

**DEPARTMENT OF FIRE AND EMERGENCY SERVICES —  
GET BEHIND THE FRONTLINE CAMPAIGN**

*Statement by Minister for Emergency Services*

**MR F.M. LOGAN (Cockburn — Minister for Emergency Services)** [9.03 am]: I rise to inform the house of the new Department of Fire and Emergency Services' campaign Get Behind the Frontline, which will be launched on Monday to encourage more volunteers to step up in their community. Get Behind the Frontline is a new, innovative recruiting approach that seeks to breakdown some myths and barriers that exist about volunteering for Western Australia's emergency services. A person does not have to face a fire, brave the seas or conduct lengthy searches to make a difference. The Get Behind the Frontline campaign will highlight the many other roles that exist in our emergency services that can, in their own way, be just as important as those roles on the front line. There are those who manage the brigades and units, others who handle the administration, those who prepare food, manage roadblocks or maintain vehicles and others who handle logging on and off for recreational boaties.

The campaign will feature targeted social media, digital and print advertising to reach new audiences. The digital content will help to drive traffic to WA's new online recruitment website. We recognise that there are always opportunities to increase representation among women, younger demographics and people from different cultural backgrounds. Diversifying the volunteer base is at the heart of this campaign. New material including business cards, posters and banners have also been produced to empower volunteers to spread the message on the ground throughout their own communities. This campaign acknowledges that WA's 26 000 volunteers operating across the different services are an integral part of this state's emergency management. In some rural and regional areas, they represent up to 99 per cent of all emergency services personnel. They do an incredible job selflessly putting their lives on hold to protect their local communities. I am very grateful for their contribution to emergency services in WA. I encourage all members and the wider community to get out there and support this campaign. Without volunteers—both those on the front line and those in the background—we simply would not be able to provide an effective emergency response in this state.

In closing, no matter what skills a person has or their age or background, they could make a life-saving contribution to their community. I ask again that the members of this house do all they can to support our emergency services by getting behind the Get Behind the Frontline advertising campaign.