

“ARE YOU BUSHFIRE READY?” CAMPAIGN

**1244. Hon COLIN HOLT to the minister representing the Minister for Emergency Services:**

I refer to the “Are You Bushfire Ready?” campaign.

- (1) How much was spent on the campaign in the 2015–16, 2016–17 and 2017–18 financial years?
- (2) How much has the government budgeted to spend on the campaign in this financial year?
- (3) How much has the government spent on the Fire Chat campaign in this financial year?
- (4) What other advertising measures has the Department of Fire and Emergency Services put in place to ensure residents are equipped to meet bushfire challenges this fire season?

**Hon STEPHEN DAWSON replied:**

I thank the honourable member for some notice of the question.

- (1) In 2015–16, Western Power spent \$900 000 and government spent \$100 000; in 2016–17, Western Power spent \$900 000 and government spent \$100 000; and in 2017–18, government spent \$212 000.
- (2) It has budgeted \$1 million.
- (3) The Department of Fire and Emergency Services has spent \$3 234.00 on the Fire Chat component of its education campaign.
- (4) Other advertising measures DFES has put in place to ensure residents are equipped to meet bushfire challenges this fire season include proactive media; online news articles; proactive digital content; and communications with staff, volunteers and local government in a range of mediums.

I seek leave to have the remainder of the response incorporated into *Hansard*.

Leave granted.

The following material was incorporated —

---

Proactive Media:

- Bushfire Action Month – media release & regional media how to prepare for season.
- Bushfire Preparedness Event – Commissioner & Minister showing well prepared property.
- Community Service Announcements – ABC & 6PR CSA’s on bushfire.
- Fire Campaign Launch – Press conference Minister & Commissioner 2/12/18.
- Campaign Exclusive – Sunday Times feature on new Fire Campaign 2/12/18.
- Commissioner on 6PR & ABC – Talking bushfire & preparedness on 3/12/12.
- ABC Bushfire Awareness Day – Programs feature stories about bushfire on 6/12/12.
- Strikeforce Vulcan – In conjunction with WA Police on 6/12/12.
- The West Australian Commissioner Profile – Bushfire season.
- Today Tonight – Fire Season Property flyover.
- Seven News – New technology for bushfire season.
- Aerial Fleet Launch – 21/12/12.
- BRMP Officers – Story with Sunday Times in December 2018.
- Cigarettes & bushfires – With Keep Australia Beautiful in January 2019.
- Evacuating Animals – With Department of Primary Industries and Regional Development in January.

Online news Article DFES website including:

- Survivors story including safety messages.
- Bushfire Patrol Program teaching school children safety messages.
- Total Fire Bans - Why do we have them?
- Fire Weather – interview with Bureau of Meteorology.
- Incident based stories as bushfires occur throughout the season.

Proactive Digital Content:

- A series of safety animations about bushfire awareness and preparedness, including information about related alerts and warnings.
- Infographics and animations relating to Total Fire Bans and Fire Danger Ratings.
- Videos series from the Shire of Harvey where the community share stories about their experiences including safety messaging.
- New graphics for bushfire advices, watch and acts, and emergency warnings
- Video safety messages from BGU volunteers.

**Extract from *Hansard***  
[COUNCIL — Wednesday, 28 November 2018]  
p8768c-8769a  
Hon Colin Holt; Hon Stephen Dawson

---

Communications going to staff, volunteers and local government via:

- WALGA Newsletter.
  - DFES Volunteer Newsletter and Volunteer Portal.
  - All staff emails and intranet content.
-