

**SOMETIMES THE
MOST VALUABLE
LESSONS COME
FROM PEOPLE WHO
DIDN'T INTEND TO
GIVE THEM**

AUTHOR UNKNOWN

**Lessons
from
Tragedy**



April 6th 2018





Nipawin Hawks



1 min • 

Tonight's game is Cancelled. The accident being talked about involved Humboldt team bus. We ask during this time that you don't send messages. When more information is given we will update.



What if it was us...?

**It can't
happen
to me**





7/10

**STEPS TO SUCCESSFULLY
MANAGING CRISIS
HAVE TO TAKE PLACE
BEFORE
THE CRISIS**

CRISIS MANAGEMENT

STEPS IN PREPARATION

1. Anticipate what COULD happen

- Be realistic and wide open in your possibilities
- Group your possibilities

BRAINSTORM



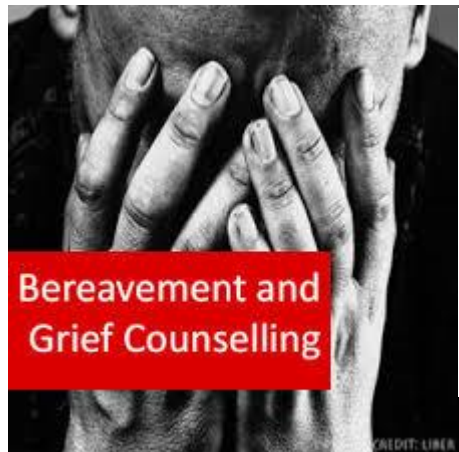
CRISIS MANAGEMENT

STEPS IN PREPARATION



- 2. Identify team to manage crisis and provide support in crisis**
- Look in house and out of house
 - What knowledge and skills will you need on your team
 - Does team depend on type of crisis?

What & Who are the resources in your community to bring in the experts you need?



POST-
TRAUMATIC
STRESS
DISORDER



Humboldt Broncos Junior Hockey Association Inc.

Notes to Financial Statements

For the year ended May 31, 2018

(Unaudited)

7. Capital management

The Association's objective is to safeguard the entity's ability to continue as a going concern. The Association does not have any externally imposed capital requirements.

8. Tragedy support

On April 6, 2018, the charter bus carrying the team, coaches, and support persons was involved in a catastrophic collision, resulting in the loss of 16 lives and serious injuries to the remaining 13 passengers. Due to an outpouring of support locally, nationally, and internationally, the Association received significant donations in the form of cash and cheques, intended to help the Association. Expenses directly related to this tragedy have been segregated from operating expenses.

Donations received	\$ 1,579,126
Expenses	
Travel	73,709
Marketing	59,618
Legal	27,047
Office	1,559
Meals	5,316
Service charges	134
Total expenses	167,383
Net tragedy support revenue over expenses	\$ 1,411,743

“We worked with them for two months for that amount with as many as seven people, for the most part, four people working on the account. It was to do with crisis communications, media relations and website development.”

*Takt Principal
Grant Bastedo.
(\$48,000 of \$60,000)*

CRISIS MANAGEMENT

STEPS IN PREPARATION

3. Identify Spokesperson

- Usually Board Chair but doesn't have to be
- Who will be in the know and can do a good job?

4. Train the Spokesperson

- Cannot expect someone can just naturally handle this responsibility
- Give them the tools and knowledge



DEALING WITH MEDIA

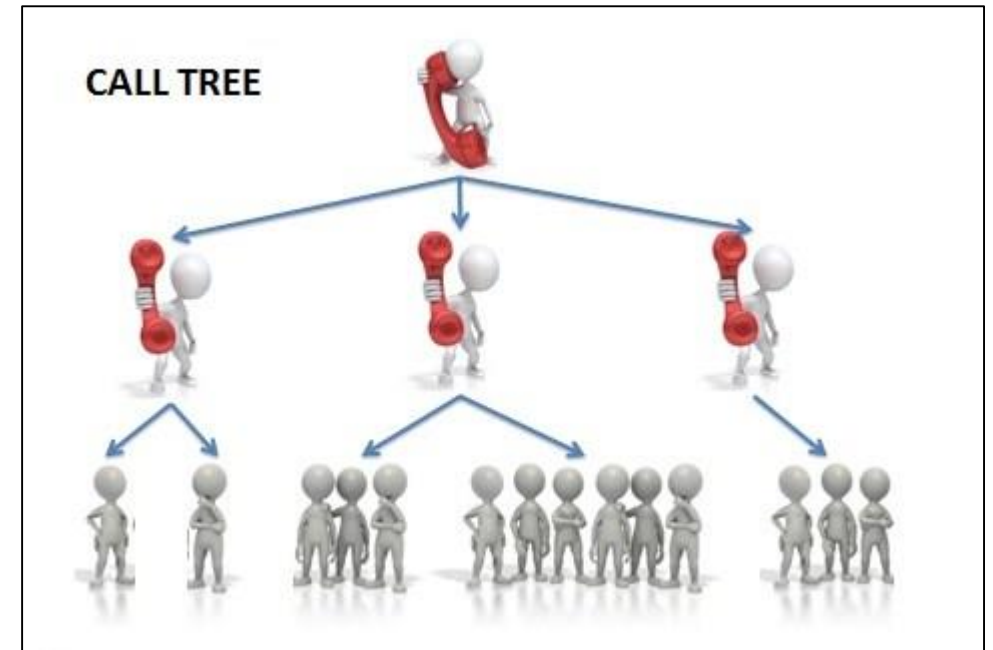
- One person
- Answer actual question
- No comment not a good idea...

CRISIS MANAGEMENT

STEPS IN PREPARATION

5. Establish Notification and Monitoring Systems

- How can people expect to hear news
- What tools will be used for communication





Who oversees accounts?

What is your plan?

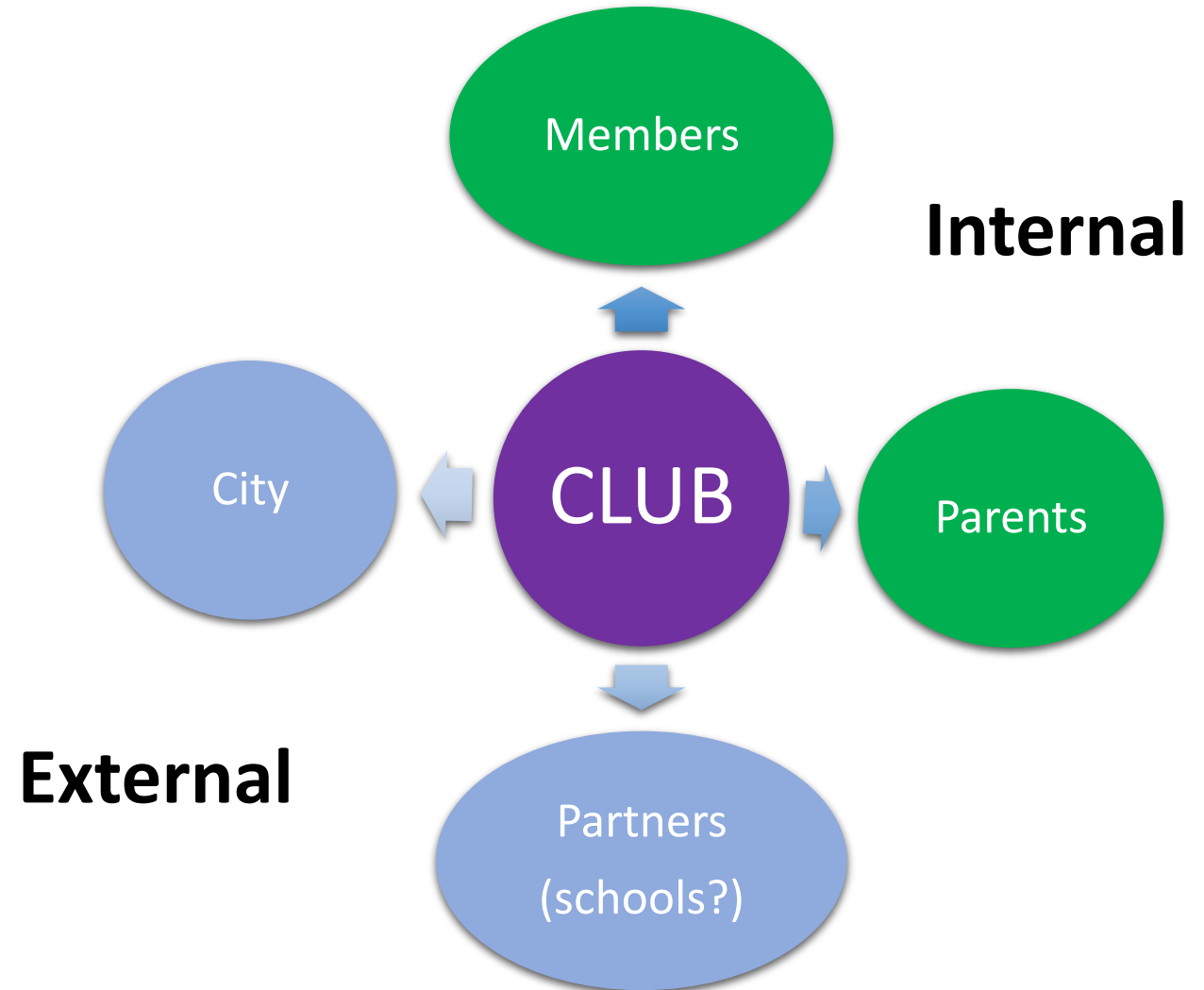
Learn & Do it right!

CRISIS MANAGEMENT

STEPS IN PREPARATION

6. Who are the stakeholders that matter?

- Who do you need to talk to?
- The “Who” may be based on the situation
- Who needs to hear from the club directly?



7. HOLDING STATEMENTS

We have implemented our crisis response plan, which places the highest priority on the health and safety of our guests and staff.”

“Our thoughts are with those who were in harm’s way, and we hope that they are well.”

“We will be supplying additional information when it is available and posting it on our website.”

CRISIS MANAGEMENT

STEPS IN THE MOMENT

8. Assess Crisis and Gather Facts

- Confirming details
- Don't jump to conclusions or believe rumors
- Go to source for information and let professionals do their role



Just give
things a
little
tweak

9. Finalize and Adapt Based on Situation

- Take holding statements and tweak for situation.
- 3 Key Messages to all stakeholders
- Each group may need an additional specific message



DON'T BE SHY ABOUT
ASKING FOR HELP. IT
DOESN'T MEAN YOU'RE
WEAK, IT ONLY MEANS
YOU'RE WISE.

CRISIS MANAGEMENT

STEPS AFTER CRISIS

We do not learn from
experience... we learn
from reflecting on
experience.

- John Dewey

10. Analysis

- What did we learn?
- What should we change for our planning for future crisis preparation?

Honouring Our First Responders



WESTDALE SECONDARY SCHOOL REMEMBERS

the vicious storm at
7:00 a.m.
on April 28th, 2011
We thank the

HAMILTON POLICE
MARINE UNIT and the
HALTON REGIONAL
POLICE MARINE UNIT

for their prompt response and the courageous life saving rescue of 100 student rowers and coaches from five Hamilton high schools and members of the McMaster University rowing teams that had launched racing shells and coach boats from the Leander Boat Club into the Hamilton Harbour. Constables Matt Allcroft, Thomas Bennett, Marshall Bushell, James Suthery and Ian Woodhouse were honoured at the Hamilton Police Services Board in 2011 for their "exemplary service" and "for their skills, dedication and bravery in this challenging rescue operation."

SIMPSON LAW OFFICE

WESTDALE VILLAGE, HAMILTON
David Reid Simpson & James R. Simpson, QC
950 King Street West • (905) 527-1174



John Loukidelis @loukidelis · 2018-04-28

Replying to @susanclairmont @TheSpec and @WestdaleSS

Our son, who was one of the young men in that @WestdaleRowing boat, is home today visiting from university thanks to those rescuers. #grateful



1



2



10



Tom Beshoff @TomBeshoff · 2018-04-29

I am now with Westdale rowing, but was with Havergal rowing that day. We stayed off the water that morning, but I'll never forget the speed and viciousness with which that storm came up.



1



2



Sarah V Wayland @SarahVWayland · 2018-04-29

Replying to @susanclairmont @TheSpec and @WestdaleSS

Thank you for drawing attention to this ad and to all the first responders. As a parent of a Westdale child in the water that day, I was pretty oblivious to the danger until after the fact.



1



1



Tweet your reply





Tammy Robert

@tammyrobert



Had the privilege of working, over the past 50-odd hours, with the Humboldt Broncos' board of directors, assisting them with their comms processes. Best way I can explain it is like having been at the bottom of the ocean with some of the most amazing people I've ever met.

2018-04-09, 8:16 AM

4 Retweets 102 Likes



Tammy Robert @tammyrobert · 2018-04-09



The world got very, very small suddenly, even though the entire world was watching. No time for Twitter or TV. Checking in on those felt like breaking through the water's surface, gasping for air, becoming completely overwhelmed by the expanse around you. So you dove back down.

2

1

13



Tammy Robert @tammyrobert · 2018-04-09



I will never, ever forget walking into that room early Saturday AM. The shock, pain, bewilderment, grief, numbness on those directors faces. Yet my god did they rise to the occasion, as did so many key individuals in Humboldt, buoyed by the entire community. The entire world.

2

1

18



Tammy Robert @tammyrobert · 2018-04-09



That's all I have to say - it's not my story. I can say I learned that the bigger the story, the tighter you embrace its subjects to protect them from the deluge. You make sure everyone has oxygen, because really that's all we need, and dive deeper, away from the surface.

2

1

17



Tammy Robert @tammyrobert · 2018-04-09



Huge thank you to media: @CTVNews, @CBCNews, @PostmediaNews @GlobalNational, @globeandmail, @macleans, @TSN_Sports, @Sportsnet, @HumboldtJournal, @CKOMNews tirelessly & compassionately processing & translating a landslide of devastation for an entire world wanting to understand.

1

1

33





“
There is no set time limit
to the grieving process.”



I am prepared for
the worst, but hope
for the best.

-Benjamin Disraeli

www.thesurvivalmom.com

Remember – Here to Help:

lisa@ontariosailing.ca

lisa@rowontario.ca

905-572-7245

1-888-672-7245 ext. 225

IT IS OK
NOT TO
BE OK

#BellLetsTalk



***“There will be
counsellors
available...”***

CRISIS MANAGEMENT