



# Effective Communication- Communities and Bushfire Research Project Tasmania, Victoria & Western Australia\*

## State-level initial findings

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### Challenges

#### Action



- Changing awareness into preparedness
- Promoting a community engagement approach
- Managing public expectations

**At the moment 98% of our brigades have a focus on fire fighting. It's only a handful that also do community development work. So an early challenge for us is to encourage other brigades to take that approach too.**

TFS (Tasmania)

#### Communication



- Using social media effectively
- Lack of resources to evaluate messages
- Increasing public demand for information

**The number of bushfire incidents has not changed significantly. It's about the public's expectation that every time there's smoke there will be a warning.**

FESA (WA)

#### Community Composition



- Engaging hard to reach groups
- Changing communities
- Competing interest groups

**You develop something like resource and they'll say, oh we're not happy with that word, catastrophic. We've recently had discussions with Tourism Victoria, about the impact of all this on tourism, particularly for the rural sector.**

MFB (Victoria)

#### Context

- Political, economic and ecological debates
- Geographical characteristics
- Complex multi-agency working environment

**There's always people affected and dissatisfied with what we are doing. The challenge for us is to get across a message which is conflictual**

PWS (Tasmania)

\*NSW research interviews commenced July 2011