

Greater Melbourne Flood Information Program Council briefing pack 2026

User testing and campaign improvements

Following the 2025 Greater Melbourne Flood Information Program, Melbourne Water undertook targeted user research, including interviews, usability testing and surveys.

The research showed strong community support, with residents responding well to clear, locally relevant information about personal flood risk.

It also identified opportunities to better support users to move from awareness to understanding and action.

Importantly, councils were confirmed as a trusted and influential channel, with council communications and networks driving strong engagement and reinforcing credibility.

Insights from this research directly informed improvements to the 2026 campaign, including:

- Simplified content and clearer navigation to reduce cognitive load
- More prominent property search and flood maps for quick access to risk information
- Plain language summaries of flood risk, with technical detail layered underneath
- Clearer next steps and practical actions tailored to risk level
- Better explanation of roles and responsibilities, including councils and Melbourne Water
- More flexible and targeted engagement approaches across digital and in-person channels

By applying these insights, Melbourne Water has refined the program to better meet community needs and support councils to deliver clearer, more effective flood information in 2026.