Tasmania Fire Service

Community Education NEWS

ISSUE NO. 21
October 2016

Bushfire Safety Campaign 2016-17

Are YOU bushfire ready?

PREPARE • ACT • SURVIVE

This continues to be the key message of the **TFS 2016-17 Bushfire Safety Social Marketing Campaign.**

136,500 Bushfire Survival Plan Books

Inserted in Tasmanian Country 11 Nov, Sunday Tasmanian 13 Nov, Saturday Advocate 26 Nov and Sunday Examiner 20 Nov

Print Advertising

October 2016 – January 2017 in Advocate, Examiner, Mercury, Tasmanian Country, Tasmanian Farmer, Tasmanian Senior, Game Tracks

Editorial initiative with TFS supplied articles and photographs, Oct 2016 – Mar 2017: Brighton Community News, Central Coast Voice, Circular Head Chronicle, Country Courier, Eastern Shore Sun, East Coast View, Glenorchy Gazette, Highland Digest, Hobart Observer, Huon Valley News, Huon Crier, Island News (Flinders Island), Kentish Voice, King Island Courier, Kingborough Chronicle, North Eastern Advertiser, RACT News, Sorell Times, Southern Midlands News, Tasman Gazette, The Gazette (Derwent Valley), The Beacon (Beaconsfield),

Campfire Safety Advertisement

Targeting camping, hunting, shooting & fishing publications. Download poster

TFS Publications

Using Fire Outdoors (no change)
Bushfire Survival Plan Book (no change)
Fire Resisting Garden Plants (no change)
Bushfire DVD (no change)
Delivered to Councils, TFS Region, District Offices
Online ordering

Information to all Brigades to assist with bushfire safety activities in local communities

TFS Targeted Programs

Bushfire-Ready Neighbourhoods Program, Community Protection Planning and Fuel Reduction Program

Online Social Media

Facebook Sponsored Newsfeed Advertising
Desktop and mobile newsfeeds targeting Tasmanians 18+

YouTube Advertising
TFS bushfire advertisements delivered prior to playing of YouTube clips targeting Tasmanians 18+

Frequently Asked Questions

Q. *Are the latest bushfire publications & DVD on the TFS website?*

A. Yes the latest version is always placed on the TFS website first.

Q. *Have Tasmanian Councils received copies of the latest versions?*

A Yes

Q. *Can I order free printed publications and giveaways online?*

A. Yes @ Online ordering

Q. *Who do I direct campaign media enquiries to?*

A. DPFEM Media and Communications
Emma McGrath
(03) 6173 2973
emma.mcgrath@dpfem.tas.gov.au
media@dpfem.tas.gov.au

Q. *Have there been any significant changes to the DVD or Fire Resisting Garden Plants or Bushfire Survival Plan or Using Fire Outdoors*

A. **No**