After The Fire
Learning from Experience

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Our approach

› ‘Ready to go’ procurement approach
› Contracted with Bushfire & Natural Hazards CRC
› Lead research appointed
› Ethics approval
› Identification of research themes and issues
› Development of research approach including questions
› Online research component
› Final report
› Areas of continuing focus identified
Why

- Existing partnership with Bushfire & Natural Hazards CRC
- Opportunity to use researchers who have strength in the themes we want to explore
- Opportunity to tap into other research streams and areas of interest including Warnings
- Contribution to the national research agenda
Our issues

The majority of people in bush fire prone areas recognise their area is at risk – but don’t personalise the risk

“We knew that a bush fire could happen but we never really thought it would affect us”

Around half of those in at-risk areas believe their property would survive a bush fire, even if they made no preparations

People believe preparing for bush fires is too hard, costly, overwhelming or complex.
Our solution

**People don’t personalise their risk**
Tools to help people understand the risk in their area
Personalise their risk by personalising fire

**People’s beliefs about fire are often wrong**
‘Mythbust’ people’s beliefs about fire and preparedness
Increase the urgency to get people to do more

**People think it’s all too hard**
Refocus planning on having a conversation with your family
Small steps can make a big difference
GET READY FOR A BUSH FIRE
FOUR SIMPLE STEPS TO MAKING YOUR BUSH FIRE SURVIVAL PLAN

Getting ready for a bush fire is easier than you think. By taking 20 minutes with your family to discuss what you’ll do during a fire, you could save their lives, as well as your home.

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