



Bushfire Preparedness

Communications and Engagement Plan
26/06/2020

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Project Details

Project Sponsor			
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Business Unit:	Development Services		
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External Contractor Details			
Company Name:	<Insert Company Name here>		
Tender Reference:	<i>(if applicable)</i>		
Contact:			
Name:	<insert contact name here>	Job Title:	
Email:		Phone:	
Name:	<insert contact name here> copy / insert further rows to identify/list other contact details	Job Title:	
Email:		Phone:	

Communications and Engagement Staff			
Service Area:	Customer & Public Relations		
Business Unit:	Public Relations		
Contact:			
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Allocated Communications & Engagement Budget:	
Assigned Cost Code:	275710.539
Authorising Officer:	Tim Parry

Bushfire Preparedness

Purpose

This Community Engagement Plan is intended as a broad coverage of all exercises and messaging carried out throughout a continuous 12-month period, aimed at bushfire preparedness for the City of Kalamunda community.

Background

The City of Kalamunda is uniquely placed in the Darling Ranges, with the region being renowned for its beautiful Jarrah and Marri forests, walking trails and native flora and fauna. The natural beauty of the region however, significantly increases the area's risk to bushfire. As such the City of Kalamunda, aim to prepare and protect its community through the implementation of a proactive community engagement strategy, to educate and empower community members to confidently prepare, safely respond to, and recover from bushfire.

Bushfires have the capacity to strike without warning and provided with the right environmental conditions, can quickly exceed firefighting resources. Bushfires greatly impact community, properties, homes and infrastructure, while posing great risk to human life. It is for this reason, that it is imperative that both the wider community, households and individuals are supported in engagement of bushfire preparedness, awareness and survival planning. This is crucial for the City of Kalamunda to protect life, livelihood, property and community.

This engagement approach will aim to directly promote and improve upon current bushfire preparedness, increase the number of family bushfire survival plans and help the community understand and accept its risk to the impact of bushfire. Engaging the community will form valuable connections within the community itself, improving overall preparedness, resilience and incident recovery. Care must be taken not to assume that merely providing information will facilitate the adoption of preventative measures, as this is largely not the case. For this reason, an interactive and collaborative engagement plan must be incorporated in this strategy.

Facilitating personable and interactive engagement activities, involving skilled bushfire control officers, experienced and knowledgeable fire fighters with community members, allows individuals to connect, exchange information, educate and share personal experiences of bushfire.

This exchange is critical in establishing realistic and informed acceptance and understanding of personal risk and responsibility at both an individual and community level.

It is important that individuals do not assume that the City will be wholly responsible for hazard preparedness and mitigation, they must take personal responsibility for their property and family. Also critically important is to dispel the belief that fire authorities would protect individual homes during a bushfire. Education, acceptance of personal responsibility and informed self-reliance are critical to ensure self-protection of residents during bushfires and to support the protective services provided by local and career fire services.

Collaborative engagement creates networking opportunities between neighbours, community services and community members. It also provides reassurance that there are other people within the community, who like themselves, are proactive, informed, and vigilant of their surroundings and who have prepared their property and family in the event of bushfire. The greater the number of prepared properties improves the resilience of the community.

Property preparedness should be promoted on an ongoing basis, throughout the year. Adopting this approach will also assist community members to prepare their property for the impact of winter storms, as well as reducing the scale of works required prior to fire season. This maintenance program becomes easier for people to maintain, rather than one off, large scale works in the heat of the summer months, prior to the holiday and Christmas season.

Engagement focussing on bushfire awareness, preparedness and planning should be facilitated from September through until end to March (Extended through April should weather summer weather conditions extend).

Key Dates

Community Engagement commences: End August 2020

Community Engagement completes: End April 2021

Community Consultation Summary Report: Mid-June 2021

Communications and Engagement Objectives

This plan will aim to:

1. Raise **awareness** of the risk of bushfire, **improve preparedness** levels and instigate the completion of bushfire survival plans, utilising the DFES 5 Min Fire Chat and Smart Burn Toolkits, in addition to educational presentations and activities in association with local Emergency Services to community.
2. Create an **understanding** of the behaviour of fire and change risky behaviour/apathy in community.
3. Form **acceptance** of personal risk associated with bushfire in The City of Kalamunda
4. Gain acceptance that it is the community member's **personal responsibility to prepare property and protect family**.
5. Influence the **perception and attitude** in among 60% of stakeholders that the City has achieved equitable levels of engagement and improved hazard prevention practices from residents across the districts in the City, through:
 1. **Monthly shopping centre engagement booths**
 2. **Newspaper advertisements:** covering statutory announcements, as well as advertising and promotional notices.
 3. **Digital media engagement**
 4. **Bushfire Survey:** By surveying members of the community and capturing people's views on how they make choices about preparing, this engagement strategy aims to gain the community perspective to provide a strong framework for future engagement, planning, intervention and design.
 5. **Seniors bushfire awareness engagement booth:** Senior citizens living within the City of Kalamunda can be a vulnerable community in the case of a bushfire emergency. It is important that they are engaged with on a topical level to help prepare them for such a situation.
 6. **Outreach telephone engagement:** By directly calling all previous recipients of a 2019-2020 work order or infringement prior to the commencement of the bushfire season, the City can help to ensure that they are ready and prepared adequately for the oncoming season.
 7. **Smart Burn event:** Providing a live demonstration of spring burning, with all protocols and safety demonstrations. This will allow members of the community to learn about smart burning practises in a safe and interactive environment.
 8. **Street Meets:** in key areas (high risk) to share with these residences the need for preparing and protecting their property (City Regulations - APZ) planning their household's survival plan (Fire Chat Toolkit). Incorporate local BFR Groups and local volunteer bushfire brigades.
 9. **RUI Event:** the City will be running a RUI type exercise involving the City of Kalamunda, Career and Volunteer FRS, Bush Fire Brigade, Bush Fire Ready Group and DFES regional staff.
 10. **bushfire brigade open day:** this will be a flagship event to encourage a community gathering for the purposes of educating and supporting the City's residences to help prepare them for the upcoming bushfire season.
 11. **Farmers Market:** To engage with the community at a place where they are naturally gathered. This places less emphasis on the City staff to organise and coordinate community members to attend a bushfire preparedness event.

12. Supporting the Kalamunda Bushfire Ready Group

Aim and Purpose

The City of Kalamunda aims to prepare and protect its community through the implementation of a proactive community engagement strategy, to educate and empower community members to confidently prepare, safely respond to, and recover from bushfire. The greater the number of prepared properties improves the resilience of the community. It also provides reassurance that there are other people within the community, who like themselves, are proactive, informed, and vigilant of their surroundings and who have prepared their property and family in the event of bushfire.

Purpose of this plan is to effectively engage with the community in wanting to create the desired change in behaviour and attitude with our engagement focussing on bushfire preparedness, planning and awareness. City of Kalamunda want to foster a collaborative engagement that creates networking opportunities between neighbours, community services and community members under the one banner of a shared responsibility.

- Improve community resilience by way of a redesigned the Fire Hazard Reduction Notice promoting compliance understanding.
- Provide a community engagement schedule prior to commencement of “fire season” (October to May) to help educate the importance of preparedness and give the community the opportunity to ask important question about their preparedness before the start of the fire season.
- Identifying and targeting high risk groups and areas for planning a strategic approach to conducting effective fire hazard assessments to give them assistance in helping themselves to prepare for the upcoming fire season.

The community engagement plan is adapted each year based on community feedback, emergency incidents that occur, DFES campaigns, other agency campaigns, FCO’s and the community safety team’s observations and data.

Limitations

Community engagement may be limited by resources, financial restrictions, and the scale of the area to reach through engagement and communication. Influencing these factors may be beyond the capacity of the City.

However, the City where possible can influence these to achieve improved outcomes that enhance storm and bushfire preparedness through a range of approaches such as but not limited to:

- Collaboration with other community groups and stakeholders
- Workshops and events.
- Creating a continuing community engagement and communication plan based on community feedback and the changing climate.
- Providing engaging online content

It is also recognised the limitations brought forward may be due to the outbreak of the Coronavirus COVID-19 and the plan will adopt any contingencies along with ensuring all directions are followed issued from the State government

Key Messages

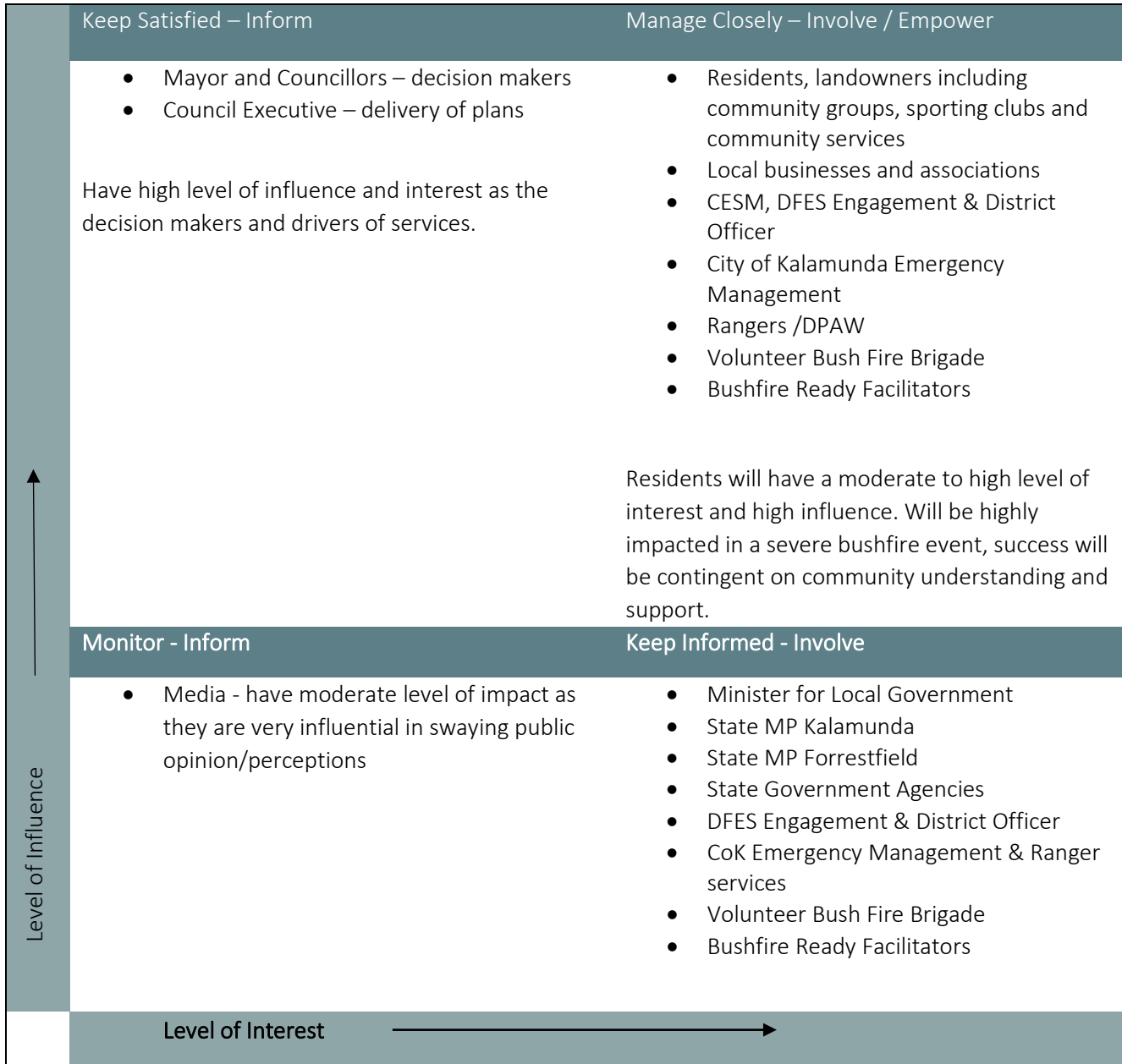
- The 2020-2021 Bushfire Preparedness campaign is open for comment.
- Find out how to plan a SMART BURN.
- **5 MINUTE FIRE CHAT: You can't outrun it, or outlast it. So take 5 minutes to outsmart it.**
- **In a bushfire every five minutes counts especially your next five minutes.**
- Renting and Bushfires.
- Safer Places in a bushfire.
- Sheltering in your home.
- Travelling during a bushfire.
- Bushfire Risks and dangers.
- Bushfire warning systems.
- Evaporative air conditioners in bushfires.
- Horses/pets and bushfires.
- How do I keep informed?

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Stakeholders

Analysing your stakeholders

See [Appendix A](#) for detailed stakeholder list and representatives



Level of Engagement

This project will progress to iap2 spectrum level: Consult

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INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Provide the stakeholder with information on Council news, projects, decisions, and decision-making processes and outcomes.	Obtain stakeholder feedback to help decision-making	Work closely with the stakeholder. Ensure ideas and concerns are reflected and addressed in decision-making	Partner with stakeholder members and incorporate their advice and recommendations into decision-making	The stakeholder(s) make the decision
YES	YES	YES	YES	NO

Stakeholder Engagement & Proposal

Stakeholder	Their interest level in project	Level of engagement	Current Involvement & Proposed type of engagement in project
City of Kalamunda community members	Significant	Inform	<p>Consult: Feedback via online surveys</p> <p>Face-to-Face via Community Drop-In Sessions</p> <p>Involve: making available of project outcomes / decision / answering of questions acknowledgement of feedback</p> <p>Inform: Provisions to latest project via Engage Kalamunda Project area updates via Media Releases, Social Media posts Acknowledgement for feedback</p>
		Consult	
		Involve	
Government, State and Federal Ministers, MP's	Moderate	Inform	<p>Inform: Regular project updates via fortnightly meeting</p>
Government Departments/Agencies	Moderate	Inform	<p>Inform: Regular project updates via fortnightly meeting</p>
Department of Fire and Emergency Services	Moderate to High	Inform	<p>Inform: Regular project updates via fortnightly meeting</p> <p>Consult: Feedback via online surveys. Face-to-Face via Community Drop-In Sessions</p> <p>Involve Regular project updates via council meetings Provide answer to electorate Provisions to latest project via Engage Kalamunda Project area</p> <p>Empower Updating project details including information, timelines and project status as per outcomes of meetings / discussions</p>
		Consult	
		Involve	
		Collaborate	

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Mayor & Councillors / Executive	Significant	Empower	<p>Empower Updating project details including information, timelines and project status as per outcomes of meetings / discussions</p> <p>Involve Regular project updates via council meetings Provide answer to electorate Provisions to latest project via Engage Kalamunda Project area</p>
Media	Low	Inform	<p>Inform: Provisions to latest project via Engage Kalamunda Project area, updates via Media Releases, Social Media posts</p>
Visitors	Low / Moderate	Involve / Inform	<p>Inform Signage & Advertising</p> <p>Involve Provisions to latest project via Engage Kalamunda Project area, updates via Media Releases, Social Media posts</p>

Impact on Project

Critical Stakeholder (those who have the power to STOP the project)	Essential Stakeholder (those who have the power to DELAY the project)	Interested Stakeholder (those who have an INTEREST in the project)
Mayor & Councillors / Executive	Department of Fire and Emergency Services	Local Residents
	Mayor & Councillors / Executive	
		Local Business Owners
		Local Bushfire Ready Group

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Risk

Identify issues and risks associated with project and possible mitigation options to cater for such an issue occurring.

Issue / Risk	Mitigation
Different stakeholder groups with different need/aspirations.	Ensure process is open and transparent. Each stakeholder group will be invited to engage, with feedback analysed to identify differing opinions within the community.
Existing or new community groups may dominate process, with less vocal groups not being heard.	Engage using a variety of methods, including written submissions and targeted meetings as required.
Councillors may not support the actions of the strategies based on community and stakeholder feedback.	Ensure council are involved in the consultation process and provide regular updates to Council meetings.
Lack of awareness; promotion missing key demographic groups in the community (i.e. those not online).	Integrate communications activities across a variety of platforms and adopt multiple engagement methods to reach all sectors of community.
Lack of feedback through surveys, low attendance at information sessions or experience is not well received. Apathy within the community towards bushfire preparedness.	Communication and consultation to be delivered in multiple phases, offer adequate time for feedback for surveys and provide multiple options for information sessions/targeted meetings. For highly engaged groups, regular progress meetings/email updates may be required.

Management

Accountability Framework: RACI Matrix

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RACI KEY	Position
Responsible	City of Kalamunda
Delivery of plan and communication outputs	Manager Customer and Public Relations Community Engagement Specialist Digital Media Specialist Coordinator Website Development
Accountable	Mayor
Answerable to stakeholders/residents	Deputy Mayor Chief Executive Officer Director Development Services
Consult	Manager Strategic Planning
Subject matter experts or staff with operations impacted by project.	Strategic Planning Officer DFES District Officer CESM Manager of Environmental Health and community Safety Coordinator Community Safety Senior Fire and Emergency Management Officer City Rangers + FCO: Community Bushfire Safety Kalamunda Volunteer Bushfire Brigade: Captain and Crew Bushfire Ready Facilitator
Inform	Front Counter Team - enquiries
Keep informed	Records – receipt of surveys

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Target Engagement Techniques

Technique	Objectives	Targeted Stakeholders
Engage.wa.gov.au	Centralise project information and resources Single point reference point	ALL
Hard copy Survey	Gather and collate feedback to make informed decisions.	Residents and ratepayers
Online meeting (Teams)	Information session One-on-one meetings	Residents and ratepayers Interest and lobby groups
Print / Newspaper Advertisement	Reach all community who do not have online access or travel to affected areas however maybe impacted due to restrictions or access to other linked areas.	Residents and ratepayers
Email Direct Marketing (EDM)	Engage newsletter City of Kalamunda Subscribers	All subscribers
Social Media advertising/posts	Targeted posts can reach stakeholders and affected stakeholders through common social media channels 24/7 – outside of normal business hours including weekend and public holidays	Residents and ratepayers

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Budget











The proposed budget for this project is \$4,050.00. Please note these are estimates only and budget may vary pending confirmation of costs:

Item	Notes	Cost	Supplier
Facebook Ads	X5 12 Sept 2020 18 Sept 2020 26 Sept 2020 Tbc Sept 2020 10 Oct 2020	\$500.00	Facebook.com
Print Ad	X5 – ½ page 18 Sept 2020 28 Sept 2020 Tbc Sept 2020 3 Oct 2020 10 Oct 2020	\$3,300.00	Echo News
	X1 – Full Page	\$1000.00	
Seniors Bushfire Awareness Engagement Booth	Printing costs Venue hire fee/contribution Misc	\$20.00 \$50.00 \$50.00	Woodlupine Community Centre
Smart Burn Event	Printing costs Misc	\$20.00 \$50.00	
Street Meet	X2 Misc	\$50.00	
RUI Exercise	Printing costs Misc	\$20.00 \$50.00	
Farmers Market	Printing costs Misc	\$20.00 \$50.00	
Bushfire Brigade Open Day	Printing costs Misc Sausage Sizzle Hire	\$20.00 \$50.00 \$300.00	Lion's for BBQ
TOTAL		\$5,550.00	

Activity Schedule

	Activity	Communication Tool / Task	Deadline	Responsible
Planning and production	Pre-communication plan meeting	Community Preparedness review 2019-20 Meet with Bush Fire Ready	3 July 2020	Bushfire Ready Group / CESM / EM
	Communications and Engagement Plan drafted	Final Draft Plan with example materials	3 July 2020	Community Engagement Specialist
	Messaging development	<ul style="list-style-type: none"> Flyers for key contact centres Home page web banner Media releases Outdoor advertising Pop-up displays 	10 July 2020	Community Engagement Specialist
	Engagement/Survey design	<ul style="list-style-type: none"> Prepare survey (hardcopy and online) Dedicated web landing page – Have your Say Engagement HQ Feedback form / survey ready Functions bookings for workshops 	10 July 2020	Community Engagement Specialist
	Communications and Engagement Plan approved	Internal approval: <ul style="list-style-type: none"> Project Team – EM and Manager Customer & Public Relations City CEO 	10 July 2020	Customer and Public Relations Team
	Production	<ul style="list-style-type: none"> Flyers/handouts Posters/banners Collateral/merchandise Outdoor ads 	10 July 2020	Customer and Public Relations Team
	Develop collaborative presentation sessions	<ul style="list-style-type: none"> Determine information and format of sessions based on interim feedback 	10 July 2020	Community Engagement Specialist / Project Team
	Finalise Events	<ul style="list-style-type: none"> Venue bookings Attendance Workshop material Create Exit Survey 	17 July 2020	CESM / Community Engagement Specialist / Project Team
	Confirm collaborative presentation sessions	Determine information and format of sessions based on interim feedback	17 July 2020	CESM / Community Engagement Specialist / Project Team

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Phase 1: roll out	 Social Media	Prepare for Winter Burns - Burn Smart Check list	14 Aug 2020	Community Engagement Specialist
	 Social Media	Burn Smart	15 Aug 2020	Community Engagement Specialist
	 Social Media	Preseason notice - Fire Hazard Reduction Notice – changes (colour)	17 Aug 2020	Community Engagement Specialist
	 Social Media	Waste Disposal	19 Aug 2020	Community Engagement Specialist
	 Social Media	Burn Smart	20 Aug 2020	Community Engagement Specialist
	 Social Media	Property Preparation for Bushfire Season: Leaf moisture method:	22 Aug 2020	Community Engagement Specialist
	 Social Media	Burn Smart	24 Aug 2020	Community Engagement Specialist
	 Social Media	Waste Disposal	26 Aug 2020	Community Engagement Specialist
	 Social Media	Prepare for Winter Burns – Smart Burn	28 Aug 2020	Community Engagement Specialist
	Street Meet letter box drop	400m surrounding radius of street meet area	28 Aug 2020	Community Engagement Specialist
 Social Media Advert	Croxton Street Meet Event promotion	28 Aug 2020	Community Engagement Specialist	

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 Social Media	Croxtton Street Meet Event promotion	28 Aug 2020	Community Engagement Specialist
Social Media Event	Croxtton Street Meet Event promotion	28 Aug 2020	Community Engagement Specialist
 Social Media	Burn Smart	31 Aug 2020	Community Engagement Specialist
Seniors Presentation / Strata Group	Milton Park Property Walk Through	Aug/Sept 2020	BFRG
 Newspaper Media Release	Fire Hazard Reduction Notice	1 Sept 2020	Community Engagement Specialist
 Social Media	Fire Season Calendar No.11 – Evaporative Air Conditioning and bushfire	1 Sept 2020	Community Engagement Specialist
Forrestfield North Newsletter	If appropriate – newsletter article seeking interest in the residences forming a BFRG	4 Sept 2020	Strategic Planning and Fire and Emergency Services
 Social Media	Fire Season Calendar No.12 – Emergency Kit - FAMILY	5 Sept 2020	Community Engagement Specialist
 Social Media	Croxtton Street Meet Event promotion	5 Sept 2020	Community Engagement Specialist
 Social Media	Waste Disposal	6 Sept 2020	Community Engagement Specialist
Door Knocking	Croxtton Street Meet Event promotion	6 Sept 2020	BFRG
Social Media Event	Burn Smart Event promotion	6 Sept 2020	Community Engagement Specialist

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 Social Media Advert	Burn Smart Event promotion	6 Sept 2020	Community Engagement Specialist
 Social Media	Burn Smart Event promotion	6 Sept 2020	Community Engagement Specialist
Website News	Burn Smart Event	6 Sept 2020	Community Engagement Specialist
Social Media Event	Seniors Info Booth Event	7 Sept 2020	Community Engagement Specialist
 Social Media	Seniors Info event promotion	7 Sept 2020	Community Engagement Specialist
 Social Media	Fire Season Calendar No.13 – Family Survival Plan – Fire Chat	9 Sept 2020	Community Engagement Specialist
Social Media Event	Burn Smart Event promotion	11 Sept 2020	Community Engagement Specialist
 Street Meet	1 st Street Meet – Bushfire Ready 9.30 – 11.30am Cnr Hummerstone & Croxton Rd RUI BFB, BFR and CESM	12 Sept 2020	Bushfire Ready Group / CESM / EM / Kalamunda VBFB
 Social Media	Fire Season Calendar No.14 – Don't wait for the knock on the door	13 Sept 2020	Community Engagement Specialist
Shopping Centre Engagement Booth	Kalamunda Shopping Centre	16 Sept 2020	Community Engagement Specialist/BFRG/ Kalamunda VBFB
Survey goes LIVE	Engage platform	18 Sept 2020	Engagement Specialist Web Coordinator










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	Website News	Bushfire Ready Group awareness	18 Sept 2020	Community Engagement Specialist/ BFRG/
	Website News	Announcing survey	18 Sept 2020	Community Engagement Specialist
	 Newspaper Media Release	Announcing survey	18 Sept 2020	Community Engagement Specialist
	 Social Media	Announcing survey	18 Sept 2020	Community Engagement Specialist
	 Social Media Advert	Announcing survey	18 Sept 2020	Community Engagement Specialist
	 Social Media	Street Meet Event promotion: Pickering Brook	19 Sept 2020	Community Engagement Specialist
	 Social Media	Fire Season Calendar No.15 - Talk to your Children – RED CROSS	19 Sept 2020	Community Engagement Specialist
	Street Meet letter box drop	400m surrounding radius of street meet area: Pickering Brook	19 Sept 2020	Community Engagement Specialist
	Social Media Event	Street Meet Event promotion: Pickering Brook	19 Sept 2020	Community Engagement Specialist
	 Smart Burn Event	Burn Smart demonstration: Spring Burn Workshop – Public Event	20 Sept 2020	Bushfire Ready Group / CESM / EM / Kalamunda VBFB
	Outbound calling	Call out to 2019-2020 recipients of work orders and infringements	21 Sept 2020 (ongoing)	Fire and Emergency Management Officer/CSO

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	Street Meet letter box drop	400m surrounding radius of street meet area: Forrestfield North	21 Sept 2020	Community Engagement Specialist
	 Seniors Bushfire Awareness Engagement	Woodlupine Coffee Lounge engagement booth	21 Sept 2020	Fire and Emergency Management Officer/BRG
	 Social Media	Driving in bushfire	22 Sept 2020	Community Engagement Specialist
	 Social Media	Fire Danger Ratings	25 Sept 2020	Community Engagement Specialist
	 Social Media	Street Meet Event promotion: Pickering Brook	25 Sept 2020	Community Engagement Specialist
	Social Media Event	Street Meet Event: 2 nd Street Meet – Bushfire Ready 9.30 – 11.30am Pickering Brook Primary School RUI BFB, BFR and CESM	26 Sept 2020	Community Engagement Specialist
	 Social Media Advert	Street Meet Event promotion	26 Sept 2020	Community Engagement Specialist
	 Social Media	Promoting survey	26 Sept 2020	Community Engagement Specialist
	Website News	Bushland Fire Service Access Gates – Reminder regarding critical access	26 Sept 2020	Community Engagement Specialist
	Social Media Event	Property Walk Through	27 Sept 2020	Community Engagement Specialist/BRG
	 Social Media	Promotion of Mark Jackson Property – Property Walk through BRG event	27 Sept 2020	BRG
	 Newspaper Media Release	Promote start of Bushfire season – City Requirements	28 Sept 2020	Community Engagement Specialist









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 Social Media	Monitor your local Conditions	29 Sept 2020	Community Engagement Specialist
 Social Media	Bushfire Season – Prepare Your Home	30 Sept 2020	Community Engagement Specialist
Bushfire Ready Group – Area Information night	Information Event	Sept/Oct tbc	BRG
 Social Media	Fire Season Calendar No.2 – Can We Fit?	1 Oct 2020	Community Engagement Specialist
 Social Media	Street Meet Event promotion: Pickering Brook	3 Oct 2020	Community Engagement Specialist
 Newspaper Media Release	Bushland Fire Service Access Gates – Reminder regarding critical access	3 Oct 2020	Community Engagement Specialist
 Social Media	Property Walk Through	4 Oct 2020	Community Engagement Specialist/BRG
 Social Media	Property Preparation – City Regs	4 Oct 2020	Community Engagement Specialist
Social Media Event	Promotion of RUI	4 Oct 2020	Community Engagement Specialist
 Social Media	Protect your family	7 Oct 2020	Community Engagement Specialist
 Social Media	Street Meet Event promotion	9 Oct 2020	Community Engagement Specialist
Social Media Event	Bush Fire Brigade Open Day Promotion	10 Oct 2020	Community Engagement Specialist

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 Social Media	Bush Fire Brigade Open Day Promotion	10 Oct 2020	Community Engagement Specialist
 Social Media Advert	Bush Fire Brigade Open Day Promotion	10 Oct 2020	Community Engagement Specialist
Newspaper Media Release	Bush Fire Brigade Open Day Promotion	10 Oct 2020	Community Engagement Specialist
 Street Meet	2 nd Street Meet – Bushfire Ready 10:00 - 12:00 Pickering Brook Primary School RUI BFB, BFR and CESM	10 Oct 2020	Bushfire Ready Group / CESM / EM / Kalamunda VBFB
 Social Media	Promotion of RUI	11 Oct 2020	Community Engagement Specialist
Shopping Centre Engagement Booth	Kalamunda Shopping Centre	14 Oct 2020	Community Engagement Specialist/BFRG/ Kalamunda VBFB
 Social Media	Ember Attacks	16 Oct 2020	Community Engagement Specialist
 Social Media	Bush Fire Brigade Open Day Promotion	18 Oct 2020	Community Engagement Specialist
 Social Media	Upcoming events	19 Oct 2020	Community Engagement Specialist
 Social Media Advert	RUI Event Promotion	19 Oct 2020	Community Engagement Specialist
 Social Media	Flames are not your only risk	21 Oct 2020	Community Engagement Specialist

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 Social Media	Promotion of RUI	22 Oct 2020	Community Engagement Specialist
 Social Media	Bush Fire Brigade Open Day Promotion	23 Oct 2020	Community Engagement Specialist
 Social Media	Fire Chat Video	24 Oct 2020	Community Engagement Specialist
 RUI Exercise	We will be running a RUI type exercise on Sunday 25 October 2020 involving the City of Kalamunda, Career and Volunteer FRS, Bush Fire Brigade, Bush Fire Ready Group and DFES regional staff. Details TBC	25 Oct 2020	CESM/Fire and Emergency Management Officer(s)/BRG/Kalamunda VFBF/Community Engagement Specialist
 Social Media	Property Preparation	27 Oct 2020	Community Engagement Specialist
 Social Media	Bush Fire Brigade Open Day Promotion	29 Oct 2020	Community Engagement Specialist
 Property Walk Through	Mark Jackson Property: 64 Pomeroy Road, Walliston	31 Oct 2020	BRG
 Social Media	Fire Break and Fuel Load Notice – By the 1 st of November, your property must be prepared, and Burning Permits are now required	31 Oct 2020	Community Engagement Specialist
 Social Media	Promoting Survey	1 Nov 2020	Community Engagement Specialist
Farmers Market	Collaborative Community Display Bushfire Ready Group Kalamunda Markets - Kalamunda	1 Nov 2020	Fire and Emergency Management Officer(s)/BRG/Kalamunda VFBF

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				/Community Engagement Specialist
 Social Media	Bush Fire Brigade Open Day Promotion		3 Nov 2020	Community Engagement Specialist
 Social Media	Homes can be replaced, families cannot		4 Nov 2020	Community Engagement Specialist
 Bush Fire Brigade Open Day	Bush Fire Brigade Open Day		7 Nov 2020	Fire and Emergency Management Officer(s)/BRG/ Kalamunda VBFB /Community Engagement Specialist
 Social Media	Waste Disposal		7 Nov 2020	Community Engagement Specialist
 Social Media	5-minute Fire Chat Decisions can save a life or take a life		8 Nov 2020	Community Engagement Specialist
Survey CLOSSES	Engage Platform		13 Nov 2020	Community Engagement Specialist
Shopping Centre Engagement Booth	Kalamunda Shopping Centre		18 Nov 2020	Community Engagement Specialist/BFRG/ Kalamunda VBFB
 Social Media	Fire Season Calendar No.3 – Fire Danger Ratings		18 Nov 2020	Community Engagement Specialist
Farmers Market	Collaborative Community Display Bushfire Ready Group Kalamunda Markets - Kalamunda		22 Nov 2020	Fire and Emergency Management Officer(s)/BRG/ Kalamunda VBFB

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				/Community Engagement Specialist
 Social Media	Fire Season Calendar No.4 – Burn Smart		27 Nov 2020	Community Engagement Specialist
 Newspaper Media Release	Burning is Prohibited 1 December to 31 March		27 Nov 2020	Community Engagement Specialist
Website News	Burning is Prohibited 1 December to 31 March		1 Dec 2020	Community Engagement Specialist
 Social Media	Burning is Prohibited 1 December to 31 March		1 Dec 2020	Community Engagement Specialist
 Social Media	Fire Season Calendar No.5 - Preparation		11 Dec 2020	Community Engagement Specialist
 Social Media	Fire Season Calendar No.6 – Home Alone		15 Dec 2020	Community Engagement Specialist
Shopping Centre Engagement Booth	Kalamunda Shopping Centre		16 Dec 2020	Community Engagement Specialist/BFRG/Kalamunda VBFB
 Social Media	Fire Season Calendar No.7 – Preparation		19 Dec 2020	Community Engagement Specialist
 Social Media	Fire Season Calendar No.8 - Fire Break – 1 st of November your property must be prepared, and Fire Breaks prepared		3 Jan 2021	Community Engagement Specialist
 Social Media	Fire Season Calendar No.9 – Total Fire Bans		7 Jan 2021	Community Engagement Specialist


Bushfire Preparedness

	 Social Media	Pets in Emergency Video	11 Jan 2021	Community Engagement Specialist
	Shopping Centre Engagement Booth	Kalamunda Shopping Centre	13 Jan 2021	Community Engagement Specialist/BFRG/Kalamunda VBFB
	 Social Media	Fire Season Calendar No.10 – Home Alone during Fire season	15 Jan 2021	Community Engagement Specialist
	 Social Media	Fire Season Calendar No.11 – Evaporative Air Conditioning and bushfire	19 Jan 2021	Community Engagement Specialist
	 Social Media	Fire Season Calendar No.12 – Emergency Kit - FAMILY	23 Jan 2021	Community Engagement Specialist
	 Social Media	Fire Season Calendar No.13 – Family Survival Plan – Fire Chat	25 Jan 2021	Community Engagement Specialist
	 Social Media	Fire Season Calendar No.14 – Don’t wait for the knock on the door	30 Jan 2021	Community Engagement Specialist
	 Social Media	Fire Season Calendar No.15 - Talk to your Children – RED CROSS	2 Feb 2021	Community Engagement Specialist
	 Social Media	Driving in bushfire	6 Feb 2021	Community Engagement Specialist
	 Social Media	Fire Danger Ratings	9 Feb 2021	Community Engagement Specialist
	 Social Media	Monitor your local Conditions	13 Feb 2021	Community Engagement Specialist

Bushfire Preparedness

	 Social Media	Protect your family	16 Feb 2021	Community Engagement Specialist
	Shopping Centre Engagement Booth	Kalamunda Shopping Centre	17 Feb 2021	Community Engagement Specialist/BFRG/Kalamunda VBFB
	 Social Media	Ember Attack	20 Feb 2021	Community Engagement Specialist
	 Social Media	Fire Chat Video	23 Feb 2021	Community Engagement Specialist
	 Social Media	Prohibited Burning	27 Feb 2021	Community Engagement Specialist
	 Social Media	Catastrophic	2 March 2021	Community Engagement Specialist
	 Social Media	Water levels in a Bushfire	16 March 2021	Community Engagement Specialist
	 Social Media	Electricity supply in a Bushfire	23 March 2021	Community Engagement Specialist
	 Social Media	Back up plan	27 March 2021	Community Engagement Specialist
	 Social Media	Monitor your local Conditions	30 March 2021	Community Engagement Specialist
	 Social Media	During a Bushfire	3 April 2021	Community Engagement Specialist

Bushfire Preparedness

	 Social Media	Prepare for Winter Burns - The best time to burn is usually between late June and early September	30 April 2021	Community Engagement Specialist
Phase 3: evaluation and reporting	All results assessed	Collate Community feedback for Project Team and review engagement plan successes & challenges	May 2021	EMS/Community Engagement Specialist
	Evaluation and Assessment	Internal presentations and release findings: Collate Community collaboration feedback for Project Team	May 2021	EMS
	Findings presented to Council for Endorsement	Council Meeting	May 2021	EMS
	Community Engagement Report developed and posted		May 2021	Community Engagement Specialist

Bushfire Preparedness

Evaluation Review

Objectives	Visits / Engaged / Completed		Achieved (Y/N)	Indicators of success	Opportunities for improvement
	Target	Actual			
Centralise project information and resources	50		Y	Dedicated single source of reference – all communications pointed to same project area and contact details.	Keep information updated and regular touch points to stakeholders to ensure current and accurate details distributed and shared.
Single point reference point					

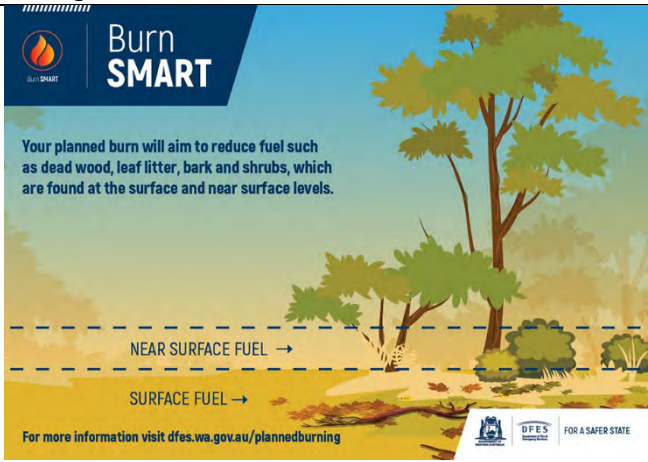
Appendix A: List of Stakeholders

People invited to participate will include representatives from the below groups, but is not limited to:

- **Members of Parliament**
 - Minister for Planning
 - State Member for Kalamunda Matthew Hughes
 - State Member for Forrestfield Stephen Price MLA
- **State Government**
 - Department of Planning, Lands and Heritage
- **Local businesses and associations**
 - Chamber of Commerce Kalamunda
 - Business networks (through John Verbeek)
- **Landowners and residents**
 - Brian Kelly, Forrestfield
- **Interest Groups**
 - Iris Jones – Friends of Aged Care
 - Eco Vision and Future Wattle Grove
 - Forrestfield North – Mailchimp
 - Friends Groups (through Mick Davis)
 - Save the Trees of Wattle Grove
- **Community Senior Groups**
 - National Lifestyle Villages residents and management (through Nadine Popelier)
- **Councillors and Executive**
- **Advisory Committees**
 - Kalamunda Aged Care Advisory Committee
 - Kalamunda Environmental Advisory Committee
 - Design Advisory Committee
- **Media**
 - Echo News
 - Community Newsgroup (online)

Appendix B: Social Media Posts

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	14 Aug 2020
Facebook Graphic	Video Graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=13s
Instagram Graphic	Video Graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=13s
Twitter Graphic	Video Graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=13s
Content	<p>🧊🔥 Prepare for Winter Burns</p> <p>📅 The best time to burn is usually between late June and early September.</p> <p>✅ Burn Smart Check list: https://www.dfes.wa.gov.au/plannedburning/documents/DFESWN0152_BurnSmart-Checklist_FINAL---WEB.pdf</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC



Channel(s)	Digital – Facebook, Instagram and Twitter
Date	15 Aug 2020
Facebook Graphic	 <p>The graphic features a tree in a landscape with a blue sky. A dark blue banner at the top left contains the 'Burn SMART' logo. Below the banner, text reads: 'Your planned burn will aim to reduce fuel such as dead wood, leaf litter, bark and shrubs, which are found at the surface and near surface levels.' Two horizontal dashed lines indicate 'NEAR SURFACE FUEL' and 'SURFACE FUEL' levels. At the bottom, it says 'For more information visit dfes.wa.gov.au/plannedburning' and includes the DFES logo with the tagline 'FOR A SAFER STATE'.</p>
Content	<p>🔥🧠 Plan smart. Burn SMART.</p> <p>Planned burning can help you to reduce the amount of flammable material on your property, potentially reducing the impact of bushfire.</p> <p>Property Preparation for Bushfire Season: Leaf moisture edition 🖱️ https://www.dfes.wa.gov.au/plannedburning/documents/Burn_SMART_Leaf_Moisture_Method.pdf</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

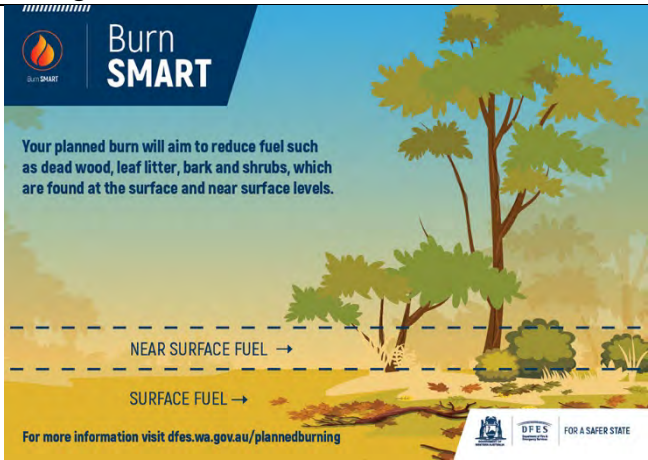
Channel(s)	Digital – Facebook, Instagram and Twitter
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Bushfire Preparedness



Date	17 Aug 2020
Facebook Graphic	
Instagram Graphic	
Twitter Graphic	
Content	<p>Is your property less than or more than 4000 square meters? 🤔👤</p> <p>Depending on it's size, you'll have different criteria for complying with your Fire Hazard Reduction obligations.</p> <p>🔗 https://www.kalamunda.wa.gov.au/our-city/fire/reduction-notice For all the information!</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC



Channel(s)	Digital – Facebook, Instagram and Twitter
Date	19 Aug 2020

<p>Facebook Graphic</p>	
<p>Twitter Graphic</p>	
<p>Content</p>	<p>Did you know that The City provides skip bins to residents for the collection of green waste and general household waste. 🍂🌳🌿</p> <p>🗑️ Now is a great time to have a garden blitz to ensure you're ready for bushfire season!</p> <p>👉 Don't throw it over the fence – throw it in the skip OR take it to the tip! 👍</p> <p>🖱️ https://www.kalamunda.wa.gov.au/residents/waste-recycling/green-waste For all the information!</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>20 Aug 2020</p>
<p>Facebook Graphic</p>	


Bushfire Preparedness


Content	 Plan smart. Burn SMART. Planned burning can help you to reduce the amount of flammable material on your property, potentially reducing the impact of bushfire. Property Preparation for Bushfire Season: Leaf moisture edition  https://www.dfes.wa.gov.au/plannedburning/documents/Burn_SMART_Leaf_Moisture_Method.pdf
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	22 Aug 2020
Facebook Graphic	 <p>The graphic features the 'Burn SMART' logo in the top left. A speech bubble contains the text: 'DID YOU KNOW? Fires move more rapidly when burning up a slope.' Below this, an illustration shows a person burning a pile of leaves on a slope, with another person raking a path leading to a house. A double-headed arrow indicates a 'Minimum 10m' distance between the burn area and the house. At the bottom, it says 'For more information visit dfes.wa.gov.au/plannedburning' and includes the DFES logo with the slogan 'FOR A SAFER STATE'.</p>
Content	 Plan smart. Burn SMART. Create a burn plan using the Burn SMART Checklist and Burn SMART Guide. You can register your burn by calling the DFES Communications Centre on 08 9395 9209.
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	24 Aug 2020

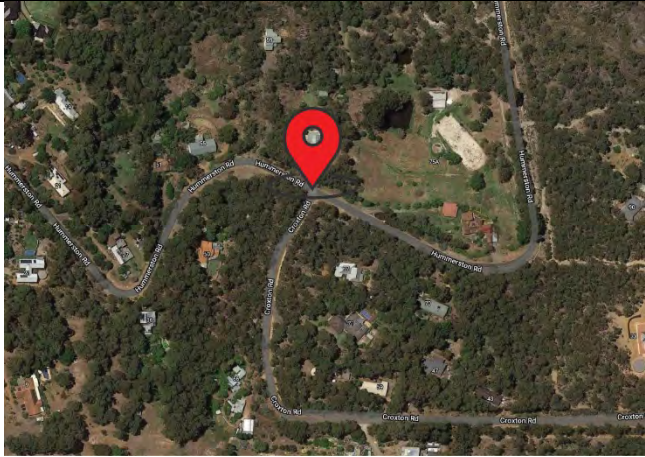
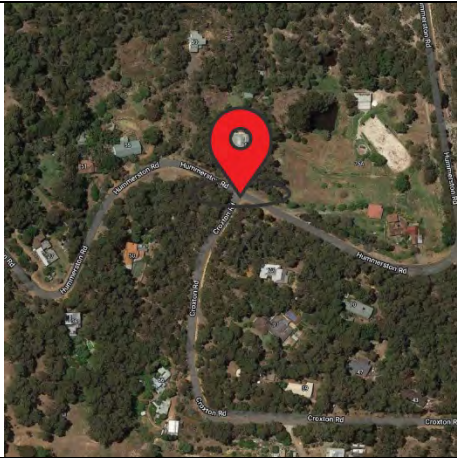
Bushfire Preparedness

<p>Facebook Graphic</p>	 <p>The graphic is split into two vertical panels. The left panel, labeled 'MILD', shows a calm landscape with a small fire burning under a clear sky. The right panel, labeled 'HOT/WINDY', shows a large, intense fire with thick smoke and flames reaching high into the air. Text on the left panel reads: 'Planned burning under mild and stable weather conditions means the fire burns more slowly and with lower flame heights. Plan smart. Burn SMART.' At the bottom, it says 'For more information visit dfes.wa.gov.au/plannedburning' and includes the DFES logo with the slogan 'FOR A SAFER STATE'.</p>
<p>Content</p>	<p>🔥🧠 Plan smart. Burn SMART.</p> <p>In the wrong conditions, a planned burn can escape and become an uncontrollable fire. If you plan to burn, plan to Burn SMART.</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>




<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>26 Aug 2020</p>
<p>Twitter Graphic</p>	 <p>The image shows a large green skip bin with the 'CLEANAWAY' logo on its side. The bin has two doors and is shown from a slightly elevated perspective.</p>
<p>Content</p>	<p>Order a skip bin today to get 🔥 ready 👉 https://www.kalamunda.wa.gov.au/residents/waste-recycling/skip-bins</p> <p>Did you know that The City provides skip bins to residents for the collection of green waste and general household waste. 🍂🌳🍃</p> <p>🗑️ Now is a great time to have a garden blitz to ensure you're ready for bushfire season!</p> <p>👎 Don't throw it over the fence – throw it in the skip OR take it to the tip! 👍</p> <p>🖱️ https://www.kalamunda.wa.gov.au/residents/waste-recycling/green-waste For all the information!</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>



Bushfire Preparedness

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	28 Aug 2020
Facebook Graphic	Image: Video link
Instagram Graphic	Image: Video link
Twitter Graphic	Image: Video link
Content	<p>❄️🔥 Prepare for Winter Burns</p> <p>📅 The best time to burn is usually between late June and early September.</p> <p>✅ Burn Smart Check list: https://www.dfes.wa.gov.au/plannedburning/documents/DFESWN0152_BurnSmart-Checklist_FINAL---WEB.pdf</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	28 Aug 2020
Facebook Graphic	
Instagram Graphic	
Content	<p>📣 UPCOMING STREET MEET EVENT! 📣</p> <p>Do you live near this area?</p>




Bushfire Preparedness

	<p>Come along to meet our Bushfire Ready Group to learn about keeping safe in this area. Are you bushfire Ready!?</p> <p> 12 Sept 2020</p> <p> Intersection of Hummerstone Rd and Croxton Rd, Kalamunda</p> <p> 9.30 – 11.30am</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$100.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	31 Aug 2020
Facebook Graphic	
Content	<p> Plan smart. Burn SMART.</p> <p>YOU are responsible for any burns on your property and must take care to recognise and manage risks.</p> <p>Always contact your local government before you burn, to check rules or restrictions for your area.</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	1 Sept 2020

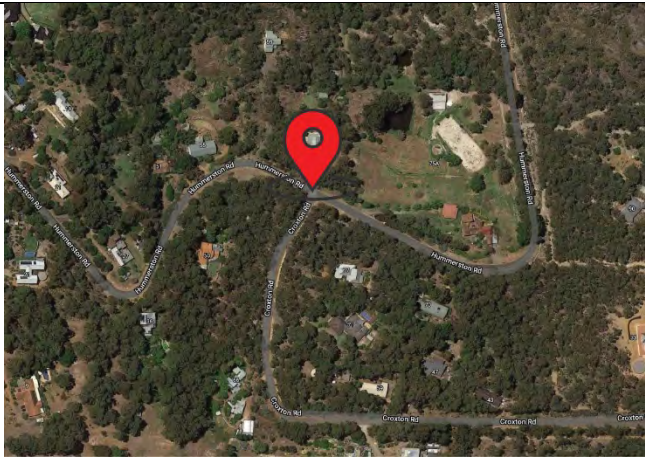
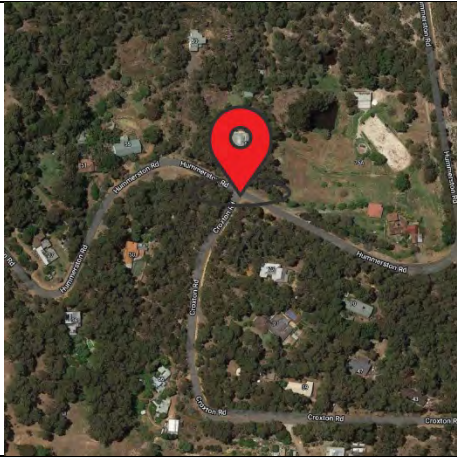
Bushfire Preparedness

<p>Facebook Graphic</p>		
<p>Instagram Graphic</p>		
<p>Twitter Graphic</p>		
<p>Content</p>	<p>🗣️🌀 Your evaporative air conditioning unit can catch 🔥 as a result of embers from bushfires, or even small back yard fires, getting into your unit.</p> <p>If a fire starts in your air conditioner, it can spread quickly throughout your 🏠.</p> <p>Find out more about how to be safe in your home 📍 https://www.dfes.wa.gov.au/firechat/documents/downloads/evaporative-air-conditioners-dfes-bushfire-fact-sheet.pdf</p>	
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>	
<p>Spend</p>	<p>Recommend \$00</p>	
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>	

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
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Bushfire Preparedness

Date	5 Sept 2020
Facebook Graphic	Image: Video link
Instagram Graphic	Image: Video link
Twitter Graphic	Image: Video link
Content	<p>🔥 THIS VIDEO COULD SAVE YOUR LIFE 🔥</p> <p>Have you prepared your Bushfire Emergency kit for your family?</p> <p>👁️ https://www.youtube.com/watch?v=5yWIOegzwik</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	5 Sept 2020	
Facebook Graphic		
Instagram Graphic		
Content	<p>📣 UPCOMING STREET MEET EVENT! 📣</p> <p>Do you live near this area?</p>	

Bushfire Preparedness

	<p>Come along to meet our Bushfire Ready Group at the Palm Terrace Carpark to learn about keeping safe in this area. Are you bushfire Ready!?</p> <p>📅 12 Sept 2020 📍 Intersection of Hummerstone Rd and Croxton Rd, Kalamunda 🕒 9.30 – 11.30am</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	6 Sept 2020

Facebook Graphic	
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Twitter Graphic	
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Content	<p>🗑️ Now is a great time to have a garden blitz to ensure you're ready for bushfire season!</p> <p>Find your Walliston Transfer Station Entry Pass in your latest Rates Notice 📄 📱 The Entry Pass will provide you with:</p> <p>Unlimited entries to dispose of green waste. Items include:</p> <ul style="list-style-type: none"> 🌿 branches and stumps (less than 300mm in diameter) 🌿 lawn clippings (no lawn sod or soil) 🌿 leaves 🌿 prunings <p>🖱️ https://www.kalamunda.wa.gov.au/residents/waste-recycling/skip-bins</p> <p>👉 Don't throw it over the fence – throw it in the skip OR take it to the tip! 👍</p>
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Bushfire Preparedness







Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC




Channel(s)	Digital – Facebook, Instagram and Twitter
Date	6 Sept 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=hQeUAoIW618
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=hQeUAoIW618
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=hQeUAoIW618
Content	<p>📣 UPCOMING BURN SMART EVENT! 📣</p> <p>Join us for a live demonstration of how to conduct a SMART BURN in preparation for this bushfire season.</p> <p>📅 Sunday, 20 Sept 2020 📍 Marko Travicich Reserve, 1 Reeds Road, Carmel 🕒 10.30 – 1.30pm</p> <p>🖱️ https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$100.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	7 Sept 2020
Facebook Graphic	
Content	<p>Seniors Coffee Lounge – Bushfire Information Booth! ☕👍</p> <p>Come along to the Seniors Coffee Lounge at the Woodlupine Centre to chat with our friendly 🔥 preparedness team 👤!</p>

Bushfire Preparedness

	 Monday, 21 Sept 2020  Woodlupine Community Centre  10.00am – 12.00noon
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter
Date	9 Sept 2020
Facebook Graphic	
Content	<p> Have your 5 Minute Fire Chat now and stay safe </p> <p>How do you stay informed?</p> <ul style="list-style-type: none">  Get connected – connected communities are safer communities  Stay alert – if you can see or smell a bushfire – that’s your warning  Monitor official warnings  Make sure your phone company has your up to date details
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter
Date	11 Sept 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=9s
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=9s
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=9s
Content	<p> UPCOMING BURN SMART EVENT! </p> <p>Join us for a live demonstration of how to conduct a SMART BURN in preparation for this bushfire season.</p> <p> Sunday, 20 Sept 2020</p>


Bushfire Preparedness

	📍 Marko Travicich Reserve, 1 Reeds Road, Carmel 🕒 10.30 – 1.30pm
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	13 Sept 2020

Facebook Graphic	
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Instagram Graphic	
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Twitter Graphic	
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Content	<p>🚫 DON'T WAIT FOR A TEXT MESSAGE OR A KNOCK ON THE DOOR from the emergency services 🚫</p> <p>In catastrophic bushfire conditions, a 🔥 can be intense enough to melt metal; the only option is to leave the risk area before it's too late.</p>
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Bushfire Preparedness

	If you live in a 🌳🍂🔥 risk area you need to understand the Fire Danger Ratings and Bushfire Warning Systems, stay informed, monitor local conditions and make your own decisions.
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	18 Sept 2020


Facebook Graphic	
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Instagram Graphic	
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Twitter Graphic	
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Content	<p>🚒 Are you ready for a bushfire? Do you know what to do in a bushfire emergency? 🚒</p> <p>Help us understand how prepared our community is for a bushfire emergency by having your say at 🗳️</p> <p>🗳️ https://engage.kalamunda.wa.gov.au/bushfire</p>
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Bushfire Preparedness

	This  helps us prepare our community for bushfires – for preparedness, emergency management and recovery. We appreciate your time and your feedback!
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	19 Sept 2020

Facebook Graphic	
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Instagram Graphic	
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Content	<p>Include your children  when talking about emergency plans for your house and family – it will help them know what to do in an emergency and help them to keep themselves safe. It will also help them to manage anxiety they may have about emergencies from past experiences or what they have seen in the media ✕ @AustralianRedCross</p> <p> Some tips for talking to your children about preparing for emergencies: https://www.redcross.org.au/getmedia/e071bd24-5ffa-4f45-a905-73faf95b1350/Emergency-services-how-to-talk-to-children-fact-sheet-20110609_3.pdf.aspx</p>
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Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00


Bushfire Preparedness

Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC
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Channel(s)	Digital – Facebook, Instagram and Twitter
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Date	19 Sept 2020
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Facebook Graphic	
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Instagram Graphic	
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Twitter Graphic	
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Content	<p>📣 UPCOMING STREET MEET EVENT! 📣</p> <p>Do you live near this area?</p> <p>Come along to meet our Bushfire Ready Group at the Pickering Brook Primary School Carpark to learn about keeping safe in this area. Are you bushfire Ready!?</p> <p>📅 10 Oct 2020</p> <p>📍 Pickering Brook Primary School Car Park</p> <p>🕒 9.30 – 11.30am</p>
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Bushfire Preparedness

Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	22 Sept 2020

Facebook Graphic	
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Twitter Graphic	
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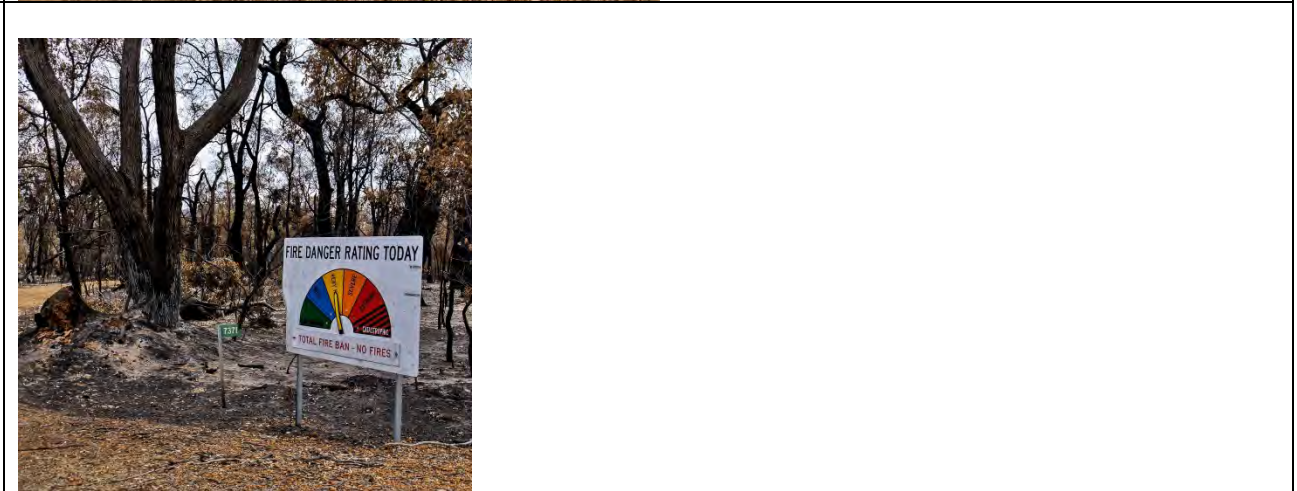
Content	<p>When travelling during the 🔥 season, drivers need to remain alert and be informed about weather conditions ☀️☁️🗣️👉</p> <p>Bushfires need vegetation to burn. They start in areas where there is scrub, dry grass or lots of trees.</p> <p>Fires can burn in forests, coastal scrub, farm and grass lands. These types of vegetation are commonly known as high bushfire risk areas.</p> <p>Travelling during a bushfire is dangerous and could be life threatening.</p> <p>For more information 👉 https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/travelinformation.aspx</p>
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Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	25 Sept 2020
Facebook Graphic	



Instagram
Graphic



Content

🔥 ↗ Do you understand the Fire Danger Ratings?

Understanding the Fire Danger Rating categories and what they mean to you will help you to make decisions about what to do if a bushfire starts 👍

For more information
👉 <https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/firedangerratings.aspx>

Targeting

Geographical – Kalamunda and surrounds

Spend

Recommend \$00

Share

Libraries, Rec Centre, The Influence, ZZCC, KPAC



Channel(s)

Digital – Facebook, Instagram and Twitter

Date




25 Sept 2020

Bushfire Preparedness

<p>Facebook Graphic</p>	
<p>Instagram Graphic</p>	
<p>Content</p>	<p>📣 UPCOMING STREET MEET EVENT! 📣 HAPPENING TOMORROW!</p> <p>Do you live near this area?</p> <p>Come along to meet our Bushfire Ready Group at the Pickering Brook Primary School Carpark to learn about keeping safe in this area. Are you bushfire Ready!?</p> <p>📅 10 Oct 2020 📍 Pickering Brook Primary School Car Park 🕒 9.30 – 11.30am</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00.00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>26 Sept 2020</p>

Bushfire Preparedness

<p>Facebook Graphic</p>		
<p>Instagram Graphic</p>		
<p>Twitter Graphic</p>		
<p>Content</p>	<p>🍷 Are you ready for a bushfire? Do you know what to do in a bushfire emergency? 🍷</p> <p>Help us understand how prepared our community is for a bushfire emergency by having your say at 📍 📄 https://engage.kalamunda.wa.gov.au/bushfire</p> <p>This i helps us prepare our community for bushfires – for preparedness, emergency management and recovery. We appreciate your time and your feedback!</p>	
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>	
<p>Spend</p>	<p>Recommend \$00</p>	
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>	

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>27 Sept 2020</p>

Bushfire Preparedness

Facebook Graphic	
Content	<p>📍 Property Walk through Bushfire Preparation Demonstration 🚒</p> <p>The local Bushfire Ready Group 🚒 are conducting a property walk through event. This is an excellent opportunity to meet up with the Bushfire Ready Group to walk and talk through all your bushfire preparedness activities to ensure you are ready to stay and defend, or safely leave early this 🔥🔥🔥 season.</p> <p>📅 31 Oct 2020 📍 64 Pomeroy Road, Walliston ⌚ 10.30 – 12.30pm</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter
Date	29 Sept 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=sL-X2F_7TVE
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=sL-X2F_7TVE
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=sL-X2F_7TVE
Content	What are the bushfire conditions today? Do you know how to monitor your conditions?
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	30 Sept 2020
Facebook Graphic	Video Graphic: https://www.youtube.com/watch?v=5yWIOegzwijk
Instagram Graphic	Video Graphic: https://www.youtube.com/watch?v=5yWIOegzwijk

Bushfire Preparedness


Twitter Graphic	Video Graphic: https://www.youtube.com/watch?v=5yWlOegzjwk
Content	This 📺 could save your life. Prepare your home now for 🔥 season.
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	1 Oct 2020
Facebook Graphic	Video Graphic: https://www.youtube.com/watch?v=dc6XQiXN8gU&t=3s
Instagram Graphic	Video Graphic: https://www.youtube.com/watch?v=dc6XQiXN8gU&t=3s
Twitter Graphic	Video Graphic: https://www.youtube.com/watch?v=dc6XQiXN8gU&t=3s
Content	Brigades have been busy preparing for the coming bushfire season and they need your help! 🚗 🚒 🚚 Making sure your property is accessible to firefighters and their trucks is just one big way you can help us this summer.
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	3 Oct 2020
Twitter Graphic	
Content	📣 UPCOMING STREET MEET EVENT! 📣 Do you live near this area? Come along to meet our Bushfire Ready Group at the Pickering Brook Primary School Carpark to learn about keeping safe in this area. Are you bushfire Ready!? 📅 10 Oct 2020 📍 Pickering Brook Primary School Car Park 🕒 9.30 – 11.30am
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Bushfire Preparedness

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	4 Oct 2020
Facebook Graphic	
Content	<p>📍 Property Walk through Bushfire Preparation Demonstration 🚒</p> <p>The local Bushfire Ready Group 🚒 are conducting a property walk through event. This is an excellent opportunity to meet up with the Bushfire Ready Group to walk and talk through all your bushfire preparedness activities to ensure you are ready to stay and defend, or safely leave early this 🔥🔥🔥 season.</p> <p>📅 31 Oct 2020 📍 64 Pomeroy Road, Walliston ⌚ 10.30 – 12.30pm</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	4 Oct 2020
Facebook Graphic	



Bushfire Preparedness


Content	<p>🔥 Landowners and Occupiers are required to comply with the 2020/2021 Fire Hazard Reduction Notice by 1 November 2019 through to the 31 March 2021. 🔥</p> <p>These compliance regulations ensure that we are doing all we can as a community to prevent and be prepared for a bushfire emergency ✅</p> <p>For more information 📍 https://www.kalamunda.wa.gov.au/our-city/fire/reduction-notice</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	7 Oct 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=xaOCRdnWAwQ
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=xaOCRdnWAwQ
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=xaOCRdnWAwQ
Content	<p>Protect your family in a 🔥</p> <p>Bushfires aren't only a concern for those living in regional or remote areas. With 90% of our State bushfire prone, it's a harsh reality no matter where you live.</p> <p>🚒📱👨👩👧👦</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	9 Oct 2020
Facebook Graphic	
Instagram Graphic	

Bushfire Preparedness


		
<p>Twitter Graphic</p>		
<p>Content</p>	<p>On Sunday 25th Oct 2020, the City of Kalamunda will be a part of a RUI (Rural Urban Interface) drill. This includes education and information sessions for the Kalamunda Bushfire Ready groups, and it allows for our volunteer bushfire firefighter groups to train in accessing and conduction property protection services.</p> <p>If you'd like to come along, the public is welcome to attend:</p> <ul style="list-style-type: none"> 📅 Sunday, 25 Oct 2020 📍 Lewis Rd, Palm Tce, Waterfall Rd, Honey Rd 🕒 10-12pm 	
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>	
<p>Spend</p>	<p>Recommend \$100.00</p>	
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>	

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>9 Oct 2020</p>
<p>Facebook Graphic</p>	

Bushfire Preparedness




Content	<p>📢 UPCOMING STREET MEET TOMORROW! 📢</p> <p>Do you live near this area?</p> <p>Come along to meet our Bushfire Ready Group at the Pickering Brook Primary School Carpark to learn about keeping safe in this area. Are you bushfire Ready!?</p> <p>📅 10 Oct 2020 📍 Pickering Brook Primary School Car Park 🕒 9.30 – 11.30am</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	10 Oct 2020
Facebook Graphic	
Instagram Graphic	

Twitter Graphic	
Content	<p>🚒🌭🔥 FIRE BRIGADE OPEN DAY 👤👍🔔</p> <p>Come on down to the Kalamunda Volunteer Bush Fire Brigade!</p> <p>There will be a Free Sausage Sizzle Tea Coffee and Cakes 🌭🍵🍰🍰</p> <p>Come along and meet the Local Volunteer Bushfire Brigade members and other Emergency Service personal in our local area. They're happy to answer questions and will have their firefighting equipment on display!</p> <p>📅 Saturday, 7 Nov 2020 📍 Kalamunda Volunteer Bush Fire Brigade: 20 Raymond Rd ⌚ 10am – 2pm</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$100.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	11 Oct 2020
Facebook Graphic	
Content	<p>On Sunday 25th Oct 2020, the City of Kalamunda will be a part of a RUI (Rural Urban Interface) drill. This includes education and information sessions for the Kalamunda Bushfire Ready groups, and it allows for our volunteer bushfire firefighter groups to train in accessing and conduction property protection services.</p> <p>If you'd like to come along, the public is welcome to attend:</p>


Bushfire Preparedness

	 Sunday, 25 Oct 2020  Lewis Rd, Palm Tce, Waterfall Rd, Honey Rd  10-12pm
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	16 Oct 2020
Facebook Graphic	Video Graphic: https://www.youtube.com/watch?v=5yWlOegzWjk&t=2s
Instagram Graphic	Video Graphic: https://www.youtube.com/watch?v=5yWlOegzWjk&t=2s
Twitter Graphic	Video Graphic: https://www.youtube.com/watch?v=5yWlOegzWjk&t=2s
Content	<p>Ember attack is a serious problem during bushfires, when burning fragments of tree bark or other small fuel material are carried by the wind ahead of the fire. If it's a windy day they can blow kilometres ahead of the main fire.</p> <p>Most homes lost in a bushfire are from ember attack, with embers becoming trapped within small openings, such as gaps between roof tiles, setting buildings on fire.</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC




Channel(s)	Digital – Facebook, Instagram and Twitter
Date	18 Oct 2020
Facebook Graphic	

Bushfire Preparedness

<p>Instagram Graphic</p>	
<p>Twitter Graphic</p>	
<p>Content</p>	<p>🚒 🍌 🔥 FIRE BRIGADE OPEN DAY 🧑‍🚒 👍 🔔</p> <p>Come on down to the Kalamunda Volunteer Bush Fire Brigade!</p> <p>There will be a Free Sausage Sizzle Tea Coffee and Cakes 🍌 ☕ 🍰 🍪</p> <p>Come along and meet the Local Volunteer Bushfire Brigade members and other Emergency Service personal in our local area. They're happy to answer questions and will have their firefighting equipment on display!</p> <p>📅 Saturday, 7 Nov 2020 📍 Kalamunda Volunteer Bush Fire Brigade: 20 Raymond Rd 🕒 10am – 2pm</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>



<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>19 Oct 2020</p>

Bushfire Preparedness

<p>Facebook Graphic</p>		
<p>Instagram Graphic</p>		
<p>Twitter Graphic</p>		
<p>Content</p>	<p>🔥 Upcoming events for Bushfire Preparedness 🔥</p> <ul style="list-style-type: none"> 👉 Bushfire Preparedness Survey: Open now 👉 RUI Drill Event 👉 Bushfire Volunteer Brigade Open Day 👉 November - December Farmers Market 👉 November – February Shopping Centre Engagement Booths <p>🔗 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>	
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>	
<p>Spend</p>	<p>Recommend \$00</p>	
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>	

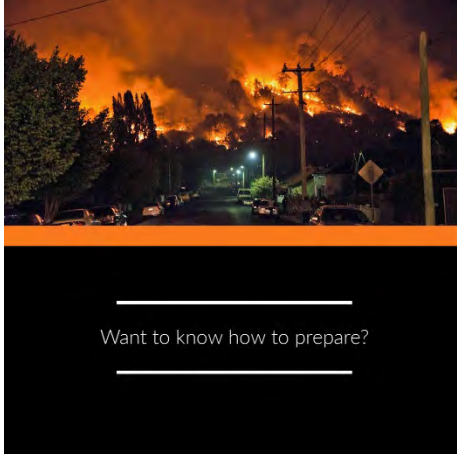





<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
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Bushfire Preparedness

Date	21 Oct 2020
Facebook Graphic	
Instagram Graphic	
Content	<p>🔥👉 FLAMES ARE NOT YOUR ONLY RISK</p> <p>Bushfires spread along the surface of the ground in three ways:</p> <ol style="list-style-type: none"> 1. Direct flame contact - Flames touch unburnt fuels and raise their temperature to ignition. 2. Radiant heat - Radiant heat from the fire raises nearby fuel to ignition temperature. 3. Burning embers - When embers land on fine fuels they can start small fires <p>📄 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	22 Oct 2020

Bushfire Preparedness

<p>Instagram Graphic</p>	
<p>Content</p>	<p> BUSHFIRE RUI </p> <p>On Sunday 25th Oct 2020, the City of Kalamunda will be a part of a RUI (Rural Urban Interface) drill. This includes education and information sessions for the Kalamunda Bushfire Ready groups, and it allows for our volunteer bushfire firefighter groups to train in accessing and conduction property protection services.</p> <p>If you'd like to come along, the public is welcome to attend:</p> <p> Sunday, 25 Oct 2020</p> <p> Lewis Rd, Palm Tce, Waterfall Rd, Honey Rd</p> <p> 10-12pm</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>23 Oct 2020</p>
<p>Facebook Graphic</p>	

Bushfire Preparedness

Instagram Graphic	
Content	<p>🚒🍌🔥 FIRE BRIGADE OPEN DAY 🧑👍🔔</p> <p>Come on down to the Kalamunda Volunteer Bush Fire Brigade!</p> <p>There will be a Free Sausage Sizzle Tea Coffee and Cakes 🍌☕🍰👤</p> <p>Come along and meet the Local Volunteer Bushfire Brigade members and other Emergency Service personal in our local area. They're happy to answer questions and will have their firefighting equipment on display!</p> <p>📅 Saturday, 7 Nov 2020 📍 Kalamunda Volunteer Bush Fire Brigade: 20 Raymond Rd 🕒 10am – 2pm</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	24 Oct 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=akQ2eOtJPdQ
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=akQ2eOtJPdQ
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=akQ2eOtJPdQ
Content	HAVE THE 5 MINUTE FIRE CHAT TODAY
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	27 Oct 2020


Bushfire Preparedness

Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=5yWIOegzwt&t=5s
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=5yWIOegzwt&t=5s
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=5yWIOegzwt&t=5s
Content	Property Preparation for bushfire season 🏠✅
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	29 Oct 2020	
Facebook Graphic		
Instagram Graphic		
Twitter Graphic		
Content	🚒🧡🔥 FIRE BRIGADE OPEN DAY 🧑👍🔔	

Bushfire Preparedness

	<p>Come on down to the Kalamunda Volunteer Bush Fire Brigade!</p> <p>There will be a Free Sausage Sizzle Tea Coffee and Cakes 🌭🍵🍰🍰</p> <p>Come along and meet the Local Volunteer Bushfire Brigade members and other Emergency Service personal in our local area. They're happy to answer questions and will have their firefighting equipment on display!</p> <p>📅 Saturday, 7 Nov 2020 📍 Kalamunda Volunteer Bush Fire Brigade: 20 Raymond Rd 🕒 Time</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$0.00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	31 Oct 2020	
Facebook Graphic		
Instagram Graphic		

Bushfire Preparedness

Twitter Graphic	
Content	<p>📢🔥 By the 1st of November, your property must be prepared, and Burning Permits are now required 🔥📢 📄 https://www.kalamunda.wa.gov.au/our-city/fire/reduction-notice</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	1 Nov 2020
Facebook Graphic	
Instagram Graphic	


Bushfire Preparedness

Twitter Graphic	
Content	<p>🚒 Are you ready for a bushfire? Do you know what to do in a bushfire emergency? 🚒</p> <p>Help us understand how prepared our community is for a bushfire emergency by having your say at 📍 🗣️ https://engage.kalamunda.wa.gov.au/bushfire</p> <p>This i helps us prepare our community for bushfires – for preparedness, emergency management and recovery. We appreciate your time and your feedback!</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	3 Nov 2020
Facebook Graphic	
Instagram Graphic	

Bushfire Preparedness

Twitter Graphic	
Content	<p>🚒🍌🔥 FIRE BRIGADE OPEN DAY 👤👍🔔</p> <p>Come on down to the Kalamunda Volunteer Bush Fire Brigade!</p> <p>There will be a Free Sausage Sizzle Tea Coffee and Cakes 🍌☕🍰🍰</p> <p>Come along and meet the Local Volunteer Bushfire Brigade members and other Emergency Service personal in our local area. They're happy to answer questions and will have their firefighting equipment on display!</p> <p>📅 Saturday, 7 Nov 2020 📍 Kalamunda Volunteer Bush Fire Brigade: 20 Raymond Rd 🕒 10am-2pm</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	4 Nov 2020
Instagram Graphic	
Content	<p>🔥🔥🔥 YOU CAN'T OUTFIGHT IT, OR OUTLAST IT. SO TAKE 5 MINUTES TO OUTSMART IT 🔥🔥🔥</p> <p>Homes can be replaced, families cannot. Make sure you've completed your 5 Minute Fire Chat and you are prepared and ready for this bushfire season.</p>
Targeting	Geographical – Kalamunda and surrounds

Bushfire Preparedness

Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	7 Nov 2020

Facebook Graphic	
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Twitter Graphic	
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Content	<p>Did you know that The City provides skip bins to residents for the collection of green waste and general household waste. 🍂🌳🌿</p> <p>🗑️ Now is a great time to have a garden blitz to ensure you're ready for bushfire season!</p> <p>👎 Don't throw it over the fence – throw it in the skip OR take it to the tip! 👍</p> <p>🖱️ https://www.kalamunda.wa.gov.au/residents/waste-recycling/green-waste For all the information!</p>
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Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	8 Nov 2020

Bushfire Preparedness

Instagram Graphic	
Content	Have the 5 Minute Fire Chat today: Decisions can save a life or take a life
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	18 Nov 2020	
Facebook Graphic		
Instagram Graphic		
Content	🔥 ↗ Do you understand the Fire Danger Ratings?	

Bushfire Preparedness


	<p>Understanding the Fire Danger Rating categories and what they mean to you will help you to make decisions about what to do if a bushfire starts 👍</p> <p>For more information 👉 https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/firedangerratings.aspx</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	27 Nov 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=12s
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=12s
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=12s
Content	<p>🔥 Prepare for the upcoming bushfire season 🔥</p> <p>📅 The best time to burn is usually between late June and early September.</p> <p>✅ Burn Smart Check list: https://www.dfes.wa.gov.au/plannedburning/documents/DFESWN0152_BurnSmart-Checklist_FINAL---WEB.pdf</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC



Channel(s)	Digital – Facebook, Instagram and Twitter
Date	1 Dec 2020
Facebook Graphic	

Bushfire Preparedness



Twitter Graphic	
Content	Burning is Prohibited 1 December to 31 March 2021 What can't I do during a Total Fire Ban? 👉 https://www.dfes.wa.gov.au/totalfirebans/Pages/TotalFireBanWhatCantIDo.aspx
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	11 Dec 2020
Instagram Graphic	
Content	Have you had your 5 MINUTE FIRE CHAT yet? 👉 WWW.DFES.WA.GOV.AU/FIRECHAT
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter
Date	15 Dec 2020

<p>Facebook Graphic</p>	
<p>Twitter Graphic</p>	
<p>Content</p>	<p>What is your BACKUP PLAN if things don't go the way you planned? 🙄👤</p> <p>Things don't always go to plan in an emergency. Most fires start in the afternoon.</p> <p>Think about what you'll do if:</p> <ul style="list-style-type: none"> 👉 you're at work? 👉 your pets run away? 👉 the children are home alone? 👉 you're at home alone? 👉 the children are at school? 👉 you have guests over? <p>📄 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>19 Dec 2020</p>

Instagram Graphic		
Content	Have the 5 Minute Fire Chat today: Decisions can save a life or take a life  https://engage.kalamunda.wa.gov.au/bushfire for more information	
Targeting	Geographical – Kalamunda and surrounds	
Spend	Recommend \$00	
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC	

Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	3 Jan 2021	
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=dc6XQiXN8gU	
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=dc6XQiXN8gU	
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=dc6XQiXN8gU	
Content	Brigades have been busy battling the bushfire season and they need your help !! Making sure your property is accessible to firefighters and their trucks is just one big way you can help us this summer.	
Targeting	Geographical – Kalamunda and surrounds	
Spend	Recommend \$00	
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC	

Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	7 Jan 2021	
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=MNrZZwSzyP4	
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=MNrZZwSzyP4	
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=MNrZZwSzyP4	
Content	 A Total Fire Ban is declared when a fire is likely to spread rapidly (due to extreme fire weather) or if widespread fires are already burning and firefighting resources are stretched. Is there a total fire ban in your area today?	


Bushfire Preparedness

Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	11 Jan 2020

Facebook Graphic	
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Instagram Graphic	
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Content	<p>It is your responsibility to prepare for the safety and welfare of your pets or other farm animals in the event of an emergency or natural disaster.</p> <p>If you plan ahead and are prepared your animals will stay safe and out of danger.</p> <p> https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
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Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC


Channel(s)	Digital – Facebook, Instagram and Twitter
Date	15 Jan 2020

Bushfire Preparedness

<p>Instagram Graphic</p>	
<p>Content</p>	<p>What is your BACKUP PLAN if things don't go the way you planned? 🙄👤</p> <p>Things don't always go to plan in an emergency. Most fires start in the afternoon.</p> <p>Think about what you'll do if:</p> <ul style="list-style-type: none"> 👉 you're at work? 👉 your pets run away? 👉 the children are home alone? 👉 you're at home alone? 👉 the children are at school? 👉 you have guests over? <p>🔗 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>19 Jan 2020</p>
<p>Facebook Graphic</p>	


Instagram Graphic	
Twitter Graphic	
Content	<p>🗣️🔥 Your evaporative air conditioning unit can catch 🔥 as a result of embers from bushfires, or even small back yard fires, getting into your unit.</p> <p>If a fire starts in your air conditioner, it can spread quickly throughout your 🏠.</p> <p>Find out more about how to be safe in your home 📌 https://www.dfes.wa.gov.au/firechat/documents/downloads/evaporative-air-conditioners-dfes-bushfire-fact-sheet.pdf</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	23 Jan 2020
Instagram Graphic	

Bushfire Preparedness



Content	<p>🚒 In catastrophic bushfire conditions, a fire can be intense enough to melt metal; the only option is to leave the risk area before it's too late 🚒</p> <p>📄 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	25 Jan 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=xaOCRdnWAwQ&t=10s
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=xaOCRdnWAwQ&t=10s
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=xaOCRdnWAwQ&t=10s
Content	<p>Make a bushfire family survival plan today</p> <p>📄 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	30 Jan 2020
Instagram Graphic	
Content	DON'T WAIT FOR A TEXT MESSAGE OR A KNOCK ON THE DOOR from the emergency services.
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	2 Feb 2020

Bushfire Preparedness



<p>Facebook Graphic</p>	
<p>Instagram Graphic</p>	
<p>Content</p>	<p>Include your children 🧑👦 when talking about emergency plans for your house and family – it will help them know what to do in an emergency and help them to keep themselves safe. It will also help them to manage anxiety they may have about emergencies from past experiences or what they have seen in the media ✖ @AustralianRedCross</p> <p>👉 Some tips for talking to your children about preparing for emergencies: https://www.redcross.org.au/getmedia/e071bd24-5ffa-4f45-a905-73faf95b1350/Emergency-services-how-to-talk-to-children-fact-sheet-20110609_3.pdf.aspx</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>
<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>6 Feb 2020</p>

Bushfire Preparedness

<p>Facebook Graphic</p>	
<p>Twitter Graphic</p>	
<p>Content</p>	<p>When travelling during the 🔥 season, drivers need to remain alert and be informed about weather conditions ☀️☁️👉👈</p> <p>Bushfires need vegetation to burn. They start in areas where there is scrub, dry grass or lots of trees.</p> <p>Fires can burn in forests, coastal scrub, farm and grass lands. These types of vegetation are commonly known as high bushfire risk areas.</p> <p>Travelling during a bushfire is dangerous and could be life threatening.</p> <p>For more information 👉 https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/travelinformation.aspx</p>
<p>Targeting</p>	<p>Geographical – Kalamunda and surrounds</p>
<p>Spend</p>	<p>Recommend \$00</p>
<p>Share</p>	<p>Libraries, Rec Centre, The Influence, ZZCC, KPAC</p>

<p>Channel(s)</p>	<p>Digital – Facebook, Instagram and Twitter</p>
<p>Date</p>	<p>9 Feb 2020</p>

Bushfire Preparedness

Facebook Graphic		
Instagram Graphic		
Content	<p>🔥 ↗ Do you understand the Fire Danger Ratings?</p> <p>Understanding the Fire Danger Rating categories and what they mean to you will help you to make decisions about what to do if a bushfire starts 👍</p> <p>For more information 👉 https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/firedangerratings.aspx</p>	
Targeting	Geographical – Kalamunda and surrounds	
Spend	Recommend \$00	
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC	

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	13 Feb 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=1JaXpaxOze0
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=1JaXpaxOze0
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=1JaXpaxOze0
Content	Heading down south this weekend? Several bushfires could be burning across the southern half of our State and even if you're only travelling through the area, it's essential that you know how to stay informed.


Bushfire Preparedness

	https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/firedangerratings.aspx
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	16 Feb 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=5yWIOegzwnk&t=5s
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=5yWIOegzwnk&t=5s
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=5yWIOegzwnk&t=5s
Content	🔥 Prepare your home and your family for a bushfire emergency. Are you ready? 🔥 🖱️ https://engage.kalamunda.wa.gov.au/bushfire for more information
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	20 Feb 2020
Facebook Graphic	

Bushfire Preparedness




Instagram Graphic	
Content	<p>🔥👉 FLAMES ARE NOT YOUR ONLY RISK</p> <p>Bushfires spread along the surface of the ground in three ways:</p> <ol style="list-style-type: none"> 1. Direct flame contact - Flames touch unburnt fuels and raise their temperature to ignition. 2. Radiant heat - Radiant heat from the fire raises nearby fuel to ignition temperature. 3. Burning embers - When embers land on fine fuels they can start small fires <p>🖱️ https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	23 Feb 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=akQ2eOtJPdQ&t=1s
Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=akQ2eOtJPdQ&t=1s
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=akQ2eOtJPdQ&t=1s
Content	<p>Have you had your 5 MINUTE FIRE CHAT yet?</p> <p>🧑🔥 It's not too late and it could save your life – have your chat today 👍</p> <p>🖱️ https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	27 Dec 2020
Facebook Graphic	Video graphic: https://www.youtube.com/watch?v=MNrZZwSzyP4

Bushfire Preparedness

Instagram Graphic	Video graphic: https://www.youtube.com/watch?v=MNrZZwSzyP4
Twitter Graphic	Video graphic: https://www.youtube.com/watch?v=MNrZZwSzyP4
Content	Total Fire Bans are declared on days of extreme weather or when widespread fires are seriously stretching firefighting resources. On hot and windy days, even a small fire can intensify and spread rapidly, potentially putting communities at risk.
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	2 March 2020	
Facebook Graphic		
Instagram Graphic		
Twitter Graphic		
Content	🔥🔥🔥 What should I do in catastrophic fire conditions? 🔥🔥🔥	

Bushfire Preparedness



	In catastrophic conditions, the message from the Rural Fire Service is simple: For your survival, leaving early is the only option →👍
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	16 March 2020
Instagram Graphic	
Content	<p>🚒 Ensure you have a secure water supply if you are planning on staying to defend your property during a bushfire 🚫</p> <p>If you are planning on 📱 staying to defend, or choosing to be safe 🚗 and leaving early, make sure you've completed your 5 MIUNTE FIRE CHAT , so you have a plan and all the needed information for either of these situations ✅</p> <p>🖱 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	23 March 2020
Instagram Graphic	

Bushfire Preparedness


Content	<p>You'll likely lose electricity during a bushfire. Will your garage door still open? 💡🚫</p> <p>If you are choosing to be safe 🚗 and leaving early, make sure you can get your car out of the garage. Have your 5 MIUNTE FIRE CHAT , so you have a plan and all the needed information for either of these situations ✅</p> <p>📄 https://engage.kalamunda.wa.gov.au/bushfire for more information</p>
Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

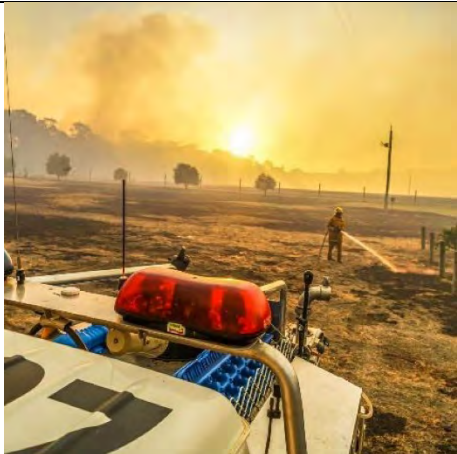
Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	27 March 2020	
Facebook Graphic		
Instagram Graphic		
Content	<p>Where to go as a last resort!❓</p> <p>It is important to identify places where you can go as a last resort if you are unable to leave or implement your 🔥 survival plan. A 'safer place' is somewhere you can shelter during bushfire. These places may include a local open space, a dam or beach. Identify and plan where your family safer place will be 👨👩✅</p> <p>📄 https://www.dfes.wa.gov.au/firechat/documents/downloads/safer-places-in-a-bushfire-dfes-bushfire-fact-sheet.pdf for more information</p>	

Bushfire Preparedness

Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	30 March 2020

Facebook Graphic	
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Instagram Graphic	
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Content	<p>🔥 ↗ Do you understand how to monitor your local conditions?</p> <p>Understanding the Fire Danger Rating categories and what they mean to you will help you to make decisions about what to do if a bushfire starts 👍</p> <p>Stay alert when a bushfire starts! Do not wait and see, this can be deadly</p> <p>👉 https://www.dfes.wa.gov.au/safetyinformation/fire/bushfire/pages/firedangerratings.aspx</p>
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Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Channel(s)	Digital – Facebook, Instagram and Twitter
Date	3 April 2020

Bushfire Preparedness

Facebook Graphic		
Twitter Graphic		
Content	<p>🔥🏠➡️ Sheltering in your home during a bushfire should be your last option, when all other plans fail and you are unable to leave.</p> <p>People have died sheltering in bathrooms and other rooms without an exit door leading outside. Make sure you can easily escape and shelter in a room with at least two ways to get outside and one that has a water supply (eg. a laundry with a door that goes outside or a kitchen).</p> <p>➡️ https://www.dfes.wa.gov.au/firechat/documents/downloads/sheltering-in-your-home-dfes-bushfire-fact-sheet.pdf</p>	
Targeting	Geographical – Kalamunda and surrounds	
Spend	Recommend \$00	
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC	

Channel(s)	Digital – Facebook, Instagram and Twitter	
Date	30 April 2020	
Facebook Graphic	Video Graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=13s	
Instagram Graphic	Video Graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=13s	
Twitter Graphic	Video Graphic: https://www.youtube.com/watch?v=V_U5DPqv7q8&t=13s	
Content	<p>❄️🔥 Prepare for Winter Burns</p> <p>📅 The best time to burn is usually between late June and early September.</p> <p>✅ Burn Smart Check list: https://www.dfes.wa.gov.au/plannedburning/documents/DFESWN0152_BurnSmart-Checklist_FINAL---WEB.pdf</p>	

Bushfire Preparedness

Targeting	Geographical – Kalamunda and surrounds
Spend	Recommend \$00
Share	Libraries, Rec Centre, The Influence, ZZCC, KPAC

Appendix C: Engagement Materials


Website Latest News:

Date: 6 Sept 2020


Burn SMART Community Demonstration

The Department of Fire and Emergency Services is delivering a Burn SMART live demonstration for the City of Kalamunda community.

Join us for a live demonstration of how to conduct a SMART BURN in preparation for this coming bushfire season.

 Sunday, 20 Sept 2020

 Marko Travicich Reserve, 1 Reeds Road, Carmel

 10.30 – 1.30pm

Under the Bush Fires Act 1954, the City of Kalamunda issues a Fire Hazard Reduction Notice that require landholders or occupiers of land to install and maintain firebreaks and reduce fuel areas around their boundaries and assets. This is to help prevent the start or spread of a bushfire. The requirements of these firebreak or hazard reduction notices vary depending on the size of the property.

Planned burning is the deliberate burning of a pre-determined area under the right environmental conditions to reduce fuel loads. Planned burns are done under mild and stable weather conditions so that the fire burns slowly and with low flame heights. Planned burning is just one of several methods used to reduce fuel loads. Other methods include raking, slashing, ploughing and weed control. When combined, these methods can:

- Maximise the effectiveness of your fuel management
- Reduce the impact of bushfire
- Assist in protecting life and property

Done properly, planned burning is an efficient way to remove the build-up of fuel over larger areas of land where other methods are too labour intensive.

Used appropriately, a planned burn not only helps to safeguard lives and property in the event of a bushfire, but generally results in less environmental disturbance than other methods, benefiting many native plants and animals.

Smart Burn Objectives:

1. The Burn Smart campaign aims to educate community members about planned burning on private land. Planned burning on private property is essential part of reducing the bush fire risk, however escaped burns increase the risk of impacting property and lives and put a strain on firefighting resources.
2. To provide landowners better understanding of planned burning and reduce the risk of their burns escaping.
3. Provide the community with the tools to make decisions on the most effective method to mitigate their risk of bushfire.
4. Achieve compliance with the City of Kalamunda's Fire Hazard Reduction Notice 2020-2021.
5. Assess the preparedness of the local community.

For more information and to provide feedback visit engage.kalamunda.wa.gov.au/bushfire

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email** enquiries@kalamunda.wa.gov.au

Post PO Box 42, Kalamunda WA 6926 **In Person** 2 Railway Road Kalamunda WA 6076

Date: 18 Sept 2020

Bushfire Preparedness

The City of Kalamunda has opened engagement on the 2020 - 2021 Bushfire Season.

We urge you to bear in mind during this coming period your bushfire preparedness – to ensure that yourself, your family and your community are as safe as is possible.

Are you ready for the upcoming bushfire season? Have you completed your 5 Minute Fire Chat plan? We would love to hear from you regarding if you are prepared, and how you have prepared yourself.

This feedback helps to ensure that the City of Kalamunda is supporting the community in every way that we are able to for preparing for bushfire emergencies, for managing them, and for promoting resilience in recovery.

We encourage you to complete the survey currently open for comment at engage.kalamunda.wa.gov.au/bushfire, alternatively hardcopies are available from all City libraries.

DO YOU HAVE A PLAN?

For more information and to provide feedback visit engage.kalamunda.wa.gov.au/bushfire

Comments Close: 13 November 2020, 5pm

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email** enquiries@kalamunda.wa.gov.au

Post PO Box 42, Kalamunda WA 6926 **In Person** 2 Railway Road Kalamunda WA 6076

Date: 27 Sept 2020

Bushfire Preparedness

The City of Kalamunda is uniquely placed in the Darling Ranges, with the region being renowned for its beautiful Jarrah and Marri forests, walking trails and native flora and fauna. The natural beauty of the region however, significantly increases the area's risk to bushfire. As such, The City of Kalamunda aim to prepare and protect its community through the implementation of a proactive community engagement strategy, to educate and empower community members to confidently prepare, safely respond and improve recovery, if impacted by bushfire.

Bushfires have the capacity to strike without warning and provided with the right environmental conditions, can quickly exceed firefighting resources, devastating community, properties, and infrastructure, while posing great risk to the loss of human life.

It is for this reason, that it is imperative that both the wider community and individual households are supported in engaged in bushfire preparedness, awareness and survival planning. If you've not yet joined your local Bushfire Ready Group we encourage you to do so! Bushfire Ready is a local community action program aimed at encouraging local residents to work together in preparing and protecting their families and properties against bushfires.

The benefits of forming a Bushfire Ready group include:

- Increasing your understanding of bushfire risk around homes, streets and the immediate surrounding bush land in your area

- Support for developing your own Bushfire Survival Plan
- Opportunities for meeting neighbours to develop support networks that may be needed in a bushfire emergency
- Learning about bushfire behaviour
- Reducing the cost that bushfire has on life, property and the environment
- Developing realistic expectations of the capabilities and limits of emergency services during a bush fire
- Finding out where and how to access information during a bush fire

How can you get involved in your local Bushfire Ready group? Bushfire Ready Groups are already operating in a number of areas. To find out if your area has a Bushfire Ready Group or to form a group in your local area contact the DFES Community Engagement Team on:

T: 9395 9816

E: CommunityEngagement@dfes.wa.gov.au

W: www.dfes.wa.gov.au

Date: 26 Sept 2020

Bushland Fire Services Access Gates – Prohibited parking zone

The City of Kalamunda has introduced prohibitive parking restrictions in front of all white fire service access gates to bushland areas throughout the municipality. Critical safety concerns have been raised, due to members of the public parking their cars in these areas and blocking vital access.

It is imperative that immediate and free access through the fire service access gates is available at all times for emergency personnel to instantly respond in the event of bushfire.

Parking will now be prohibited in front of all white fire service access gates at the entrances to bushland throughout the City of Kalamunda. Signage will be installed to these gates throughout the City with words to the effect of:

“Fire service access gates. No Parking.”

Vehicle users may face the prospect of incurring penalties if they do not obey the prohibitive parking signs. This initiative will be introduced for the protection and safety of all community members.

For more information and to have your say visit the City’s engagement platform at

<https://engage.kalamunda.wa.gov.au/bushfire>

Hard copies of our Bushfire Preparedness survey will be available from the City of Kalamunda Administration, 2 Railway Road in Kalamunda and all City Libraries.

Comments Close: 13 November 2020, 5pm

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email** enquiries@kalamunda.wa.gov.au

Post PO Box 42, Kalamunda WA 6926 **In Person** 2 Railway Road Kalamunda WA 6076

Date: 1 Dec 2020

The City of Kalamunda is wishing you all a very safe and joyous festive season!

We urge you to bear in mind during this period your bushfire preparedness – to ensure that yourself, your family and your community are as safe as is possible.

Give the gift of readiness by completing the 5 Minute Fire Chat plan. To ensure you are ready for action in the event of a bushfire. **Do not wait and see.**

All burning is prohibited between 1 December – 31 March. No burning allowed – ensure you report all signs on smoke to 000.

No matter how you become aware of an emergency, whether it is via phone, from a neighbour or by seeing smoke or flames, take immediate action for your own safety. Do not rely on receiving a warning message to your phone.

DFES advises us that each year thousands of fires destroy or damage houses, sheds and garages, commercial and industrial buildings, vehicles and vast hectares of bushland throughout Western Australia (WA).

Bushfires in WA account for the highest number of fires attended to by career and volunteer firefighters.

The career Fire and Rescue Service (FRS) comprises more than 1,100 firefighters supported by more than 25,000 firefighting volunteers from the Bush Fire Service, Volunteer Fire and Rescue Service, and the Volunteer Fire Service.

DFES's Fire Investigation and Analysis Unit (FIAU) also support operational fire crews to establish the origin and cause of all fires attended by DFES. The unit also work closely with the Police Arson Squad to identify the cause of all suspicious and deliberately lit fires.

Do you have a fire plan?

For more information on – contact the City of Kalamunda on 08 9257 9999 or visit www.kalamunda.wa.gov.au



FIRE HAZARD REDUCTION NOTICE 2020/2021

COMPLIANCE DUE BEFORE: 1 NOV 2020

ASSESSMENTS COMMENCE FROM: 1 NOV 2020

Important: The works outlined below must be completed by 1 November 2020 and maintained in this state up to and including 31 March 2021

NOTICE TO ALL OWNERS AND OCCUPIERS OF LAND WITHIN THE CITY OF KALAMUNDA

Pursuant to Section 33 of the *Bush Fires Act 1954 (WA)*, the City of Kalamunda gives you written notice to act as specified in this notice to land that you own and/or occupy and with respect to any matter which is upon the land that you own and/or occupy situated within the district of the City of Kalamunda.

Failure or neglect to comply with the requisitions of this notice is an offence and can result in a penalty of up to \$5000. The City of Kalamunda gives you notice that its officers, servants, workmen, contractors, vehicles, machinery and appliances (as the officers deem fit) may enter upon the land and carry out the requisitions of this notice that are not complied with by the time specified in the notice, and the amount of any costs and expenses incurred may be recovered from you as the owner and/or occupier of the land.

ALL LAND WITH A TOTAL AREA OF 4000m² OR MORE

FIRE-BREAKS

Install or upgrade a 3-metre-wide by 4-metre-high clearance, bare mineral earth, continuous (no dead ends) trafficable fire-break as close as possible inside the entire perimeter of the land. A reticulated and maintained green lawn may be accepted in lieu of a firebreak.

DEAD FLAMMABLE MATERIAL

Maintain all dead flammable material below 8 tonne per hectare (see definition fuel load).

SLASHING

Dead grass, shrubs and plants shall be slashed, mowed, or trimmed down to a height no greater than 50mm across the entire property.

ASSET PROTECTION ZONE (APZ)

Maintain a fuel reduced zone around all buildings or assets of value which extends 20 metres from the outermost point of the building or asset.

- » Ensure gutters, roofs and walls of buildings are free of flammable matter.
- » Fuel load within the 20 metres shall be reduced and maintained to no more than 2 tonne per hectare
- » Trees over 5 metres in height must be under pruned up to 2 metres.
- » Trees or shrubs within 2 metres of the asset must be pruned so that they have an overall height of no greater than 2 metres.

ALL LAND WITH A TOTAL AREA LESS THAN 4000m²

DEAD FLAMMABLE MATERIAL

Maintain all dead flammable material below 8 tonne per hectare (see definition fuel load).

SLASHING

Dead grass, shrubs and plants shall be slashed, mowed, or trimmed down to a height no greater than 50mm across the entire property.

CLEAN GUTTER DEBRIS

Ensure gutters, roofs and walls of buildings are free of flammable matter

VARIATION TO THE FIRE HAZARD REDUCTION NOTICE

If you consider, for any reason, that it is impractical to meet the requirements as per this notice, you may apply in writing for a variation to the requirements of this notice to the City of Kalamunda by no later than 1 October 2020, to request authorisation to employ other methods of fire prevention to land that you own and/or occupy. An administration fee of \$150 applies for applications received after 1 October 2020.

If permission is not granted to you for a variation of this notice, you must comply with the requirements outlined in the Fire Hazard Reduction Notice.

Variation request application forms are available before 1 October on the City's website at:
www.kalamunda.wa.gov.au/our-city/fire/variations

Date: 18 Sept 2020



BUSHFIRE PREPAREDNESS

The City of Kalamunda has opened engagement on the 2020 - 2021 Bushfire Season

We urge you to bear in mind during this coming period your bushfire preparedness – to ensure that yourself, your family and your community are as safe as is possible.

Are you ready for the upcoming bushfire season? Have you completed your 5 Minute Fire Chat plan? We would love to hear from you regarding if you are prepared, and how you have prepared yourself.

This feedback helps to ensure that the City of Kalamunda is supporting the community in every way that we are able to for preparing for bushfire emergencies, for managing them, and for promoting resilience in recovery.

We encourage you to complete the survey currently open for comment at engage.kalamunda.wa.gov.au/bushfire, alternatively hardcopies are available from all City libraries.

For more information and to provide feedback visit engage.kalamunda.wa.gov.au/bushfire

DO YOU HAVE A FIRE PLAN?

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au

Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Date: 28 Sept 2020



Are you BUSHFIRE READY?

Landowners and/or occupiers are required to comply with the 2020/2021 Fire Hazard Reduction Notice by 1 November 2020 through to the 31 March 2021.

ALL LAND WITH A TOTAL AREA OF 4000m² OR MORE

- FIRE-BREAKS
- DEAD FLAMMABLE MATERIAL
- SLASHING
- ASSET PROTECTION ZONE (APZ)

ALL LAND WITH A TOTAL AREA LESS THAN 4000m²

- DEAD FLAMMABLE MATERIAL
- SLASHING
- CLEAN GUTTER DEBRIS

Additional Works

In addition to these requirements, regardless of land size, you may be required to carry out further fire prevention works on your land to reduce any hazards considered necessary by the duly Authorised Officer of the City of Kalamunda. If required, these requirements will be outlined in a 'work order' sent to the address of the owner and/or occupier.

For more information and to give us your feedback visit engage.kalamunda.wa.gov.au/bushfire

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au

Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Date: 3 Oct 2020



Bushland Fire Services Access Gates

Prohibited parking zone: The City of Kalamunda has introduced prohibitive parking restrictions in front of all white fire service access gates to bushland areas throughout the municipality.

Critical safety concerns have been raised, due to members of the public parking their cars in these areas and blocking vital access.

It is imperative that immediate and free access through the fire service access gates is available at all times for emergency personnel to instantly respond in the event of bushfire.

Parking will now be prohibited in front of all white fire service access gates at the entrances to bushland throughout the City of Kalamunda. Signage will be installed to these gates throughout the City with words to the effect of:

"Fire service access gates. No Parking."

Vehicle users may face the prospect of incurring penalties if they do not obey the prohibitive parking signs. This initiative will be introduced for the protection and safety of all community members.

For more information and to have your say visit the City's engagement platform at <https://engage.kalamunda.wa.gov.au/bushfire>

Hard copies of our Bushfire Preparedness survey will be available from the City of Kalamunda Administration, 2 Railway Road in Kalamunda and all City Libraries.

For more information and to give us your feedback visit engage.kalamunda.wa.gov.au/bushfire

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au

Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Date: 23 Oct 2020



BUSHFIRE BRIGADE OPEN DAY

Meet Kalamunda's local volunteer fire fighting hero's at our Fire Brigade Open Day!

Saturday
7 Nov 2020
10am - 2pm

Free Sausage Sizzle
Tea Coffee and Cakes

Come on down to the Kalamunda Volunteer Bushfire Brigade Open Day!

A chance to meet the Local Volunteer Bushfire Brigade members and other Emergency

DISPLAYS

- 🔥 Fire permit information - meet your local Fire and Emergency Services team
- 🔥 DFES 5 Minute Fire Chat tool kit
- 🔥 Trucks with lights and sirens! As well as other response vehicles
- 🔥 Activities for children of all ages!



For more information and to give us your feedback visit engage.kalamunda.wa.gov.au/bushfire

For more information (or to obtain hard copies), contact:
Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au
Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Date: 27 Nov 2020



All Burning Prohibited: 1 DEC 2020

The City of Kalamunda is wishing you all a very safe and joyous festive season!

We urge you to bear in mind during this period your bushfire preparedness – to ensure that yourself, your family and your community are as safe as is possible.

Give the gift of readiness by completing the 5 Minute Fire Chat plan. To ensure you are ready for action in the event of a bushfire. Do not wait and see.

All burning is prohibited between 1 December – 31 March. No burning allowed – ensure you report all signs on smoke to 000.

No matter how you become aware of an emergency, whether it is via phone, from a neighbour or by seeing smoke or flames, take immediate action for your own safety. Do not rely on receiving a warning message to your phone.

DFES advises us that each year thousands of fires destroy or damage houses, sheds and garages, commercial and industrial buildings, vehicles and vast hectares of bushland throughout Western Australia (WA).

Bushfires in WA account for the highest number of fires attended to by career and volunteer firefighters.

The career Fire and Rescue Service (FRS) comprises more than 1,100 firefighters supported by more than 25,000 firefighting volunteers from the Bush Fire Service, Volunteer Fire and Rescue Service, and the Volunteer Fire Service.

DO YOU HAVE A FIRE PLAN?

For more information (or to obtain hard copies), contact:

Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au

Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Seniors Bushfire Awareness Engagement A4 Flier:



Are you Bushfire Ready?

Join our Bushfire Ready Group and the City of Kalamunda's Fire and Emergency Management teams at the Woodlupine Family Centre Coffee Lounge to learn about the current bushfire preparedness notices, and the 5 Minute Fire Chat tools specifically for seniors.

 **Monday, 21 September 2020**

 **Woodlupine Centre, Seniors Coffee Lounge**

 **10am - 12noon**

This is a great opportunity to get yourself ready for the coming bushfire season over a hot drink and a nibble!

 Department of Fire & Emergency Services

www.engage.kalamunda.wa.gov.au/bushfire

City of **Kalamunda**


SMART BURN Event A4 Flier:



The flier features a photograph of two firefighters in orange gear working in a wooded area. A large teal circle is overlaid on the left side of the photo, containing the text 'SMART BURN WORKSHOP!' in white. The background of the flier is a gradient from light orange to dark orange.

SMART BURN WORKSHOP!

Reducing fuel increases the chances of your property surviving a bushfire. The more fuel available to a bushfire, the hotter the fire can burn and the harder it is to control. Flammable material such as leaf litter, fallen branches, dead grasses and shrubs provide fuel for fire, allowing it to grow more quickly and burn at higher temperatures.

Reduced fuel levels assist not only in reducing how quickly a fire can spread, but it also reduces its spotting distance (how far the fire can jump).

 **Sunday, 20 September 2020**

 **Marko Travicich Reserve, 1 Reeds Road, Carmel**

 **10.30am - 1.30pm**

Come along to our live SMART BURN demonstration to learn about undertaking planned, safe and effective burning on your property.

 **DFES**
Department of Fire & Emergency Services

www.engage.kalamunda.wa.gov.au/bushfire

 **City of Kalamunda**

Bushfire Brigade Open Day:



MEET KALAMUNDA'S LOCAL VOLUNTEER FIRE FIGHTING HERO'S AT OUR FIRE BRIGADE OPEN DAY!

Saturday
7 Nov 2020
10am - 2pm

Free Sausage Sizzle
Tea Coffee and Cakes

Come on down to the Kalamunda Volunteer Bushfire Brigade Open Day!

A chance to meet the Local Volunteer Bushfire Brigade members and other Emergency Service personal in our local area

DISPLAYS

-  Fire permit information - meet your local Fire and Emergency Services team
-  DFES 5 Minute Fire Chat tool kit
-  Trucks with lights and sirens! As well as other response vehicles
-  Activities for children of all ages!



www.engage.kalamunda.wa.gov.au/bushfire



Door Hanger Merchandise:

EMERGENCY CONTACT INFORMATION

000
Police, Fire, Ambulance
Fire or Life Threatening Emergency

132 500 SES
Emergency Assistance

13 DFES (13 3337)
Emergency Information

www.emergency.wa.gov.au
For current information on bushfires, storms, cyclones, floods, prescribed burns, hazardous material incidents

Family Emergency Contact Numbers

City of Kalamunda

Phone 9257 9999
Email enquiries@kalamunda.wa.gov.au
Web www.kalamunda.wa.gov.au/fire

City of Kalamunda

YOU CAN'T OUTRUN IT. YOU CAN'T OUTLAST IT. YOU CAN'T OUTSMART IT.

Fire Control Officers
Helping make safer communities

Fire Control Officers
Helping make safer communities



City of Kalamunda

EMERGENCY CONTACT INFORMATION

000
Police, Fire, Ambulance
Fire or Life Threatening Emergency

132 500 SES
Emergency Assistance

13 DFES (13 3337)
Emergency Information

www.emergency.wa.gov.au
For current information on bushfires, storms, cyclones, floods, prescribed burns, hazardous material incidents

Family Emergency Contact Numbers

City of Kalamunda

Phone 9257 9999
Email enquiries@kalamunda.wa.gov.au
Web www.kalamunda.wa.gov.au/fire

Fridge Magnet Booklet:



Bushfire Safety

For Emergency Warnings and Incident information go to emergency.wa.gov.au

To report all fires or emergencies
Phone 000



Understanding Fire Danger Ratings



LOW
Fires can be easily controlled and are slow moving.

HIGH
Fires can be controlled but there is still a potential threat.

VERY HIGH
Total Fire Bans may be declared. Some fires may be unpredictable, difficult to control and may be fast moving.

SEVERE
Total Fire Bans likely to be declared. Fires will be unpredictable, difficult to control and move very fast.

EXTREME
Total Fire Bans will be declared. Some fires will be unpredictable, difficult to control and move very fast.

CATASTROPHIC
Total Fire Bans will be declared. Some fires will be unpredictable, difficult to control and move very fast.

Restricted Burning Times

May be amended by local conditions if required. Please refer to the City of Kalamunda Website for Fire Danger Ratings.

Dates (inclusive)	Burning
1 October to 30 November	Restricted – Permits Required
1 December to 31 March	All Burning Prohibited
1 April to 31 May	Restricted – Permits Required

What can I burn?

Burning Information subject to seasonal changes. Please check with the City of Kalamunda.

	1 December to 31 March PROHIBITED PERIOD	1 April to 31 May RESTRICTED PERIOD	1 June to 30 September OPEN PERIOD	1 October to 30 November RESTRICTED PERIOD
1 meter ³ Garden Refuse (6pm and 11pm)	No	Yes	Yes	Yes
Wood and Solid Fuel Barbecue, Pizza Oven	No**	Yes	Yes	Yes
Grass, Paddocks, Bonfire, Bush***	No	Yes PERMIT REQUIRED	Yes	Yes PERMIT REQUIRED
Pallets, Tyres, General Rubbish/Junk, Anything CCA Treated**	No	No	No	No

* Gas or Electric Barbecue are permitted

** Burning CCA treated wood creates toxic smoke that can be hazardous to health

*** Please do not burn wet or green garden refuse. If your fire has wet material or is otherwise poorly managed, it can lead to excessive levels of smoke and can result in a neighbourhood nuisance. If the level of smoke is deemed to be creating a nuisance the City may issue an infringement.

For more information go to www.dfes.wa.gov.au/plannedburning



Be ready by November 1

- As a measure to assist in the control of bushfires and pursuant to Section 33 of the Bush Fires Act 1954, property owner and/or occupier of the land within the City of Kalamunda, are required before 1 November to comply with the conditions as specified in the annual Fire Hazard Reduction Notice. This can be found at www.kalamunda.wa.gov.au/fire.
- The applicable works as outlined in the annual Fire Hazard Reduction Notice must be completed before 1 November annually and maintained up and to including 31 March the following year.
- VARIATIONS**
If you consider it impractical to clear or construct firebreaks and/or carry out other fire prevention work in accordance with the City of Kalamunda Fire Hazard Notice, you must apply in writing to the City of Kalamunda to seek permission of variation.

Requests for variations must be submitted before 1 October every year.

Go to www.kalamunda.wa.gov.au/fire for more information.



Failure to comply may result in a fine up to \$5,000

Firebreaks



Example of acceptable firebreak



Example of unacceptable firebreak

A firebreak is a 3-metre-wide, bare mineral earth, continuous and trafficable. A firebreak must not have any combustible materials present and must have a height clearance of 4 metres minimum. A firebreak is used for firefighting operations and access for fire appliances in the event of an incident. It also is a means to assist reduce the spread of fire. These breaks must be in a continuous, trafficable form meaning a large vehicle can drive continuously within the perimeter of the

There are many ways to achieve the requirements and the City suggests seeking professional advice from a contractor. The City does not provide a contractors list to residents, however these can be found online and within local directories.

If it is deemed impracticable to clear or construct firebreaks you must apply in writing to the City of Kalamunda to seek permission of Variation. Please refer to www.kalamunda.wa.gov.au/fire for more information.

A firebreak is:

- To a width of 3 metres wide
- To a height clearance of 4 metres
- Bare mineral earth
- Continuous and trafficable
- Free of combustible materials

1 November / Firebreaks

Firebreaks must be installed and maintained from 1 November to 31 March

Example of an Urban Property with an Asset Protection Zone - Best Practice

An Asset Protection Zone (APZ) is an area extending 20 metres from the furthest point around a building where there is reduced flammable material. This means there is less material that can catch fire, improving the defendability of a property.

- ❑ Maintain a fuel reduced zone around all buildings or assets of value which extends 20 metres from the outermost point of the building or asset and maintained to no more than 2 tonnes per hectare. Dead grass, shrubs and plants shall be slashed, mowed, or trimmed down to a height no greater than 5cm across the entire property. Ensure gutters, roofs and walls of buildings are free of flammable matter.
- ❑ Trees over 5 metres in height must be underpruned up to 2 metres off the ground.
- ❑ Trees or shrubs within 2 metres of the asset must be pruned so that they have an overall height of no greater than 2 metres.



Also refer to DFES' Homeowners Bush Fire Survival Manual available at: www.dfes.wa.gov.au

Example of a Regional Property with an Asset Protection Zone - Best Practice

FIRE-BREAKS

Install or upgrade a 3-metre-wide by 4-metre-high clearance, bare mineral earth, continuous (no dead ends) trafficable fire-break as close as possible inside the entire perimeter of the land. A reticulated and maintained green lawn may be accepted in lieu of a firebreak.

DEAD FLAMMABLE MATERIAL

Maintain all dead flammable material below 8 tonne per hectare (see definition fuel load).

SLASHING

Dead grass, shrubs and plants shall be slashed, mowed, or trimmed down to a height no greater than 50mm across the entire property.

ASSET PROTECTION ZONE (APZ)

Maintain a fuel reduced zone around all buildings or assets of value which extends 20 metres from the outermost point of the building or asset.

- » Ensure gutters, roofs and walls of buildings are free of flammable matter.
- » Fuel load within the 20 metres shall be reduced and maintained to no more than 2 tonne per hectare.



» Trees over 5 metres in height must be under pruned up to 2 metres.

» Trees or shrubs within 2 metres of the asset must be pruned so that they have an overall height of no greater than 2 metres.

CLEAN GUTTER DEBRIS

Ensure gutters, roofs and walls of buildings are free of flammable matter

Asset Protection Zones

Property Preparedness - Best Practice

Bushfire Plan

- The City of Kalamunda faces a significant bushfire risk. It is highly recommended that all residents implement a 'Bush Fire Plan' and check annually.
- Have you had the discussion with your friends and family of what you would do in the event of a Fire? Have the DFES 5 Min Fire Chat today - go to www.dfes.wa.gov.au/firechat

Livestock

- If you have livestock on a property in a high-risk area, consider either moving them to a safer location during the fire season or leaving them in well-grazed paddocks with supplementary feed.

Water Supply and Pumps

- If you choose to stay and defend your home, you need to have an independent water supply and pumping capability ready as scheme water may not be available due to infrastructure damage, power cuts or firefighting activity.

Total Fire Ban

Total Fire Bans (TFBs) are declared by DFES based on weather conditions and firefighting capability. It is declared by the Minister for Emergency Services on advice from DFES.

The ban includes all open camp fires for the purpose of cooking or camping. It also includes incinerators, welding, grinding, soldering or gas cutting.

An exemption may be granted if you can show you are taking proper steps to prevent any fire spreading, and can control and put out any fire that may start.

Exemptions can cover specific times and locations and can be changed or cancelled at any time.

Further information can be found at www.dfes.wa.gov.au/totalfirebans/Pages/TotalFireBanExemptions.aspx



Harvest and Vehicle Movement Bans

A Harvest and Vehicle Movement Ban is a ban that individual local governments are responsible for issuing under the *Bush Fires Regulations 1954 Section 38A, and/or Section 24C*.

Harvest and Vehicle Movement Bans are issued by City of Kalamunda and are put in place when the Chief Bushfire Control Officer identifies the use of engines, vehicles, plant or machinery as high bushfire risk activities. A Harvest and vehicle Movement Ban may be issued at any time of the day.

It is the responsibility as a property owner or resident to be aware of any bans in place before undertaking an agricultural activity including harvesting as you could be fined. But more seriously, you would be responsible for putting your property, family and community in danger

A Harvest and Vehicle Movement Ban can be in place for any length of time. It is most likely to be imposed during the 'heat of the day'. The City can extend or cancel this at any time if weather conditions change.

Preparedness / Fire Bans

Alternate Options to Burning

Skip Bins

City of Kalamunda residents can select from either a general waste skip bin (blue) or green waste skip bin (green). Households are entitled to any combination of up to three skip bins per financial year (excludes commercial and industrial premises). Both the general and green waste skip bins are three (3) cubic metres.

Households that meet the following criteria can be entitled to an additional green waste bin(s) only to assist with bush fire management.

- One (1) additional green waste bin is available for properties between 2000m² - 5000m²
- Two (2) additional green waste bins are available for properties over 5000m²

The green waste from the green skip bins is mulched and reused, reducing the amount

For more information please visit:
www.kalamunda.wa.gov.au/waste

Green Skip Bin

GREEN WASTE ONLY

Accepted items include:

Green waste

Tree pruning
(cut to 1.5m lengths)

Do not put green waste
inside plastic bags.
No plastic allowed.

Blue Skip Bin

GENERAL WASTE

Accepted items include:

Large household items

Furniture (dismantled)

Timber and treated pine
up to 1.5m in length



Ordering Skip Bins

To order or enquire about skip bins please go to kalamunda.wa.gov.au or phone 9449 3332.

Walliston Transfer Station

155 Lawnbrook Road, Walliston
Telephone: 9291 3896

City of Kalamunda residents and ratepayers do not pay fees for non-commercial use of the Walliston Transfer Station. To gain free access, you will need to bring your Entry Pass along with Photo Identification with residential address (i.e. Drivers Licence).

A Vehicle Permit Scheme applies to City of Kalamunda residents/ratepayers who use vans, trucks, branded or sign-written vehicles and/or trailers. Fees will apply for commercial use.

Need some assistance?

For the latest information, news and alerts contact

Emergency WA – www.emergency.wa.gov.au

City of Kalamunda – www.kalamunda.wa.gov.au/fire

Kalamunda Bush Fire Brigade – 9257 9999

SES Assistance – 132 500

Department of Fire & Emergency Services – 13 33 37
www.dfes.wa.gov.au and on twitter www.twitter.com/dfes_wa

ABC News – Local Radio – ABC 720 (and ABC 24 TV)
www.abc.net.au/news/emergency/state/wa

Bureau of Meteorology – www.bom.gov.au or 9263 2222

Parks & Wildlife Service – www.dpaw.wa.gov.au

Western Power – 13 13 51

Main Roads – road closure information – 13 81 38

Alternatives to burning



EMERGENCY.WA.GOV.AU

Emergency WA is the State's official website for community warnings and other emergency information. Here you will find alerts and warnings about fires, floods, storms, earthquakes, tsunamis, hazardous material incidents and traffic crashes.

On the Emergency WA you will find information to:

- Access Fire Danger Ratings and Total Fire Bans.
- Links to information on preparing for an emergency, and recovery after an emergency.
- A Google Maps display showing the location of active emergency incidents and warnings across Western Australia.
- A feed of all fire, rescue and other incidents.
- Information about active prescribed burns being undertaken by government agencies and private landowners.

To report all fires
or emergencies
Phone 000

City of Kalamunda | 2 Railway Road, Kalamunda, WA 6076 | PO Box 42, Kalamunda WA 6926
Telephone: (08) 9257 9999 | Fax: (08) 9293 2715 | Email: enquiries@kalamunda.wa.gov.au | www.kalamunda.wa.gov.au

Bushfire Preparedness

Email Signature – Fire and Emergency Management team:

Key dates for signature graphic rotations are as follows:

1 Aug – 31 Aug 2020: Are you Bushfire Ready?

1 Sept – 30 Sept 2020: Smart Burn Event

1 Oct – 7 Nov 2020: Bushfire Brigade Open Day

8 Nov – 30 April 2021: 5 Minute Fire Chat

Graphics TBC

Hyperlink pointers going to Engage page.

Street Meet Letter:



Bushfire Ready Group STREET MEET Hummerston & Croxton Roads

Dear Resident,

We're taking it to the streets! Bushfire Street Meets are the new initiative that have taken off around the State! Street meets are essentially informal neighbourhood meetings that allow firefighters to talk to residents in a direct and personal manner about fire safety in their direct surroundings.

The areas of Hummerston and Croxton roads has been earmarked as a location for high bushfire risk and as such we'll be delivering a street meeting within your area. This will be lead by the Kalamunda Bushfire Ready Group and supported by the City's Fire and Emergency team.

We hope to see you there!

Additionally, we've included a survey with this letter, that will help us better understand how our community is prepared for bushfire emergencies. Should you prefer to complete this online you can visit:

engage.kalamunda.wa.gov.au/bushfire



Saturday, 12 September 2020



Hammerston and Croxton Roads, by the open space south of Hummerston



9.30 - 11.30am

Regards,
The Community Engagement Team
City of Kalamunda

www.kalamunda.wa.gov.au

For more information contact:

Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au

Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Thank you for your input!

engage.kalamunda.wa.gov.au

Please return this sketch to the City of Kalamunda:

PO Box 42, KALAMUNDA WA 6926

T 9257 9999 F 9293 2715 E enquiries@kalamunda.wa.gov.au



Bushfire Ready Group STREET MEET Pickering Brook Primary School Carpark

Dear Resident,

We're taking it to the streets! Bushfire Street Meets are the new initiative that have taken off around the State! Street meets are essentially informal neighbourhood meetings that allow firefighters to talk to residents in a direct and personal manner about fire safety in their direct surroundings.

This area has been earmarked as a location for high bushfire risk and as such we'll be delivering a street meeting within your area. This will be lead by the Kalamunda Bushfire Ready Group and supported by the City's Fire and Emergency team.

We hope to see you there!

Additionally, we've included a survey with this letter, that will help us better understand how our community is prepared for bushfire emergencies. Should you prefer to complete this online you can visit:

engage.kalamunda.wa.gov.au/bushfire



Saturday, 10 October 2020



Pickering Brook Primary School Carpark



9.30 - 11.30am

Regards,
The Community Engagement Team
City of Kalamunda

www.kalamunda.wa.gov.au

For more information contact:

Phone: (08) 9257 9999 **Email:** enquiries@kalamunda.wa.gov.au

Post: PO Box 42, Kalamunda WA 6926 **In Person:** 2 Railway Road Kalamunda WA 6076



Thank you for your input!

engage.kalamunda.wa.gov.au

Please return this sketch to the City of Kalamunda:

PO Box 42, KALAMUNDA WA 6926

T 9257 9999 F 9293 2715 E enquiries@kalamunda.wa.gov.au

Survey:



Bushfire Preparedness

Bushfires have the capacity to strike without warning and provided with the right environmental conditions, can quickly exceed firefighting resources. For this reason, it is imperative that households and individuals are prepared for bushfire, monitor local conditions and have a household survival plan in place.

Information on how to prepare for bushfire can be found on both the DFES and Emergency WA websites. During an emergency, up to date information can be obtained from Emergency WA. Thank you for your time, stay safe this bushfire season! We appreciate your time and insight. **Comments close 5pm, Friday 13 November 2020.**

1. How many members in your household?

- 1-2 2-4 4-6 6+

2. Are you a:

- Homeowner Rental tenant Owner of vacant land Visitor to the area

3. Do you or members of your household have a bushfire survival plan?

- Yes No Unsure

4. If you do have a bushfire survival plan, who in your household knows what the plan is?

- Adults only - children too young
 All members of the household - including children and flatmates
 One adult only
 I do not have a bushfire survival plan

5. If you don't have a bushfire survival plan in place for your family or household - why not?

- I hadn't thought we were at risk of a bushfire
 I don't know how to do a bushfire survival plan
 I don't feel it is important
 It's all too hard, I cannot be bothered
 We'll work it out as the fire approaches and realise we're in danger!

6. What would trigger you to check for bushfire warning information - to take action?

- | | |
|---|---|
| <input type="checkbox"/> Smell of smoke | <input type="checkbox"/> Ash falling from the sky |
| <input type="checkbox"/> Sound of sirens | <input type="checkbox"/> Sight of flames |
| <input type="checkbox"/> News warning: radio/TV/online | <input type="checkbox"/> Warning from friends or family |
| <input type="checkbox"/> I'd wait for a knock on the door | <input type="checkbox"/> Social media or app alert |



7. Are you or do you have members of your household that are:

- Very young (*their life depends on you. Be safe and leave early*)
- Elderly (*their life depends on you. Be safe and leave early*)
- Both senior citizens (*have a plan with family, friends and neighbours. Be safe and leave early*)
- Require assistance (*their life depends on you. Be safe and leave early*)
- I live alone (*have a plan with family, friends and neighbours. Be safe and leave early*)
- Often home alone (*have a plan with family, friends and neighbours. Be safe and leave early*)

8. In the event of a bushfire emergency, what is your household planning to do?

- Be safe and leave early: *Travel away from the danger zone to a safe place*
- Prepare to stay and defend: *WARNING: You must be mentally and physically prepared and fully equipped with Independent water supply, firefighting equipment and PPE*
- Undecided: *WARNING: Indecision causes Injury and death. Be safe. Leave early.*

9. Have you identified two or more different emergency escape routes from the area?

- Yes - I have identified two or more escape routes to leave the area safely
- No - I have not considered this situation (Plan at Emergency WA/Prepare)
- I only have one road out of the area - Be safe & leave early. Do not wait. (Plan at Emergency WA/Prepare)

10. Do you know the City of Kalamunda's Fire Hazard reduction requirements for your property?

- Yes
- No
- Unsure

11. Would you attend a community information event about bushfire preparation and survival planning?

- Yes Email: _____
- No
- Unsure

12. Have you heard of Bushfire Ready Groups in your area?

- Yes
- No
- Existing BFR member
- I would like to join a BFR group

Email: _____ Suburb: _____

Gender: Female Male Prefer not to say

Age: < 10 11 - 15 16 - 19 20 - 35 36 - 45 46 - 55 56 - 65 65+

Keep me informed about: Any future developments regarding bushfire Information about services & activities in the City of Kalamunda

engage.kalamunda.wa.gov.au

Please return this survey to a City of Kalamunda Library or:
2 Railway Road KALAMUNDA WA 6076 P.O. Box 42, KALAMUNDA WA 6076
T 9257 9999 F 9293 2715 E enquiries@kalamunda.wa.gov.au



Appendix D: FAQ's

Frequently Asked Questions – to be uploaded onto Engagement HQ

Why this is important: Bushfires have the capacity to strike without warning and provided with the right environmental conditions, can quickly exceed firefighting resources. This event greatly impacts community, properties, homes and infrastructure, while posing great risk to human life. It is for this reason, that it is imperative that both the wider community, households and individuals are supported and informed of bushfire preparedness, awareness and survival planning. This is crucial for the City of Kalamunda to protect life, livelihood, property and community.

Why do I have to prepare my property: It is important that individuals do not assume that the City will be wholly responsible for hazard preparedness and mitigation for each home? Our homes and our families are our personal responsibility to prepare keep safe in emergency situations.

Each one of us must take personal responsibility for our property and the safety of our family. It is critically important to understand that fire authorities will be working hard to stop the fire front and therefore may not be able to protect individual homes during a bushfire. To protect your home this fire season, you must prepare your property, a little work each month of the year will also help to prepare and protect it from other natural hazards such as storms.

It is very important for each of us to have a bushfire survival plan, understand that we are at risk, accept our personal responsibility to prepare and protect our homes and family, stay informed, and be self-reliant. This is critical to ensure self-protection during bushfires and to support the protective services provided by local and career fire services.

How can I provide feedback?

The City of Kalamunda is encouraging residents to provide feedback.

Online: <https://engage.kalamunda.wa.gov.au/bushfire>

Hard copies are available at the City of Kalamunda Office, and at any of our libraries.

Post to: City of Kalamunda, PO Box 42, Kalamunda WA 6926

Email: enquiries@kalamunda.wa.gov.au

What will happen next?

Following the public comment period, the Community feedback will be gathered and reviewed. The results of all the feedback will also be used to guide the relevant bushfire engagement plans moving forward.

Where can I get more information?

For more information contact the City of Kalamunda on 9257 9999. We will also keep you informed through website updates, by telephone or face to face conversations if that is your preferred method of communication. Please let us know.



Bushfire Preparedness

Bushfires have the capacity to strike without warning and provided with the right environmental conditions, can quickly exceed firefighting resources. For this reason, it is imperative that households and individuals are prepared for bushfire, monitor local conditions and have a household survival plan in place.

Information on how to prepare for bushfire can be found on both the DFES and Emergency WA websites. During an emergency, up to date information can be obtained from Emergency WA. Thank you for your time, stay safe this bushfire season! We appreciate your time and insight. **Comments close 5pm, Friday 13 November 2020.**

1. How many members in your household?

- 1-2 2-4 4-6 6+

2. Are you a:

- Homeowner Rental tenant Owner of vacant land Visitor to the area

3. Do you or members of your household have a bushfire survival plan?

- Yes No Unsure

4. If you do have a bushfire survival plan, who in your household knows what the plan is?

- Adults only - children too young
 All members of the household - including children and flatmates
 One adult only
 I do not have a bushfire survival plan

5. If you don't have a bushfire survival plan in place for your family or household - why not?

- I hadn't thought we were at risk of a bushfire
 I don't know how to do a bushfire survival plan
 I don't feel it is important
 It's all too hard, I cannot be bothered
 We'll work it out as the fire approaches and realise we're in danger!

6. What would trigger you to check for bushfire warning information - to take action?

- | | |
|---|---|
| <input type="checkbox"/> Smell of smoke | <input type="checkbox"/> Ash falling from the sky |
| <input type="checkbox"/> Sound of sirens | <input type="checkbox"/> Sight of flames |
| <input type="checkbox"/> News warning: radio/TV/online | <input type="checkbox"/> Warning from friends or family |
| <input type="checkbox"/> I'd wait for a knock on the door | <input type="checkbox"/> Social media or app alert |



7. Are you or do you have members of your household that are:

- Very young (*their life depends on you. Be safe and leave early*)
- Elderly (*their life depends on you. Be safe and leave early*)
- Both senior citizens (*have a plan with family, friends and neighbours. Be safe and leave early*)
- Require assistance (*their life depends on you. Be safe and leave early*)
- I live alone (*have a plan with family, friends and neighbours. Be safe and leave early*)
- Often home alone (*have a plan with family, friends and neighbours. Be safe and leave early*)

8. In the event of a bushfire emergency, what is your household planning to do?

- Be safe and leave early: *Travel away from the danger zone to a safe place*
- Prepare to stay and defend: *WARNING: You must be mentally and physically prepared and fully equipped with Independent water supply, firefighting equipment and PPE*
- Undecided: *WARNING: Indecision causes injury and death. Be safe. Leave early.*

9. Have you identified two or more different emergency escape routes from the area?

- Yes - I have identified two or more escape routes to leave the area safely
- No - I have not considered this situation (Plan at Emergency WA/Prepare)
- I only have one road out of the area - Be safe & leave early. Do not wait. (Plan at Emergency WA/Prepare)

10. Do you know the City of Kalamunda's Fire Hazard reduction requirements for your property?

- Yes
- No
- Unsure

11. Would you attend a community information event about bushfire preparation and survival planning?

- Yes Email: _____
- No
- Unsure

12. Have you heard of Bushfire Ready Groups in your area?

- Yes
- No
- Existing BFR member
- I would like to join a BFR group

Email: _____ Suburb: _____

Gender: Female Male Prefer not to say

Age: < 10 11 - 15 16 - 19 20 - 35 36 - 45 46 - 55 56 - 65 65+

Keep me informed about: Any future developments regarding bushfire Information about services & activities in the City of Kalamunda

engage.kalamunda.wa.gov.au

Please return this survey to a City of Kalamunda Library or:
2 Railway Road KALAMUNDA WA 6076 PO Box 42, KALAMUNDA WA 6926
T 9257 9999 F 9293 2715 E enquiries@kalamunda.wa.gov.au





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