



NSW RURAL FIRE SERVICE



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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