False Creek Rowing Club Head Up The Creek Regatta that requires communication with members, other rowing clubs and the general public.

A crisis is any major incident that impacts the event, its organizer or sanctioning bodies and can result from an incident internal or external to the event. See Appendix 1 for possible crisis situations.

Step 1: Pre-event Plan

Pre-event plan should include:

- Contact numbers of all the primary members of the event organizing committee
- A review of the crisis communication plan
- Development of Q&A's specific to the event
- An environmental scan of related events

Primary contacts of the event organizing committee might include:

- Event Chair, Local Organizing Committee
- Head Referee
- President, False Creek Rowing Club

Official Spokesperson

The pre-event plan must identify the official spokesperson, which will be responsible for delivering the official statement/position on the crisis. This may only be necessary in the event of a media conference and in the absence of an official statement and/or official spokesperson, the Crisis Management Team (CMT) may authorize several individuals to address questions about the crisis.

External Contacts may include:

- Local police or RCMP
- Canadian Centre for Ethics in Sport/Sport Med BC
- World Anti-Doping Agency
- International Sport Federation
- Sport Canada
- Rowing Canada
- Chief Coroner's Office
- BC Centre for Disease Control

The CMT should designate a chief liaison with external contacts.

Step 2: Communication and Internal Notification

The next step is to form a team of key club members and provide guidance on information flowing to and from them.

The following people should be included in the Crisis Management Team (CMT)

1. Event Chair, Head Up The Creek Regatta
2. President, False Creek Rowing Club
3. Head Referee
4. Lawyer, preferably False Creek Rowing Club's solicitor

In the event of a crisis the event organizing committee should have a list of all the names and contact numbers of the members of the Crisis Management Team and they should be contacted according to the priority listed above. The event staff is responsible for reporting the incident to a member of the CMT, preferably the president, executive director or head referee. The CMT is then responsible for determining if the incident is a "crisis" and the CMT is put into action. The President will be briefed by the CMT, and the president will then determine whether the president or an official spokesperson will communicate with the media.

Step 3: Incident Report

The Event Chair or Head Referee will complete an Incident Report form to the CMT, which describes the incident in detail. All incident reports are to be kept on file and held in confidence by the executive director. See Appendix 2 for a sample Incident Report.

Step 4: Crisis Action Resources

The CMT may decide they need additional resources in order to determine the next steps in the crisis situation. These resources may include, lawyers, or other club executives (i.e. Rowing Canada executives)

Step 5: Determining Next Steps

After the CMT has identified a crisis situation, it will determine:

- What actions, if any, False Creek Rowing Club or its president will take?
- What actions, if any, Rowing Canada will take?
- Who is to receive official notification of the action being taken?
- Who will officially speak on behalf of the event?

Step 6: External Notification

The CMT will then determine which other parties should be notified, when they should be notified, and how they should be notified about the incident. Some possible external parties that may need to be notified include, but are not limited to:

- Sport BC
- Pacific Sport
- Other sporting clubs

Notification of external parties must be received in a timely fashion, as the timing of notification could have a significant impact on how the situation is received by the media.

APPENDIX 1- POSSIBLE CRISIS SITUATIONS

The following incidents will require effective communication from the CMT:

- **Vehicle Accident**
- **Inclement Weather related**
- **Death or serious injury of athlete, coach**
- **Death or serious injury of support staff, service providers, or guest presenters**
- Athlete or coach abuse
- Doping violation
- Criminal activity
- Loss of waterway use
- Judging/voting scandal
- Legal action being taken against Rowing BC
- Natural Disaster
- Terrorism

These 4 are the focus of this plan

APPENDIX 2- INCIDENT REPORT



INCIDENT REPORT

Name of CMT Reporting the Incident:

Contact Phone Number:

Date of Incident:

Time of Incident:

Details of Incident: Attach extra pages if necessary

APPENDIX 3 - CRISIS COMMUNICATION PLAN

2011 Head Up The Creek Regatta

Overview

Event: 2011 Head Up The Creek Regatta
Event Date: March 13, 2011
Event Location: False Creek & Vanier Park
Vancouver, BC
Host Club/Association: False Creek Rowing Club
Event Participants or
Delegation:
Not yet determined.

Head of Delegation: Simon Litherland, Event Chair
Team/Program Size: TBD
Travel Dates: Not applicable
Accommodation: Not applicable
hawnigan Lake School,

PLAN IMPLEMENTATION

Step 1 - Pre-Event

1. Preparation of Crisis Management Team (CMT)
2. Preparation of External contacts list

Crisis Management Team

Official Spokesperson Regatta Chair	Simon Litherland	© 778-840-5748 (h) 604-730-5748	regatta@falsecreekrowing club.ca
President, FCRC	Don Arnold	(h) 1-604-921-9675	president@falsecreekrowi ngclub.ca
Executive Director, Rowing BC	Eron Main	© 778-999-3445 (w) 604-333-3635	info@rowbc.org exdirector@rowbc.org
Head Umpire	NA		

External Contacts

Liaison to external contacts	Eron Main Rowing BC	© 778-999-3445 (w) 604-333-3635	info@rowbc.org penny.gardner@rowbc.org
Lawyer	Marty Gifford	(w) 604.643.1264	mgifford@millerthomson.ca
Police	Vancouver City Police	Emergency 9-1-1 Non-emergency: 604-717-3321	
Regional Coroner's Office	Mr. Owen Court	604-660-7708	Metrotower II Suite 800 - 4720 Kingsway Burnaby, BC V5H 4N2
Executive Director	Donna Atkinson	(w) 1-877-722-4769	datkinson@rowingcanada.org
All-Sport Insurance	NA	Refer Rowing Canada Aviron	http://www.allsportinsurance.com/

Step 2 - Determining a Crisis

At regatta (technical)

1. Regatta Chair and Chief Referee will report to CMT on incident.
2. CMT Head of Delegation s incident to President
3. CMT determines is a crisis, or not.
4. Engage or disengage CMT (if disengage still file incident report)

Outside regatta (non-technical)

1. Regatta Chair reports incident to President FCRC and Executive Director, Rowing BC
2. CMT determines level of crisis and next steps
3. Contact to external key contacts if necessary

Step 3 - Take Action

1. If necessary take action as required in response to severity of incident - Head of Delegation

Step 4 - Incident Report

1. Completion of Incident Report by Head of Delegation, Head Referee, President FCRC or Rowing BC Executive Director to complete Incident Report as decided by CMT.

Step 5 - Next Steps

CMT make a determination -

1. What actions, if any, False Creek Rowing Club or President will take?
2. What actions, if any, regatta organizing committee/Rowing BC/Rowing Canada will take?
3. Who is to receive official notification of the action being taken?
4. Who will officials speak on behalf of the False Creek Rowing Club?
5. Contact external contacts if necessary