



Troy Grant
Minister for Police
Minister for Emergency Services

MEDIA RELEASE

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CAMPAIGN CONFRONTS COMMUNITY TO HELP FIREPROOF SURVIVAL PLANS

A confronting new campaign will kick off this week urging NSW residents to make sure they are prepared for the bush fire season, Minister for Emergency Services Troy Grant said.

Mr Grant said the new NSW Rural Fire Service (NSW RFS) 'Prepare. Act. Survive' public awareness campaign asked the important question 'How Fireproof Is Your Plan?'

"The message this bush fire season is clear: to give you and your property the best chance of survival you need to seriously prepare and plan ahead," Mr Grant said.

"Seven in ten people in bush fire prone areas say they have a plan for what to do during a fire – but will it actually stand up and work if there's a fire bearing down on your community?"

"Alarmingly, 51 per cent of people have done nothing to prepare their property for a bush fire.

"So if you think you're ready for bush fire season, there's a strong chance you're not, and now is the time to have a discussion so you're not caught out and put at risk."

Mr Grant said the campaign shows real life scenarios that people have faced during bush fires, like not preparing their property in advance or leaving it until the last minute to make a decision.

"The campaign is quite confronting but we make no apologies for that. These are the real dangers posed by fires, and the last thing anyone wants to see is the loss of someone in our community when that tragedy could have been prevented," Mr Grant said.

"We need people to take this seriously and get ready now, not just wait to see what happens."

NSW RFS Deputy Commissioner Rob Rogers said the new campaign will begin rolling out state-wide this week, with TV, radio, online, outdoor and cinema ads warning against complacency.

"Already this season we have seen more than 5,400 fires that have started easily and spread rapidly, threatening people and properties," Deputy Commissioner Rogers said.

"All too often, people's plans have not been thoroughly reviewed and discussed before fire threatens them.

"Having a five minute discussion could actually save you and your family this bush fire season, so please, ask your friends, ask your family, and ask yourself: How Fireproof is Your Plan?"

It takes just five minutes to check your bush fire plan. Learn more at www.myfireplan.com.au

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