
Tuesday, 8 December 2009

OVER 200,000 BUSHFIRE READY DVD'S DELIVERED TO SA HOMES

A new DVD pack will be mailed to more than 200,000 households in 279 areas across the State this week. They are regions the CFS and MFS have identified as being a high fire risk and will provide vital information to better prepare South Australians for the threat of bushfire this summer.

Minister for Emergency Services, Michael Wright, said, "If people have not yet prepared their Bushfire Survival Plan for their family or haven't fully prepared their property, they should take the opportunity to view this DVD. It will allow people to assess the level of bushfire risk to their property. It will allow people to prepare themselves and their whole family depending on the forecast fire danger rating, well ahead of a bushfire striking," Minister Wright said.

Suburbs classified as high fire danger risk areas tend to be those on the fringe of the city, close to bush or grassland or pine plantations. Areas set to receive the DVD mail-out include, but are not limited to:

- **Foothill suburbs** – Athelstone, Blackwood, Stonyfell, Teringie, Vista, Burnside, Waterfall Gully
- **Southern suburbs** - Hackham, Woodcroft, Aberfoyle Park, Craighburn Farm, Sheidow Park
- **Northern areas** – Tea Tree Gully, Banksia Park, Golden Grove, Craigmores, Gawler, Virginia
- **Rural areas** – McLaren Vale, Strathalbyn, Kingscote, Millicent, Lameroo, Clare, Melrose, Minlaton, Coffin Bay, Venus Bay, Wangary, Elliston.

"The DVD prompts viewers to consider their personal preparation and ability to defend their property and encourages them to make particular plans for each fire danger rating level of Catastrophic, Extreme and Severe to ensure their survival.."

"Regardless of the decision to defend or leave early, preparing your property is essential. People still need to remove fine fuels, clear gutters and create a defensible space around the house to give your home a better chance of surviving a bushfire," Minister Wright said.

CFS Chief Officer, Euan Ferguson, urged residents living in traditional bushfire prone areas and those living in suburbs near large areas of vegetation to keep a lookout for the DVD and use it to make their family's bushfire plans.

“The information in this DVD could save lives. People who do not take the time to sit down and watch the DVD and act on its recommendations are not only putting their own lives at risk, but those of their children, neighbours, visitors and even fire-fighters.”

The DVD has been produced as part of the State Government’s \$5.2 million injection to boost bushfire community awareness and education in South Australia. Other initiatives funded under the PREPARE. ACT. SURVIVE campaign include:

- Bushfire Awareness Week – held in October, the inaugural event provided a platform to promote the revised fire danger ratings framework and stimulate public discussion about bushfire preparedness
- A PREPARE. ACT. SURVIVE. Lift-out distributed in 610,000 newspapers
- A series of television commercials – already airing on our screens links the different fire danger ratings and fire behaviours associated with Catastrophic, Extreme and Severe with the strong call to action about what people need to do at each level
- Radio and print advertisements