



# Michael Gallacher MLC

Leader of the Government in the Legislative Council  
Minister for Police and Emergency Services  
Minister for the Hunter

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## MEDIA RELEASE

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Tuesday 16 October 2012

### **RESEARCH SHOWS THE MAJORITY AT RISK HAVE NO PLAN Prepare Act Survive this bush fire season**

Police and Emergency Services Minister Michael Gallacher, has today launched a new public awareness campaign aimed at shaking NSW residents out of complacency ahead of the bush fire season.

The \$2.3 million NSW Rural Fire Service *Prepare Act Survive* campaign encourages people to take action and make a plan for what to do during a fire.

“The message this bush fire season is clear: to give you and your property the best chance of survival you need to plan and do it now,” Minister Gallacher said.

“Bush fires are a part of the landscape in NSW but despite this, many people fail to prepare their homes and their families for them.

“Sadly only 25% of NSW residents who live in bush fire prone land have a Bush Fire Survival Plan.

“Waiting until the fire hits could have tragic consequences,” Minister Gallacher said.

“Most people know they should have a plan but put it off, thinking it won’t happen to them. As we saw recently, fire can approach quickly, and it can happen to anyone in a bush fire prone area.

“This new campaign tells people bluntly that simply planning to make a plan is not a plan,” Mr Gallacher said.

NSW RFS Commissioner Shane Fitzsimmons said the new campaign will begin rolling out state wide this week, with television, radio, online, outdoor and newspaper advertisements warning against complacency.

“Complacency is a big worry heading into the warmer months,” Commissioner Fitzsimmons said.

“Already this season we have seen fires which have started easily and spread rapidly, threatening people and properties.

“In some cases people have been prepared, but all too often, people have put themselves, their home and their family at risk by not having a plan.

“Making a plan is not difficult and it could save you and your family this bush fire season.”

Bush Fire Survival Plans and preparation fact sheets are available on the NSW RFS website at [www.rfs.nsw.gov.au](http://www.rfs.nsw.gov.au).

**Editors note: Copies of the television and radio advertisements are available for download from [www.rfs.nsw.gov.au/media](http://www.rfs.nsw.gov.au/media).**

ENDS

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