



Decision Support Analytics Pty Ltd

# BUSHFIRE-READY NEIGHBOURHOODS ROUND 1 2014-2016 EVALUATION REPORT

*(Including a review of BRN in relation to the  
Bushfires of 2016)*

*For: Tasmania Fire Services  
June 2016*

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## Executive Summary

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The Tasmania Fire Service (TFS) Bushfire-Ready Neighbourhoods (BRN) program was identified as a mechanism for meeting the TFS's obligations to the Australasian Fire Emergency Services Authorities Council's (AFAC) commitment to working closely with communities in partnership on long term planning to promote bushfire mitigation, resilience and preparedness. The BRN program aims to build resilience and capacity in bushfire prevention and preparedness in Tasmanian communities at risk of bushfire through a sustainable community development approach.

An evaluation framework was developed by Decision Support Analytics Pty Ltd (DSA) in partnership with the BRN team to measure the effectiveness of the BRN program. It consisted of a baseline survey of target communities conducted in 2014, ongoing data collection of BRN activities (impact) and a re-survey to establish change in household behaviour over time (outcome). The summer of 2015/2016 was characterised by devastating bushfires. These fires impacted communities who had participated in the BRN program and many who had not. DSA was engaged to work with the BRN team to conduct the post bushfire evaluation. Data included focus groups with six BRN communities, and six matched non BRN communities, and the follow-up telephone survey with baseline survey participants in the impacted communities.

The baseline survey found that neighbours were very important; and in many communities were more trusted than family to protect a property in the absence of owners. Bushfire survival planning was reported by 30% of respondents but the approaches to actions in the event of a bushfire were very different between communities highlighting the need for a tailored approach to community bushfire preparedness.

For the evaluation period 01/09/2014- 31/03/2016 BRN conducted 137 activities which were attended by 3,756 people ranging from property fire safety assessments, bushfire survival planning workshops and community forums.

The post bushfire follow up phone survey found a statistically significant change in household preparedness; including a network effect. On average people had completed 5 more preparedness activities in 2016 than at the baseline in 2014. Items that have shown signs of significant increases were:

- Householders had planned exactly how to evacuate under different circumstances

- They had a written bushfire survival plan
- They had a clearing on the fire-prone side of the house
- They had installed metal gutter guards
- They had installed a fire rated roof
- They had acquired a full set of protective clothing for householders planning to stay and defend
- They had made a list of what documents and personal effects somebody would take with them in case of evacuating the house
- Every person who intended to stay and defend the house was clear on and had practiced the bushfire survival plan together with other household members who would be defending

The qualitative findings revealed that people in the BRN communities had detailed plans and there was a sense of ownership over their own household and community preparedness and decision-making. In contrast, the non BRN communities had only a few people who had bushfire survival plans and most were poorly prepared for the bushfires and found it difficult to decide when to leave. Very few who stayed to defend were prepared for safe, active defence. There was little sense of community effort in bushfire mitigation or preparedness.

### Recommendations

1. The BRN program continue to engage with the first wave of communities for another year.
2. The BRN Program has a structured approach to expansion which includes sharing the expertise developed by the current CDOs in their particular area of strength with other communities.
3. Additional staff be engaged to take on new regions.
4. A rigorous process evaluation be conducted in round two of the BRN implementation to ensure that as the program grows, activities are subject to quality control.
5. Impact and outcome evaluation be built into the ongoing planning for the program.
6. The evaluation results should be widely disseminated to fire and emergency service organisations and community development agencies.
7. BRN community members be engaged as champions for the program in other communities.

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## Introduction

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The Bushfire-Ready Neighbourhoods (BRN) Program has been working closely with the evaluation team from Decision Support Analytics Pty Ltd to design an evaluation framework that can add to the evidence base around community and household preparedness for bushfires in Tasmania. Process, Impact and Outcome measures were included in the framework. The evaluation framework included a baseline telephone survey of a quota sample of BRN communities which incorporated a measure of community connectedness and items from the *Comprehensive Wildfire Assessment* questionnaire. From 1<sup>st</sup> September 2014 to the 31<sup>st</sup> of March 2016 data has been collected contemporaneously at every BRN event.

After the bushfires in 2016, a follow-up telephone survey was conducted with the baseline survey participants from the bushfire affected areas of the North and North West. Focus groups were held with 12 communities, six who had participated in the BRN program and six who had not.

This report will provide the context for the evaluation as well as the methodology, the results and implications for practice both for community development programs as well as community and household bushfire preparedness and response.

### Recommendations from 10 years of CRC Research

The Australasian Fire Emergency Services Authorities Council (AFAC) *Strategic Directions for Fire and Emergency Services in Australia and New Zealand 2014-2016* report highlights the need to support ‘resilient communities through risk reduction’, with these activities ‘informed by research’.

In 2014, following a synthesis of 10 years of Bushfires Co-operative Research Centre research AFAC endorsed a new way of working with communities to develop resilience and enable them to be better prepared for bushfire risk reduction.

The following recommendations were agreed to by all AFAC member agencies.

1. All AFAC member agencies incorporate the *Strategic Directions for Fire and Emergency Services in Australia and New Zealand 2014-2016* in all levels of strategy, planning and reporting. That this is matched by a clear demonstrated commitment evidenced by appropriate resources and support from organisations to prioritise long term planning to promote mitigation, resilience and preparedness.

2. AFAC members support a culture change such that an understanding and commitment to community resilience and engagement is a component of operations and business as usual.
  - Emergency services commit resources directed towards evaluation of engagement strategies and programs.
  - Include community as a stakeholder in decision-making and program development and strategy.
  - Support the development of theory based programs that address specific community needs and concerns, pilot and evaluate programs.
3. AFAC leads a national approach to program development and implementation that provides opportunities for agencies and practitioners to share and explore current best practice; develop and establish an agreed set of engagement, efficacy and cost measures and put in place a more mature and sophisticated approach to deciding research priorities.
4. AFAC members work to build the capacity of organisations to work with communities and measure/evaluate their success in building resilience.
  - Agencies investigate how to improve engagement and collaborate with each other and non-emergency stakeholders.
  - There is a commitment to sharing 'in-house' evaluations and research across emergency services sectors and jurisdictions.
  - That AFAC recommend a set of common, appropriate tools and methodologies to understand and engage with different communities.
5. AFAC members incorporate local 'trusted sources' into all incident management structures and community safety planning.

TFS had piloted the BRN program 2009-2013 and identified it as a mechanism for meeting its obligations to this new way of working.

## Evaluation Methodology

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The Bushfire-Ready Neighbourhoods Program has been developed with the following aims and objectives.

**Aim:** To build resilience and capacity in bushfire prevention and preparedness in Tasmanian communities at risk to bushfire through a sustainable community development approach.

### **Objectives:**

1. Raise community bushfire preparedness levels in relation to bushfire risk in identified communities.
2. Consult and collaborate with internal/external stakeholders and communities to develop and implement local resilience strategies focused on building community capacity in bushfire prevention and preparedness.
3. Implement appropriate strategies within TFS, with the objective of building community and TFS capacity based on local community needs.
4. Document and evaluate the effectiveness of the program.
5. To ensure a sustainable program and community development approach is taken.
6. Strategic alignment with the TFS social marketing program as well as other key fire safety programs.
7. Collaborate with research programs in line with the program aim and objectives, including informing the national agenda.
8. Collaboration with similar programs that will complement the work of the BRN's program.

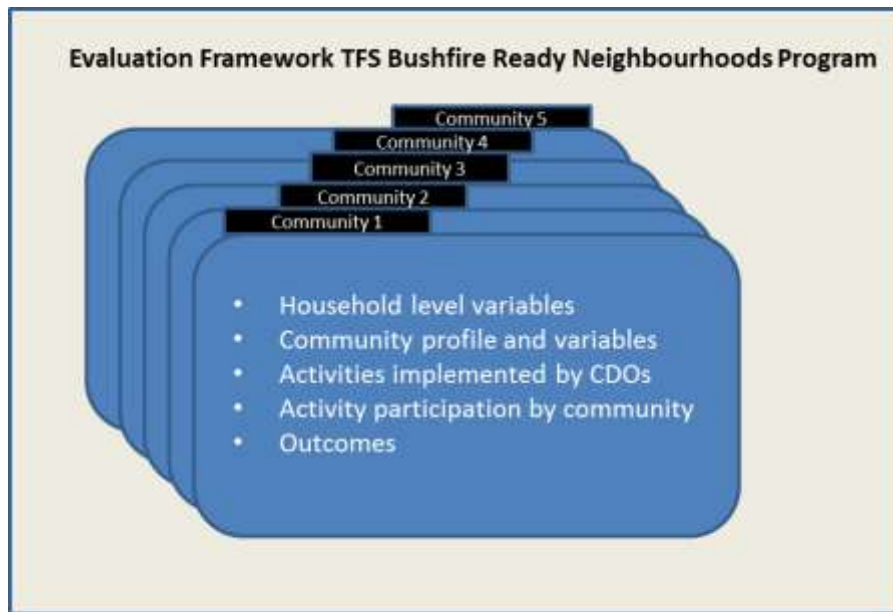
An evaluation framework was designed to generate an understanding of the baseline preparedness in the communities in which the program was to be conducted and to gather data during the course of the program that evaluates the process, impact and reach of the program activities. In addition, it was proposed to re-survey members of the community to identify any changes in preparedness, as part of the evaluation (the outcome).

The evaluation framework focused on individual households and communities as well as the activities of the Community Development Officers (CDOs). It recognised that engagement is



one of the aims of the program and that behaviour change is individual and culture change is group focused. The evaluation collected data on the CDO's activities incorporating measures of breadth, reach and scope of the activities designed to increase bushfire preparedness.

**Figure 1:**



The evaluation framework aimed to capture information about community engagement as it happened as part of the program. By collecting information as part of the normal business of the program, CDOs and the Community Development Coordinator were able to gain rapid feedback allowing them to mould the activities to maximise community engagement.



Photo: Jackeys Marsh Focus Group Meeting by I. Skinner

## The Bushfire-Ready Neighbourhoods Program

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A Steering Committee was established to oversee the initial establishment of the program. It was tasked with identifying the high risk communities across the State to be invited to participate in the program. The following communities were chosen for the first wave of the program. See Appendix 1 (Criteria for Selecting Communities).

### Southern Region

COMMUNITIES	VOLUNTEER BRIGADES
Lachlan	Lachlan/New Norfolk
Port Arthur, Nubeena, Koonya	Port Arthur/Nubeena/Koonya
South Hobart/Cascades	Mt Nelson
Lenah Valley	Lenah Valley
Longley/Leslie Vale Area	Sandfly
Pelverata Area	Cradoc

### Northern Region

COMMUNITIES	VOLUNTEER BRIGADES
Flinders Island	Lady Baron + 4 other brigades
Tam O'Shanter Area	Weymouth
Scamander Area (focus on Upper)	Scamander
Weldborough	Weldborough

### North West/Northern Region

COMMUNITIES	VOLUNTEER BRIGADES
Sisters Beach/Rocky Cape	Sisters Beach
Golden Valley	Golden Valley/Bracknell
Strahan	Strahan
Weegen	Kimberly
Jackeys Marsh	Meander

A baseline telephone survey was conducted in 2014 of a sample of households from the participating communities, 216 people responded from a total of 1147 contacted. A response rate of 18.8%.

People used a range of information sources for information on local issues. Neighbours, the internet and the local council were the most reported sources of information; other information sources most often consisted of the local newspaper.

Participants reported that neighbours were also very important when it comes to protecting property in the absence of owners, in general, followed by family. It appeared, from the data, that the immediate neighbourhood is more important than the geographic community.

A surprising finding from the baseline survey was that 30% of respondents reported having a written fire plan.

People in the Southern communities had experienced devastating bushfires in 2013 and they reported being more likely to leave early than those in the North and North West communities (36%) compared to (12.5%). Many less people in Lenah Valley in the South, (32.9%) state they would make the decision on the day compared to the people in Jackeys Marsh in the North (70%).

These differences highlighted the need for a tailored approach to community development around bushfire preparedness.

## BRN Program Development (Process Evaluation)

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The CDOs and the Program Coordinator were interviewed to develop an understanding of the way the program has developed and the “ways of working” for each of them and for the program.

### Program establishment

The program was established following a small successful pilot (2009-2013).

“We set up an advisory committee, leading in to these 2 years. That group steered and led the development of the aims and objectives of the program; what the program outcomes we’re aiming to have; what sort of resourcing we might be looking at and those types of things.”

A program Co-ordinator was employed to establish the team, train the CDOs, develop the policies and procedures and set up the communications processes. Recruitment was a priority as the team would be small and have to work with a fair degree of autonomy. The Coordinator summed up the requirements.

“Making sure we recruit the right people with the right skills. People with community engagement skills. Ensuring we had effective communication tools and ability to be able to promote the program effectively across different communities, so things like the development of the web site was one thing that was involved. The training of staff, and recognising that with staff there comes issues of people to take time to settle into a role, they hit the ground running pretty well.”

The Coordinator and one of the CDOs had prior experience with the Fire Service. Two of the CDOs had no prior experience in para-military organisations, however they had extensive community development experience.

### Engagement

As a community development program, community engagement was at the heart of the BRNs activities. Each of the CDOs found different challenges and strategies to overcome obstacles in engaging with new communities.

“My job has been to find the community leaders. I pose the question. Whoever puts their hand up is where I go. People will offer to bring food, book things. That’s

community development, you go where you are invited. If you get no response you try a few different approaches. Strike gold or move on.”

“[The biggest challenge is] 18-30 year olds as they don’t attend”

“[About a particularly difficult to engage community] I think I needed to approach things differently. Perhaps it would have worked better if I ran home bread making workshops and then introduced fire safety that way.”

Each CDO found an area of strength that they used to engage people with and then were able to offer a broader range of BRN activities. One of the CDOs focused on “Survival workshops” another found that working with communities to generate their own phone trees was an effective way of engaging some more isolated communities. Another used visual learning and storytelling as a way of bringing her skills in the arts to her workshops. By working on engagement the CDOs were able to build relationships and generate interest from a broad range of community members.

One of the CDOs commented:

“People come and go, people in community have momentum. You need to be quick to act. If the momentum is not there now you need to encourage new ways of doing things so that it doesn’t always fall to the same people, or rely on one person. People are at different stages of their lives you want to involve older people, young families the whole gamut.”

Each of the CDOs demonstrated their adaptability. They communicated their reflective practice and their process of constantly learning and adapting their methods and their tools to meet the situation.

## Trust

Trust was a common theme expressed by the BRN team members. They identified that in order for people to change their behaviours they need to develop trust. If people are being asked to invest money and time in changing their practices they need to be sure that the information is from a reliable source. It was well recognised that community members would

respond better to information if they were with others they trusted from their own community.

“The key driver of behaviour change is relationships; we need to resist the temptation for tokenism. Relationships take time to build trust and social licence. These are not a given you have to earn them.”

“Existing community groups, people working in community groups that’s the humanistic element it is a conscience of involvement. They bring others along with them.”

One of the strategies designed to engender trust was for the team to wear the TFS uniform

“Interestingly I have been on both sides of the fence. Before we ramped it up into the program. In the pilot or early stage of the pilot, because it was new in the organisation, I wore a corporate uniform and I noticed a massive difference to going out to a volunteer brigade, they would be like, “who is this?” and then we made the decision to wear an operational uniform which is recognised by some of the public. I mean it is a paramilitary organisation, but it does have credibility, the badge and that combined with each of the staff and their capabilities in the community development space brought a lot of capacity with what we did with communities.”

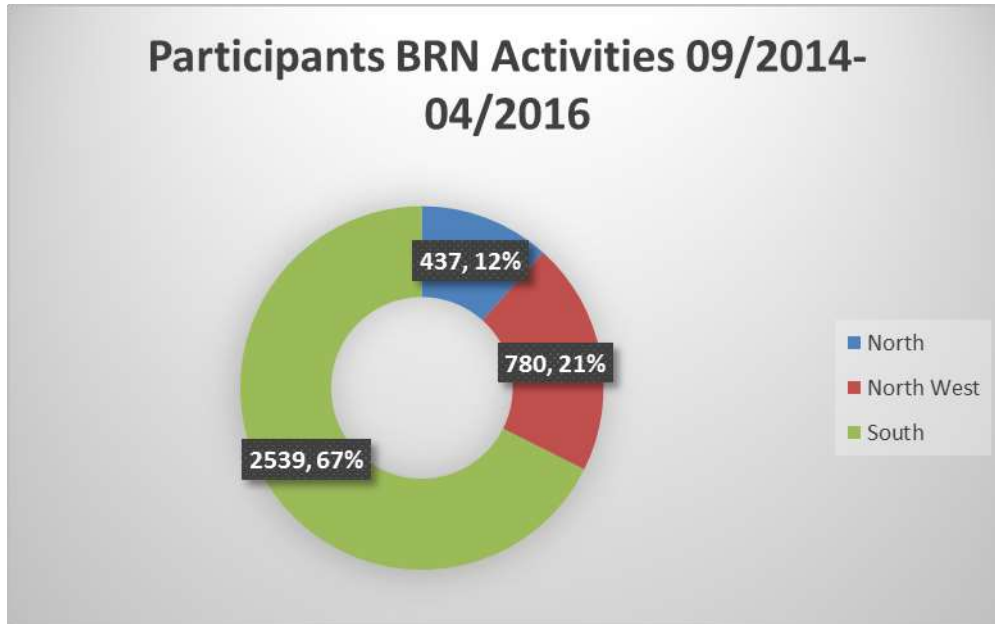
Uniforms were able to engender trust from community members and from the volunteer brigade members and from the District Officer level of the TFS.



Photo: Nunamara Focus Group Meeting by I. Skinner

## BRN Activity 09/2014-04/2016

A total of 3,756 people have attended BRN activities from September 2014- April 2016



Activities in the Southern communities often catered for larger numbers of attendees. Some of them being in association with other emergency services groups.

Activities in the North included individual household assessments as well as a range of workshops.

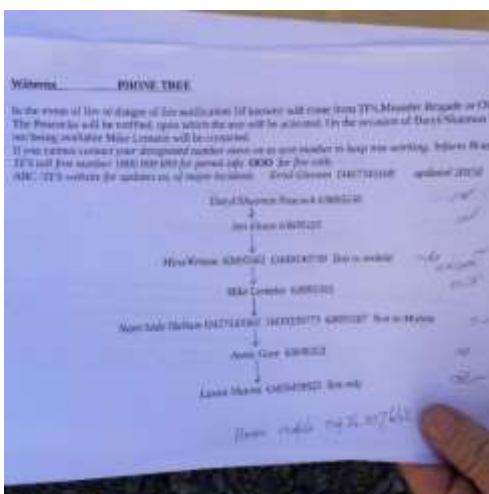
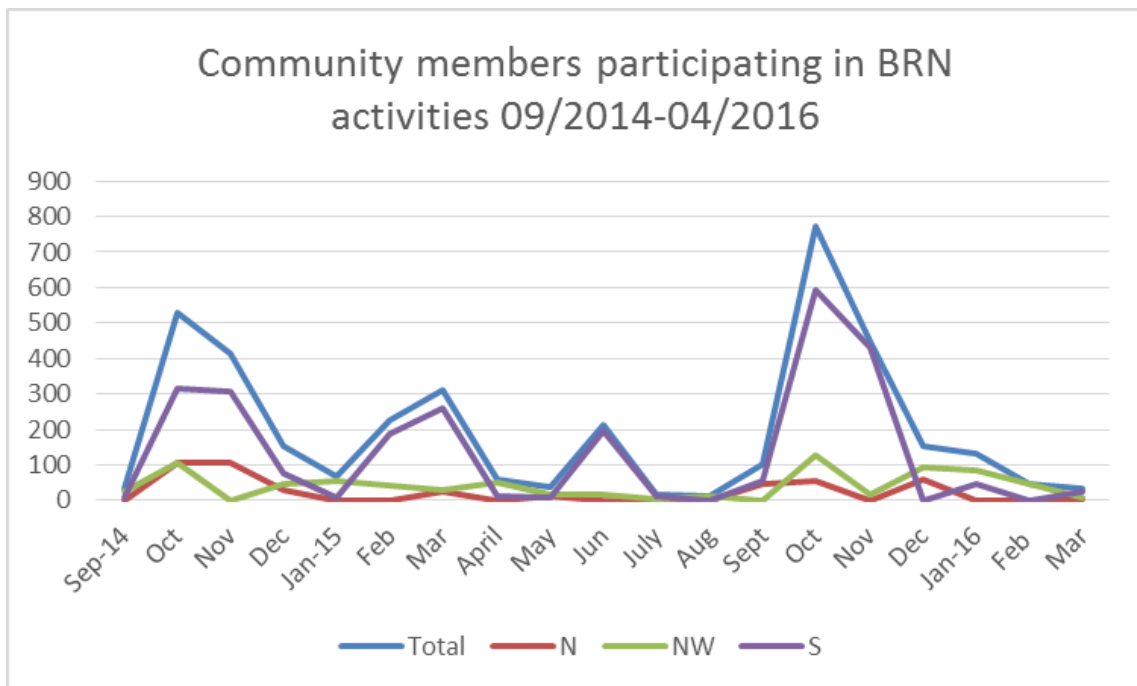
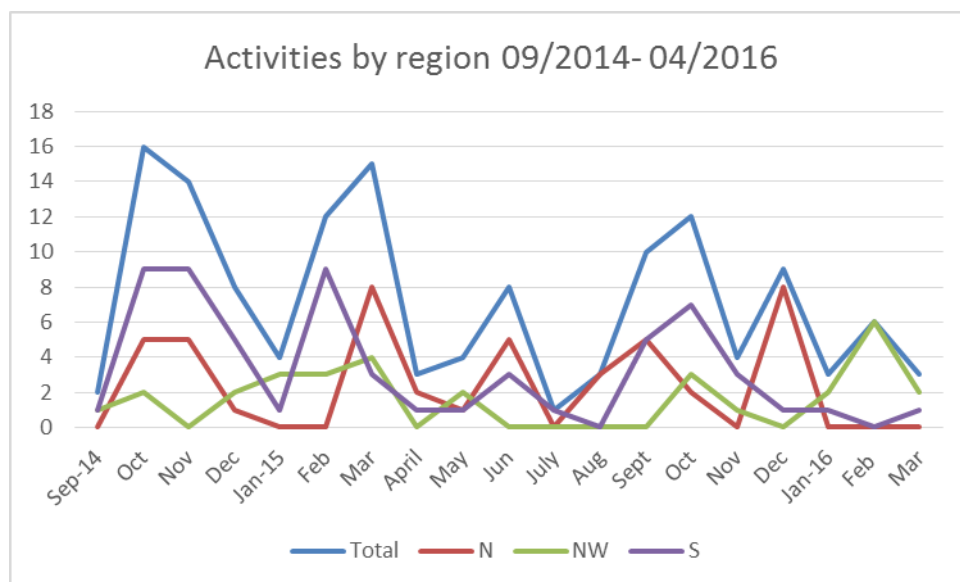


Photo: Phonetree by I. Skinner

The North West had a range of activities that developed depth of community engagement. These were focused around the development of a “phone tree” in a range of communities. Workshops and information days were also held in the North West and were in the more remote communities with smaller numbers.

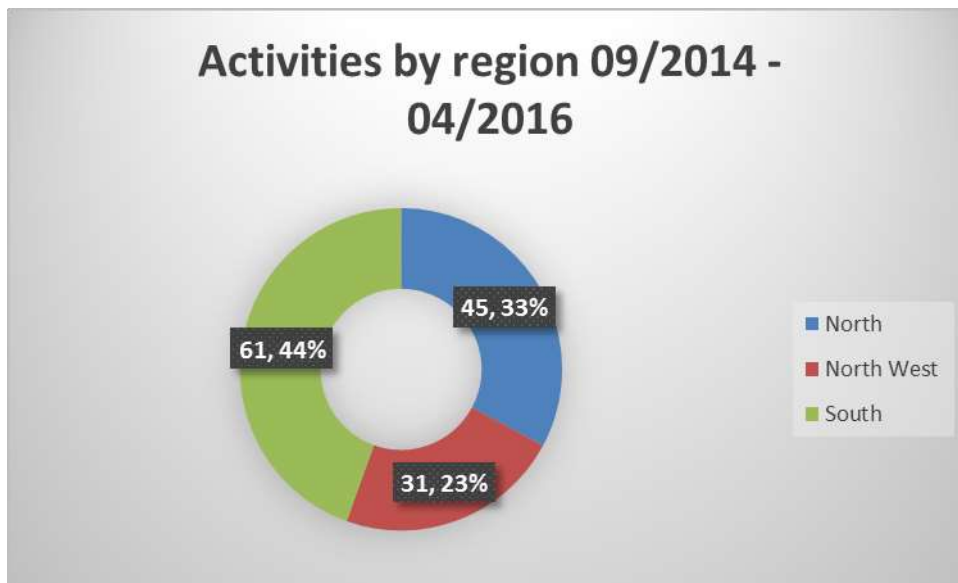


A total of 137 activities have been conducted as part of the program. Activities were wide ranging, including but not limited to bushfire survival planning workshops, individual household assessments to well attended community forums.



Although the number of participants per region varies greatly, the number of activities is a similar across the State, with the South having one CDO and the Program Coordinator conducting activities.





Despite being a flexible program, the program is based on a core set of activities.

“Things are based on core activities that could be adapted and tailored to suit individual communities. So that could be property assessment, bushfire survival planning workshops.”

Team members have the latitude to use their own skills to tailor the activities. One of the CDOs is skilled at using visual learning techniques. Another has developed a format that engages people in his region.

*“We go from start to finish- it is 3 tiered. There are 3 levels of information. We start with a scenario, photos and PowerPoint.*

*Imagine there is a bushfire in the distance, you smell smoke, you see smoke you can hear the fire trucks. You activate your survival plan. Defendable spaces, ember proofing, fire-fighting equipment. Then we go through the bushfire DVD. At the end of the day the scenario is, the fire is at the back fence and the person has developed their survival plan.*

*People can see what each other needs to do. It’s not so daunting when you realise others need to do it too.”*

The leadership team have identified that the strength of the program may also be one of its weaknesses.

*“We had to put a clear scope around the project as well. We haven’t allowed it to become this broad acre, do everything education tool that will go and work with every single community, we have limited the number of communities that we are targeting.”*

## Tasmanian Bushfires of 2016

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The summer of 2015/2016 was characterised by devastating fires with loss of natural resources of high conservation value. On the 13<sup>th</sup> of January 2016 a dry lightning storm passed over North and Western Tasmania igniting multiple fires. This marked the start of the firefighting campaign that lasted in excess of two months. Over 200 vegetation fires were recorded from the 13/03/2016- 15/03/2016 burning a total area of 124,742 ha<sup>2</sup>.

Unusually the fires were in the regions of the State usually considered as the wettest regions, the North West, the West Coast, the Central Plateau and the South West. Fires also occurred in the North.

(See Appendix 2 for the list of vegetation fires investigated, monitored and fought during the fire season,).



These fires impacted communities who had participated in the BRN program and many who had not.

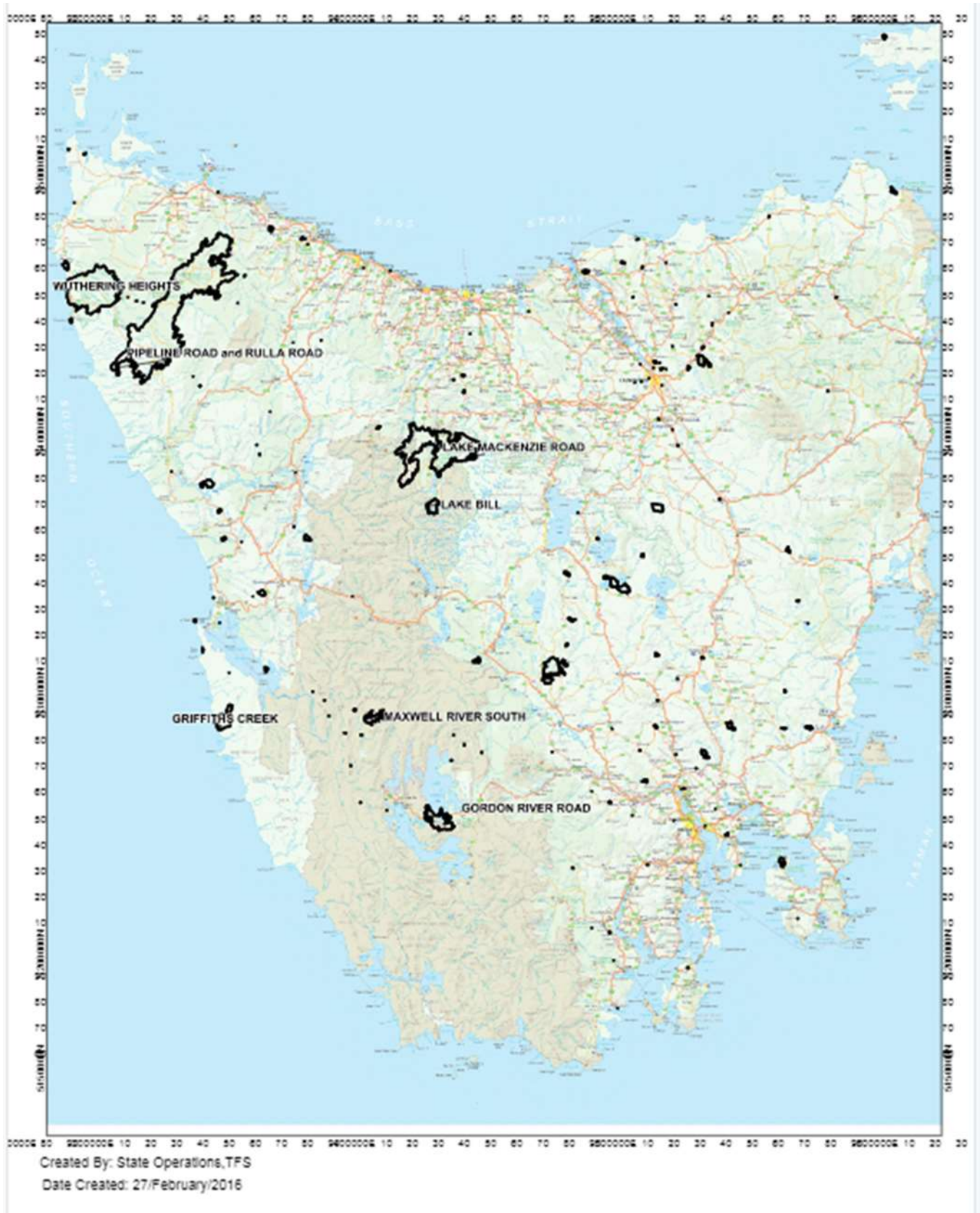
Photo: Arthur River Fire by W. Frey (TFS)

In March 2016 a Senate Inquiry was announced however “at the dissolution of the Senate and the House of Representatives on 9 May 2016 for a general election on 2 July 2016, the parliamentary committees of the 44th Parliament ceased to exist. Therefore inquiries that were not completed have lapsed and submissions cannot be received”

([http://www.aph.gov.au/Parliamentary\\_Business/Committees/Senate/Environment\\_and\\_Communications/Tasmanian\\_Bushfires](http://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Environment_and_Communications/Tasmanian_Bushfires))

The Tasmania Fire Service decided to conduct a post bushfire evaluation focusing on the impact of the BRN program on preparedness for those impacted by the fires.

2016 Bushfires Map created by TFS State Operations



## Post Bushfires Evaluation Methodology

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The evaluation team developed a methodology to answer the following questions

### Has the BRN program made a difference;

1. In the served communities?
2. In the affected communities?

Evaluation questions	Monitoring questions
<p>Have people changed their response to fire risk?</p> <p>For individual households who have engaged with the activities of the BRN Program from the communities of:</p> <ol style="list-style-type: none"> <li>1. Golden Valley</li> <li>2. Jackeys Marsh</li> <li>3. Sisters Beach</li> <li>4. Rocky Cape</li> <li>5. Weegen</li> <li>6. Nunamara</li> </ol>	<p>Did people have a plan and did they follow that plan?</p> <p>What change have people seen in their community around being prepared for bushfires?</p> <p>Where are people getting their bushfire information from?</p> <p>Have information source changed since the BRN program?</p> <p>Were people's information needs met?</p> <p>What did people attribute their survival to?</p>
<p>Have people from the baseline survey group or those who have attended BRN activities made changes from the communities of:</p> <ol style="list-style-type: none"> <li>1. Golden Valley</li> <li>2. Jackeys Marsh</li> <li>3. Sisters' Beach</li> </ol>	<p>Do more people have a trigger?</p> <p>Do people have a plan?</p> <p>Have people changed their plans?</p> <p>Have people done practical things around their property to prepare their property?</p> <p>Have people purchased equipment?</p>

4. Rocky Cape

5. Weegen

6. Nunamara

How did people experience the fires of 2016 for individual households who have not engaged with the BRN from the communities of:

1. Arthur River

2. Zeehan

3. Mawbanna

4. Mole Creek

5. Chudleigh

6. Waratah

What bushfire preparation have people made?

Where are people getting their bushfire information from?

Were people's information needs met?

What did people attribute their survival to?

People were invited to participate in post-bushfire community forums from six BRN communities who had experienced fires in 2016. These communities were matched with communities who had not participated in the BRN but who had also experienced fires. The CDOs organised the community forums in the BRN communities as they had established networks. The evaluation team organised the forums in the non BRN communities. This included liaising with local community leaders including the volunteer fire brigades, local councils, media outlets and local businesses.

Each focus group session was organised at a time that was convenient to the community taking into consideration factors such as milking, when shack owners would be available, community activity times such as a usual Friday evening gathering.



Photo: Mawbanna Focus Group Meeting by J. Beamish

In addition a follow up telephone survey was conducted with people who had answered the baseline survey from the fire impacted BRN communities.

## Post Bushfire Evaluation Results (Impact Evaluation)

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A total of 39 telephone interviews were conducted and 157 participants attended the focus group sessions.

<b>BRN Community Forum</b>	<b>No Participants n=</b>	<b>Individual Response n=</b>
1. Golden Valley	32	20
2. Jackeys Marsh	9	7
3. Sisters Beach/ Rocky Cape	2	1
5. Weegenah	16	6
6. Nunamara	28	8
<b>Total</b>	<b>87</b>	<b>42</b>

<b>Non BRN Community Forum</b>	<b>No Participants n=</b>	<b>Individual Response n=</b>
1. Arthur River	36	6
2. Zeehan	9	2
3. Mawbanna	5	2
4. Mole Creek / Chudleigh	10	1
6. Waratah	10	6
<b>Total</b>	<b>70</b>	<b>17</b>



## Focus Group Findings

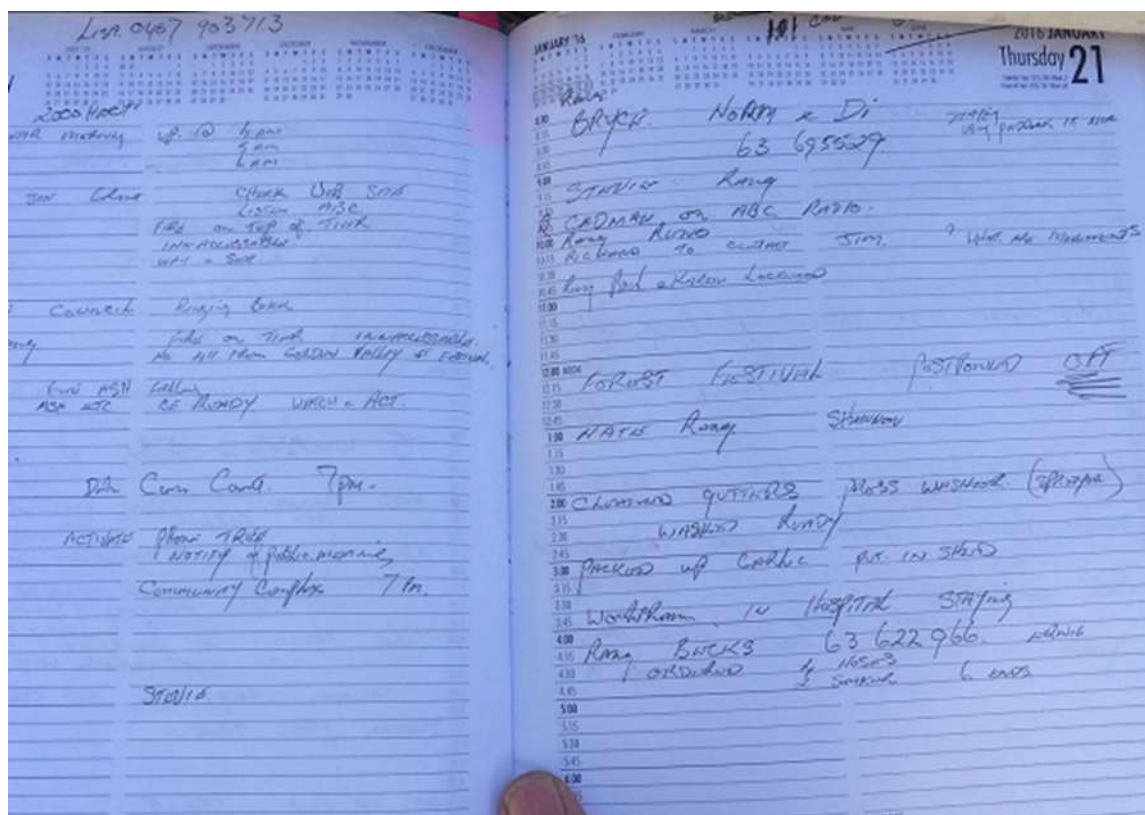
A series of focus questions were asked of each group. In addition individuals were given the option of completing an open ended form with the focus questions if they felt they wanted to provide more details (Focus group questions are in bold).

### Did you follow your fire plan, if not what did you do differently?

Each of the communities in the BRN group had very different experiences with the fires. The people of Jackeys Marsh were required to enact their fire plans. Those attending all enacted their plans. People reported riding their horses into Meander for safety, others let stock out of their paddocks. People had their sprinklers running on their rooves.

One person changed their plan from stay and defend to evacuate as they realised that they were not emotionally prepared to defend.

They attempted to put a phone tree in place but some of the people on the list had evacuated early and had not informed others on the tree. They managed to put a communication plan in place, with one community member taking a leadership role and coordinating the communications.



The people in Golden Valley had worked hard to establish their phone tree and when the threat escalated they enacted their plans including activating their phone tree. For them the

fire changed direction and their community was not impacted. Many people commented that the threat was a wake-up call.

“We filled the buckets with water, went through our plan together, tested our fire-fighting appliances. The event was a real wake up call. We had lots of smoke and realised what it would be like.”

The people of Nunamara had a series of fires that they understood to be deliberately lit. They were clear that they had been taught to have two plans. One person commented that they had a plan for each member of the family.

“Actually we have a plan for each individual in our house, the wife and kids left early as was in our plan.”

The fires did not threaten the community of Weegen, they were on “Watch and Act”. Everyone who attended had a written plan and were making preparations according to their plans. Similarly for Sisters Beach.

The general sentiment of the BRN communities was that they were ready if necessary and had enacted their written plans. People who attended the focus groups all talked about communicating with neighbours and making preparations, packing up valuables and taking them to safety and testing their equipment.

In contrast in the non BRN communities, very few people had a written plan. The participants from Mole Creek/Chudleigh were confused with what to do. One participant said that he did not have a fire plan but it wasn't needed as it was all common sense. One participant reported that there was conflict in the household on what action to take.

“My wife wanted to go but I wanted to stay. I wasn't prepared to go. We had ash on the roof and in the garden. There was no wind. That made me stay. That was a big factor, no wind, it was a bonus we never got it”

The people at Waratah were waiting for the police and emergency services to tell them what to do. None of them had a written fire plan and they were expecting a door knock to tell them to evacuate if necessary. The majority of people of Arthur River had received a door knock by police and emergency services and were advised to leave. Few of them had a plan and most chose not to leave at the first door knock. They were expecting the police and emergency services to repeatedly doorknock, most had not decided on a trigger to leave early so were impacted by the fires. People had been advised that the bridge would be closed and

the time. When the bridge was closed at 2pm as advised by police, people felt they were left to their own devices without support.

**Thinking back to the fires that affected your area this summer, how did you first hear about the approaching fires?**

Golden Valley community activated their phone tree and 20 people wrote that they first heard about the fire through the phone tree. One person commented:

“We activated the phone tree at 14:55 and at 15:10 the information came onto the TFS website.”

The storms that led to the fires were very dramatic. The Zeehan focus group summed it up well.

*“We saw the lightning, 30-40 strikes, 11 fires, I got a page from the SES for road closures due to smoke.*

*We were standing out the front watching it; it was 4km away. In town there was no smoke and out of town visibility was down to 5 ft.*

*It was all over Facebook.”*

Most of the focus group members reported seeing the lightning strikes and smoke as their first warning of the fires. Some people received a call from neighbours soon after.

The BRN communities were in contact with each other quite quickly in contrast to the non BRN communities. One participant from Mole Creek commented:

“People in the caravan park knew nothing. I had to give them information.”

Two ladies who had been quite quiet during the initial discussions reported at the end of the focus group that they felt very isolated.

“I have been here for 4 years and only had one person call me as I had the Internet. We were in contact a few times a day with each other. Nobody else contacted me. My friend has lived here all her life. Nobody contacted her.”

**On the day what additional preparations did you make on hearing of the fire approaching?**

The people impacted by the fires in the BRN communities were proactive on the day of the fire.

*“Continued to monitor the house  
cleared out the gutters  
communicating with everyone  
Filled up the baths, loaded up the cars and took the stuff into Meander. (A word of warning- don't get separated from your tools. I took them into Meander and then I needed them.)  
I rode the horses to the cattle yards in Meander, there was so much smoke.  
Bring down the 10000l water tanks.  
The smoke and ash geed everyone up.  
People who had a plan to leave went.  
There was a hole in the phone tree because people went in to town.”*

*“Connected the fire pump  
I worked through the list on the plan  
Moved all valuables and tools into town  
Our neighbour brought their farm assets down to our place  
We had cleared coming up to the season, once it started we checked the pumps, tank, got out the facemasks, basically got everything ready.”*

People in the non BRN communities were making large preparations.

*“I cut down trees up to 20 m from the house, used the brush cutter along the river frontage”*

*“We put in a home sprinkler system on the day”*

*“I was running between two houses and getting everything ready. I had all the animals to care for, I didn't know what to do first”*

Another person got instruction and borrowed a chainsaw to chop down trees around his house. One person from a BRN community who had not attended any BRN activities also reported chopping down trees around the house.

One person in the non BRN community commented that their preparations had not included getting any food in.

*“It was 18hrs, with hardly any food. We didn't have enough water. There was hardly any food”*

Shack owners in three non BRN communities commented about how important it was to check on their shacks. One person was distressed that the road was closed and they used a track to bypass the road block to go into the fire zone to check on their shack. Another person complained that they weren't allowed in to their shack due to road closures but saw media being allowed in so found a detour.

One person from Arthur River justified why they decided to stay and defend their shack

*“We stayed because we may not be able to rebuild due to bureaucracy. We were under direct threat for 1hr and 40 minutes, we had two wind changes. We had fire on the roof at one stage. We had borrowed masks from the fire services but nobody had goggles. People brought in extra water. One resident brought in their own tanker from Burnie. People were admitted to hospital after with lung infections.”*

“Some information wasn’t correct. We were told the shacks were burnt, we went in with 4WD motorbikes. The roads were blocked so we went in using an alternative unblocked route. People still went in.”

### **Looking back what information about the fire was the most important in making your final decision about what to do?**

Hearing their community name was a trigger for the people of Golden Valley. Most people who had a plan to leave early left.

“That it was likely to impact Golden Valley on Wednesday. We were waiting for the information of the ABC radio. We were listening for the update every 15 minutes. As soon as I heard Golden Valley on the radio I decided to leave.”

This is in contrast with the people of Waratah who were concerned that their community was not mentioned. They had smoke and ash and the helicopters were landing in their community.

“No information. I hunted on the Internet. We were worried that we could have been forgotten about. The residents were sore. A text message would have been good to advise/ communication.”

“The fire chief could have been informed there was no information to pass on to residents.”

Most people were monitoring the TFS website and when the alert level escalated they knew it was time to enact their plan. People also monitored the Bureau of Meteorology (BoM) site and the TasALERT site for road closures. People without the Internet relied on phoning neighbours and in some cases used a two way radio to relay information. Most of the people who attended the focus groups had little or no mobile phone coverage and many had very slow internet so there were many comments about how slow the maps were to load. People sought out information and those who had a well formed plan enacted it.

“Alert level. Proximity of fire to our property and escape route.”

People who were organising a festival had been liaising with TFS and had a written plan which they enacted as they monitored the alerts.

## **What information about the fire was missing that made it difficult for you to decide what to do?**

For people who had decided to stay and defend, the number of fire fronts caused confusion.

One person from Nunamara described it well:

“Local TFS volunteers reporting of fires was very confusing to TFS central as so many fires, TFS put a helicopter up to find out which one was the major fire. No mobile service [turned off] the Internet was slow. Many fires were being lit by someone throwing sparklers out of a car travelling between Scottsdale and Launceston”

People relied heavily on the TFS website and the maps. When they weren't accurate it reduced the level of trust in TFS.

“One week into the fire the TFS had a fire alert right on our house. We had people from all over telephoning us. I raced to the car and drove around to check the information relating to the alert. It was for the fire on Mt Barrow Rd. I rang TFS to highlight the error but the alert stayed on for 3 days.”

Social media was considered to be unhelpful for the majority of people in making their decisions. They felt pressured by family and friends to “just get out” they considered it “scaremongering.”

“People from the mainland, friends, family, acquaintances constantly ringing and leaving messages was a burden. We were overloaded with communication. Talking with other people who are here stops the panic.”

Information on ember attack, wind direction and wind speed was important information for people and this they sought out through the BoM site. People from a range of communities, particularly if they were long term residents, wanted wind information. There was also a perception that the fires weren't accurately located on the TFS maps and this caused people to delay decisions as they sought to verify the information with others in different communities.

One person used the information from neighbours to stay against TFS advice.

“The radio said to evacuate. We went back because we heard from our neighbours that it was still safe.”

Another discounted information from neighbours in favour of the TFS website.

“I got a phone call about the fires in Golden Valley and Bogan Gap, so I would have had fire west, north and east of me. This information was apparently not entirely true”

People were vigilant for any inconsistencies by authorities on the ground. And this information spread quickly. Actions by Agencies on the ground also was quickly disseminated among locals, everyone in Arthur River had an opinion on whether the police were authorised to “forcibly evacuate” one person.

One person who had attended the BRN workshop chose to evacuate because of lack of information

“I planned to stay and defend, but left due to loss of internet access to TFS website due to fire. No mobile coverage at house”

### **Knowing what you know now about the fire, what if anything would you do differently?**

#### **What do you attribute your survival to?**

People from the BRN communities had long lists of additional preparedness activities they would take, most had additional equipment they would purchase.

“I didn’t have a motorbike on my survival plan that would have been really helpful”

“I need a bigger pump, I had to refuel it every 2 hrs”

“My neighbour has a low pressure sprinkler for his roof. I’m going to look into that”

People also talked about communicating more

“Up at the festival site we were organised, but knowing what I know now, I would have gone to the meeting in Deloraine to tell people about our plans. That was a mistake. We should have communicated more with people.”

“I have applied for a domain name for the phone tree website. Neighbours will talk to new people as they arrive. We have planned to have an annual trial run of the phone tree in September”

“Be aware of who lives where in the area”

People who were not from BRN communities had a long list of what authorities should do.



This included:

“Opening the tracks as these could have given fire fighters access along the coast.”

“Checkerboard burning.”

“There needs to be a person with local knowledge to take control, don’t want volunteers worried about putting a dozer on the ground.”

”One Agency in charge.”

They also described actions they felt they should have taken

“I should have put a match to it to back burn from my shack.”

“We had a firebreak for the town but that hasn’t been maintained for 20 years. The lake is low and the bores ran dry. We had to get a tanker in to get water. We are putting in a series of tanks at our place.”

People talked about prevention

“Prevention would be better. I’m too frightened to burn my block. It could get away into a plantation or crown land or parks land. I want the fire brigade to do it. “Firies” haven’t done anything with the firebreaks for years. I know TFS do a good job. We need to open up the fire trails. The fire came right up to the track then stopped.”

Some people talked about communication

“Have a community liaison officer at the neighbourhood centre that they can ask who has the information. Prefer to talk to the girls. A trusted member of our community. Men came to the fire station. We needed a notice board on the wall of the fire station to provide updates.”

But the majority of people from the non BRN communities said they would do nothing different.

Most people put their survival down to luck and the wind.

“If there had been a northerly wind it could have been catastrophic. 15-20 minutes it took hold. Our neighbour’s wood pile went up and the back tyre of the tractor had caught.”

“The whole valley was under threat, there were so many fires. I thought we’re trapped. In the last minute the fire turned and went up over the hill.”

**In the last year have you attended any information or community events related to being better prepared for bushfires?**

Only people in the BRN communities answered yes to this question, however quite a few participants from non BRN communities have said that they have joined the volunteer fire service since the fires threatened their communities. All of the non BRN communities appreciated that TFS wanted to hear from them for the evaluation and wanted more information about the BRN program.

Some people had attended lots of activities and others had attended just a few.

“Yes we have had about 13 meetings over the last 18 months with Suzette Harrison. People from Golden Valley came to Jackeys Marsh to talk about their phone tree. People from here went to Meander.”

“It was very useful to get Dave Cleaver to give advice on our property. He worked with us on things like where to get window shutters.”

“Approximately 3 times with Suzette. Several here in the fire station, a couple of tours and a couple of meetings, more before that.”

“All the meetings at the caravan park, plus the community meeting in Deloraine”

“We are involved in setting up the phone tree, we had 4 meetings about that and lots of emails.”

**What if anything have you done as a result of attending those meetings?**

Some people had previous experience with fires and used the engagement with the BRN to motivate them to address an issue of concern.

“Frightening issue was our neighbour’s house caught fire. We didn’t smell smoke. The first thing we knew the fire brigade were here. He was burning rubbish and the wind changed and caught fire to the side of his house. That has given us incentive for a communication issue. At least if we know everyone’s number we can call them.”

Others made modifications to their farms

“We are extra conscious of saving water. We need to have the whole tank full. We have disced a firebreak 10 m around the farm. Bought a firefighting pump for the dam.”

Many people have purchase hoses, personal protective equipment and other items for evacuating their animals and themselves.

“Put a 65 mm coupling on the tank for TFS appliances, Upgraded our fire-fighting equipment. Hoses, got more hoses.”

A large proportion of people have identified that they have done an assessment of the risk. Their plan is now to leave early as they don't feel their property is defensible by them.

“We made the decision, TFS template says we are defensible but when you go in to our property we have only one road. We have to get out in time.”

“Fire escape plan, set up long term plans to install bigger tank and a fire pump, joined TFS as volunteers, installed a smoke alarm.”

“My neighbour evacuated with his children to Mt Roland 4 times.”

Some people discussed working to prepare their families.

“Children have been taught to gather animals and what property needed and be ready to leave when needed.”

Many people have a written plan and have engaged more with their communities

“Got new appliances out. We have more communication with neighbours. More communication with other people around us. We are more prepared and will be even more prepared next time. You know we have a plan ABCDE.”

Some communities have sought additional information to assist with planning

“Domestic animals, we got cages and tins of dog food. For our horses we got a vet to come and talk with us. We have taken animal behaviour as part of our considerations.”

Some communities have been transformed

*“We work together more now. It doesn’t matter what your views are, this has brought everyone together. A common cause. We help each other, communicate, be civil even with different views. Around this we have been able to bury the hatchet.*

*We have set up Friends of Jackeys Marsh Community Fire group. We had some money in the kitty from Friends of JM, we bought the trailer and the tanker and did some earth works. We have applied for some grants Tas Community Fund 10K, we put in an EOI for the Federal Govt Stronger Community Fund, 5K and we received a grant from Bendigo bank for 5K.*

*Everyone who wants one can have a radio. We have got funding for that. We also have cleared this place and have bought the mobile water tank. We are looking into training for doing cold burns as a community.*

*We will put 2 containers here so we can store the stuff, clothing equipment backpacks in one container and the water tanker in the second one.”*

**What impact, if anything, has the Bushfire-Ready Neighbourhoods program had on the wider community?**

Most of the focus group attendees from the BRN communities had seen changes to the way their communities communicated in general.



Photo: Weegen a Focus Group Meeting by J Beamish

“We are all here. 5 years ago I don’t think we got together. It has given us a common cause. The tours around our neighbours’ properties, we have been to them before. We looked at them differently, we talked about what options for fire-fighting there were on the three properties.”

“It has brought us together I’ve met people I didn’t know before. Our fire plan is better now. There were somethings I hadn’t taken into account. Cold burning in fire danger areas. We would love to have this done as a community and do them one by one.”

“This is a bushfire prone area. We went for 10 years with no visits from fire people. No contact with fire people at all. The council drew up a fire plan but it didn’t show our place. We are now all involved in setting up the phone tree, we have 30 people so far, we have 6 people coordinating it”

“First self-help initiative in my 40 years of residence in Jackeys Marsh”

“We have developed a business like relationship around things. It has been a positive direction it wouldn’t have happened- It has been a wonderful catalyst, we need persistence to keep it going now. Suzette (BRN) is the focal point.”

People were willing to help other communities

“The Deloraine community were allowing people to bring their horses down to the show grounds.”

People have started to develop relationships with other TFS staff.

“I got to know Grant Flowers, Meander Fire Chief and am now able to ask his advice on practical effective fire defensive equipment and strategies, - [where sprinklers should be sited, fire pump problems, fire proof materials for fire pump shed]”



Photo: Jackeys Marsh Focus Group Meeting by I. Skinner

## Discussion

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In answer to the post bushfire evaluation questions:

### Bushfire Survival Plans

#### **Did people have a plan and did they follow that plan?**

People in the BRN communities had detailed plans. They had prepared their plans as part of their engagement with the BRN program or had refined their plans. Many people had attended visits to their neighbours' properties, or had their own property assessments and found these extremely helpful. Some people changed their plans at the time of the bushfire. More people chose to leave early, owing to factors including: emotional unreadiness; lack of access to the TFS website; and illness or injury. These communities had developed strategies to work together and support each other. There was cordial and respectful communication even amongst groups with opposing views in other areas. There was a sense of ownership over their own preparedness and decision-making.

This contrasted markedly with people in the non BRN communities. The majority in the bushfire affected communities had no plans; were poorly prepared and found it difficult to make a decision of when to evacuate. Many of the people attending the forums were supportive of the Emergency Services Personnel communications pre-bushfire and expressed that they appreciated the door knocks but did not leave at the first or subsequent visit. These people often found themselves defending their homes or shacks without adequate equipment, resources or skills.

The exceptions were people who had lived on their farms for generations who had access to fire-fighting equipment onsite and were self-sufficient and well prepared. They felt that bushfire preparedness was common sense and that they didn't need a written plan. Not all members of their households agreed with them. These people expressed that they knew everyone in the district and would be in communication with their neighbours. What was meant by this was that they knew other people in the district on farms who had also been there for generations. However, they were not connected to other community members and did not pass on their knowledge to newcomers. Those who had to defend their properties were appreciative of calls from TFS alerting them that they were on their own. Most had identified safe places on their farms to shelter. Non BRN communities had a heavy reliance for decision making on agencies such as TFS, Parks, Police, Forestry, and Aboriginal

Corporations, of whom they were quite critical. There was no sense of community organisation around bushfire preparedness.

## Information

### **Where are people getting their bush fire information from?**

All of the focus groups mentioned the ABC radio 15 minutely updates; some people mentioned the update ticker at the bottom of the television screen as well. The majority of people had access to the Internet and even if it wasn't at their home they contacted neighbours for updates from the TFS website. When people were uncertain about the voracity of the information they were receiving from these two sources they contacted neighbours, friends and people in locations where they thought the fires were. Some people supplemented the TFS website information with TasALERT and BoM information.

Neighbours in the BRN communities were the most important resource for people. They relied on neighbours for information such as via the phone tree, for support, such as assisting with preparedness; talking through their plans; taking valuables to town; moving livestock; assisting with defence.

The community meeting in Deloraine was seen as extremely helpful, however, the community meeting in Arthur River was seen as "scaremongering".

Most people who had a plan to leave early left when they heard the warning mention their community name directly. However in the case of Chudleigh Lakes people were not sure where that was and delayed evacuating owing to not recognising the location as Chudleigh.

Social media was mentioned but people only referred to Facebook and most found that it was not helpful. Some people delayed evacuating to Burnie from the West Coast communities because they saw picture of smoke on Facebook and felt they were not going to be any better off in Burnie.

### **Have information sources changed since the BRN program?**

Information sources have not changed since the BRN, or as a result of the BRN program. What has changed is participants in the BRN program's understanding of the information and their use of available information and resources. The phone tree concept has been a small non-threatening project for community members to work together on. This has helped with getting people engaged with the available information sources. The workshops and forums



have highlighted resources that are available for people and these have been accessed as a result of attending BRN activities.

### **Were people's information needs met?**

Information needs at the time of the fires were not always met. Many people in BRN and non BRN communities felt that they would have benefited from more information and more relevant information. Although some people said they were overloaded with communication most felt there was a lack of information. The majority of the people in the fire affected areas did not have access to mobile phones, they relied on their landlines for direct communication or a door knock. Many people do not have reliable Internet and most that do, have slow connections. Three focus group participants from Nunamara reported ringing 000 in the night during the fires. Nunamara, despite being close to Launceston, had poor communications and when their power went off they were effectively isolated. One man said he had no information from anyone except the ABC radio and there was no contact with the fire and emergency services during the first three days of the fires. In communities where there were fires, people reported that they were having to provide information about tracks, access roads and directions to Agency staff. People were also worried about others who they felt were information poor. Some people made an effort to get in contact with travellers, holiday makers and people who they perceived to be isolated and in potential danger.

BRN communities were more confident that their information needs were mostly met and they were strategizing ways to improve communication into the future, both between themselves and the Agencies. These communities were keen to ensure that all members of their geographic community were connected into a community bushfire information network in some way.

Non BRN communities on the other hand were quite vocal that their information needs were not met. They felt that authorities had not provided enough information, that information was incorrect and that there were many "unnecessary delays" with getting information out to them. Many people spoke respectfully about Agency staff but were annoyed that there were helicopters and fire crews stationed in their communities fighting fires but they had no information about what might happen to them. Some people were counting the time between the helicopters taking off and landing as a proxy for how close the fires were to their communities. Women in two communities felt there was nowhere to go for information. They

wanted a community notice board that was being updated continuously. Some people didn't feel comfortable going to the fire station for information.



Photo: Arthur River Focus Group Meeting by I. Skinner

## Survival

### **What did people attribute their survival to?**

People attributed their survival to luck; to the winds not changing and sending the fires into their properties; and pulling together as a community. One person said “It was a dozer that saved us” referring to fire breaks being put in at the time of the fires. This was consistent in the BRN and non BRN communities. People did not talk about their own preparedness as a reason for their survival.

Where volunteer fire-fighters attended the focus group sessions they attributed survival to their team's efforts. “People came together as a unit, we managed to have little loss of property and no loss of life. It doesn't get any worse than this. I was ringing my son to say goodbye but I love this community and I wanted to do my job.”

## Changes Attributed to the BRN Program

### **What change have people seen in their community around being prepared for bushfires?**

Community capacity building is an objective of the BRN program however, it has not been a major focus. The BRN team see community change as an added bonus.

“Yes I think that has been a great outcome but that wasn’t the primary intentions to begin with. I’m not surprised that has been the outcome with some of the communities. I think that if we can help foster that or help facilitate that, then that is a good thing.”

A large number of responses were received about changes made as a result of the BRN program in communities. They ranged from completing bushfire survival plans, purchasing personal and household equipment to changes to properties and the way people conduct their businesses. The biggest change has been the value that people have placed in creating a written plan and then being able to enact that when faced with a bushfire threat. People had clear triggers of when to evacuate, what to prepare and how to respond with the varying threat levels.

In addition to the personal and household changes, communities have used the opportunity to work together on a common threat to improve communication; to share resources and knowledge and build trust in their neighbours and the agencies supporting them. In some communities where they have engaged in the BRN program, they have been able to apply for funding to improve bushfire preparedness for the whole community. In all of the BRN communities that attended the focus groups there is an optimism about their ability to work together and support each other in times of bushfire threat. They are now strong advocates for TFS and know where to find information and how to use it to prepare themselves, their families and communities.



Photo Nunamara Focus Group Meeting by I. Skinner

## Household Preparedness (Outcome Evaluation)

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At the commencement of the BRN program a household survey was conducted using a quota sample of household from the BRN communities. A random sample of households were selected from the telephone directory. A total of 216 people completed the 45 minute telephone survey.

Included in the survey were 38 items from the validated survey, Comprehensive Wildfire Preparedness Assessment developed by Dunlop and colleagues (2013) categorised as:

1. the household actions that represent preparedness for safe evacuation,
2. actions that represent preparedness for safe active property defence and
3. actions for improving the fire resistance of the property.

The respondents generally owned their own home; were in a permanent relationships; were older, being over 50; and had varying degrees of education with men generally having a higher level of education than women. They had lived in the area in the same house for a substantial period of time, between 10 and 46 years on average depending on location

### **Baseline Study- How long have you lived in this area?**

Length of time in area	Participants n=	Mean years	Std. Dev. Years
Blackstone Heights	6	14	8
Flinders Island	4	46	18
Golden Valley	9	27	8
Jackeys Marsh	10	19	12
Lachlan	6	30	14
Lenah Valley	70	24	16
Sisters Beach	11	13	8
Strahan	23	27	19
Pelverata	9	27	25
Rocky Cape	8	16	17
Weegen	10	20	9
Port Arthur	22	32	22
Weldborough	2	10	3
Longley	5	23	15
Leslie Vale	10	21	10

There was a high level of trust in the communities with the majority of people trusting their neighbours to look after their home in their absence in most places.

**Baseline Study- Who would you trust to look after your property in your absence?**

	Family	Neighbour	Other	Nobody
Blackstone Heights	50.0%	50.0%	.0%	.0%
Flinders Island	50.0%	25.0%	25.0%	.0%
Golden Valley	11.1%	88.9%	.0%	.0%
Jackeys Marsh	10.0%	80.0%	.0%	.0%
Lachlan	20.0%	60.0%	20.0%	.0%
Lenah Valley	24.3%	54.3%	12.9%	.0%
Sisters Beach	.0%	63.6%	9.1%	18.2%
Strahan	21.7%	39.1%	21.7%	4.3%
Pelverata	44.4%	22.2%	22.2%	.0%
Rocky Cape	12.5%	75.0%	.0%	.0%
Weegenaa	20.0%	60.0%	10.0%	10.0%
Port Arthur	9.1%	68.2%	18.2%	4.5%
Weldborough	.0%	50.0%	50.0%	.0%
Longley	20.0%	80.0%	.0%	.0%
Leslie Vale	10.0%	50.0%	20.0%	.0%

Participant were asked if they would agree to being re-contacted at the end of the project. All agreed and provided their contact details.

A total of 50 households from the fire affected BRN communities were re-contacted, 26 of these were recorded to have attended BRN activities, 39 people agreed to complete the survey.

The survey asked if the person was aware of the BRN program and if they had attended any BRN activities, these responses were confirmed with the BRN attendance sheets.

People were then given a list of 6 options about their plan in the event of a bushfire in 2016.

1. Will try to protect the property throughout the fire, taking shelter in the property if necessary.
2. Will do as much as possible to protect the property but leave if the fire threat becomes too large.
3. Your decision to stay and defend or leave depends on what the situation on the day of the fire is like.
4. Will wait for police, fire or other emergency services to tell you what to do on the day
5. Will evacuate the property without attempting to defend.
6. Haven't thought about it.

Respondents were then asked a selection of 35 items from the Comprehensive Wildfire Preparedness Assessment, depending on their plan response.

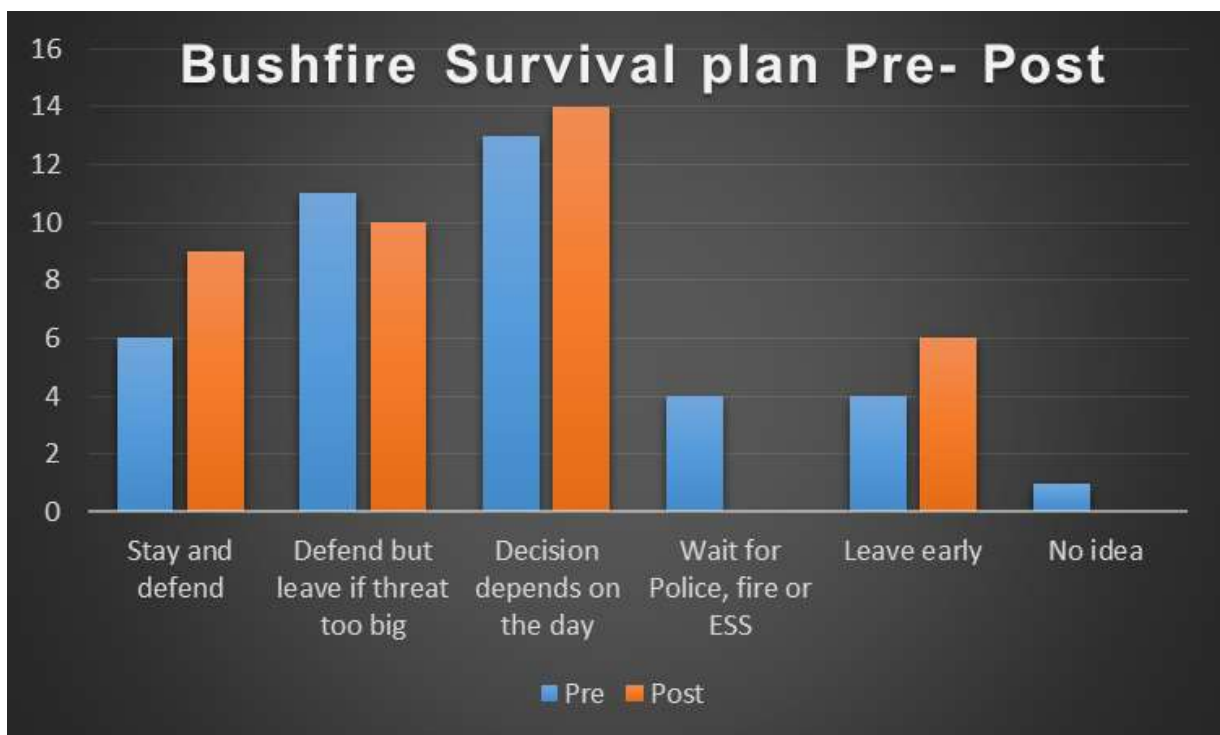
The final question was: If you had a bushfire survival plan did you put it in place? People were then given a chance to discuss their experience with the 2016 fires.

## Results

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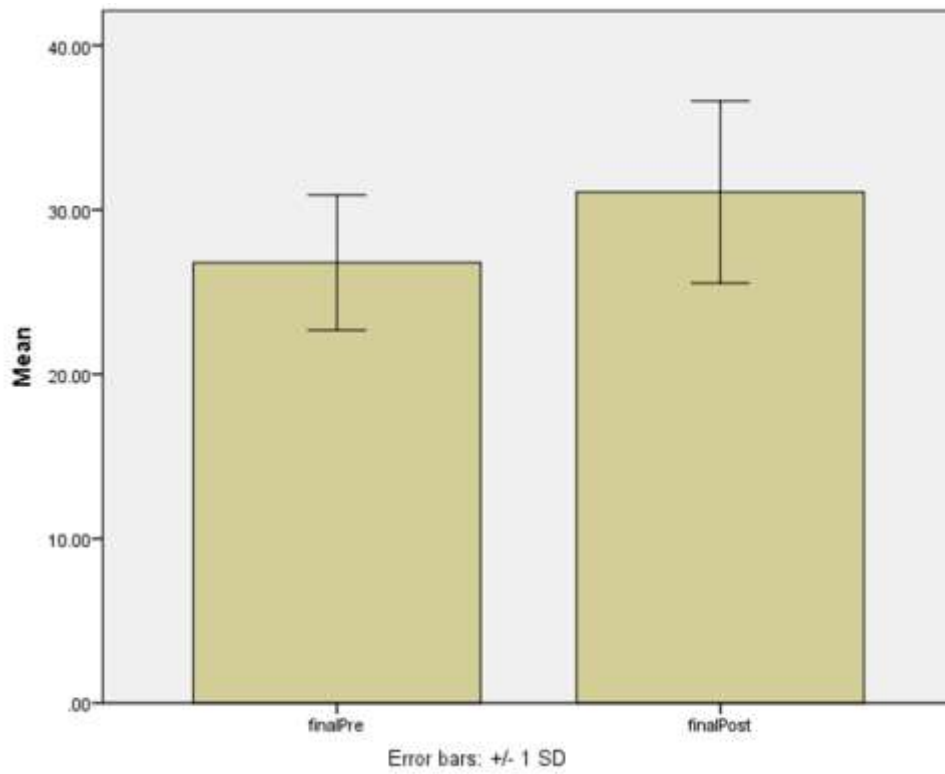
Fire plans, there is a significant difference between the baseline in 2014 and the follow-up in 2016 (chi-square = 37.72; df = 15;  $p < 0.005$ ).

In 2016 nobody said they had no idea and nobody planned to wait for the police, fire or other emergency services to tell them what to do on the day. More people planned to stay and defend and more people planned to leave early.

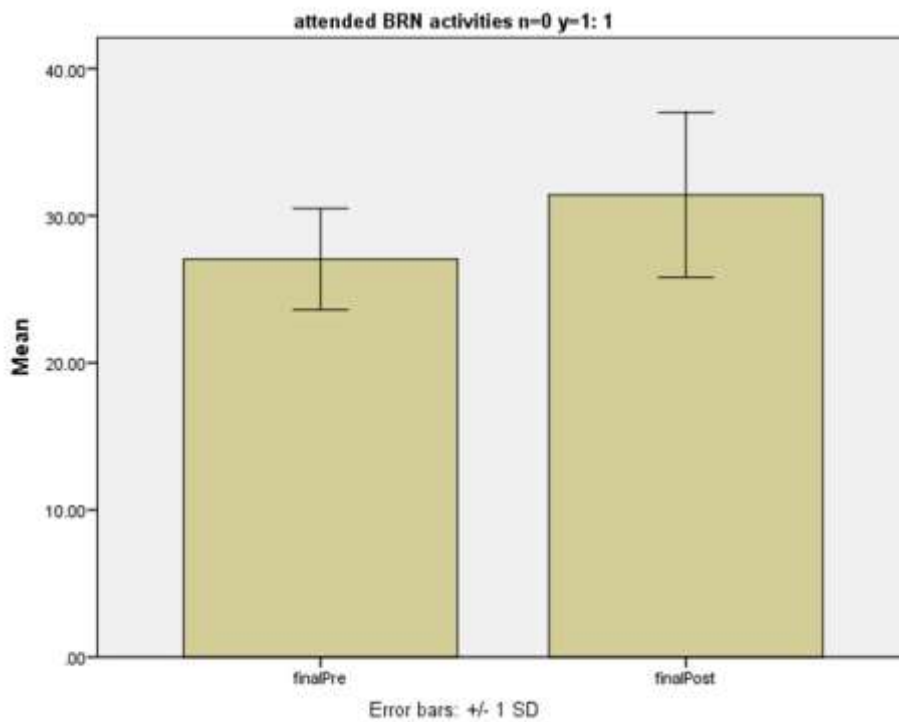


For preparedness, there was a significant difference between the baseline responses and the follow-up responses, means pre and post ( $t = 4.40$ ;  $df = 38$ ;  $p < 0.001$ ). On average individuals have completed 5 more preparedness activities in 2016 than in 2014.

Change in Measures of Preparedness All Respondents Baseline to 2016

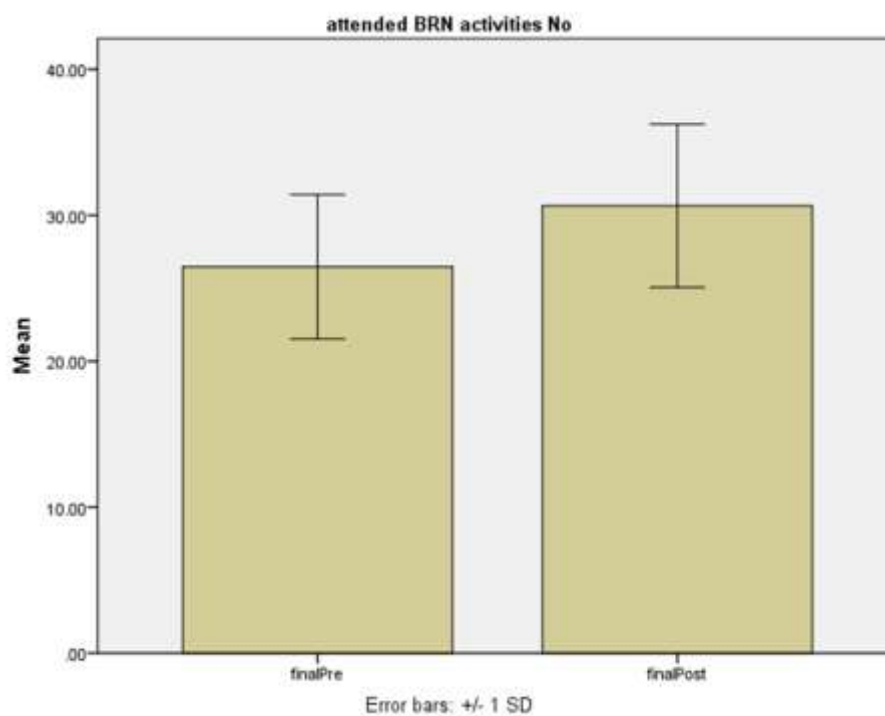


There was a greater change for people who had attended BRN activities





However, there appears to have been a successful network effect. Although not as large a change has occurred for people who have not attended any BRN activities, there has still been some change, and that change is statistically significant.



The items that had significantly increased between the baseline and 2016 were:

*Item 2. Members of my household have planned exactly how to evacuate under different circumstances (including when householders are at separate locations e.g. one is at home, one is at work, or when certain householders may not have access to a vehicle e.g. due to another householder using it or not being home).*

*Item 6. We have a written bushfire survival plan (e.g. on computer, phone or on paper).*

*Item 12. We have a clearing on the fire-prone side of the house (e.g. lawn, gravel vegetable garden).*

*Item 15. We have metal gutter guards installed.*

*Item 21. A fire rated roof is installed.*

*Item 28. We have a full set of protective clothing (wool, cotton) for all householders who are staying to defend; that includes full length pants, long sleeved shirt, gloves, eye protection, smoke masks, work boots and a broad brimmed hat.*

*Item 29. A list has been made of what documents and personal effects (e.g. photos, laptop, camera) somebody would take with them in case of evacuating the house.*

*Item 35. Every person who intends to stay and defend the house is clear on and has practiced the bushfire survival plan together with other household members who will be defending.*

Many of the respondents had to enact their plans. Those who had attended BRN activities were confident in their actions.

“We keep most of the personal things in a fireproof safe. Had readied pumps in preparation. We were engulfed in smoke for 5 days that was the main deterrent. I have goggles and a breathing mask. You realise when the time comes you may need to evacuate. I made sure the insurance was up to date and the sprinklers were on and hoped for the best.”

Those who had not attended BRN activities were not as confident and were not as well prepared.

“We didn't have masks. We packed up our valuables and put them in the car when we got ash from the Mackenzie fire. We spent the night hosing everything down. They should have shown us more on TV with damage. Should have pushed it with visuals. I don't think people realised how bad those fires were.”

## The BRN website

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The BRN section of the TFS website <http://fire.tas.gov.au/brn> went live on the 8<sup>th</sup> December 2014. It has had a steady stream of views. To date, 23,473 views with 22% of users being repeat users. People attending the BRN activities are directed to the website for a range of resources. The Bushfire Survival Plans and information are accessed from the drop down menu attached to publications and resources from the banner navigation bar, or from the right hand side box labelled Resources. Bushfire survival planning information has only been accessed from this location 293 times.



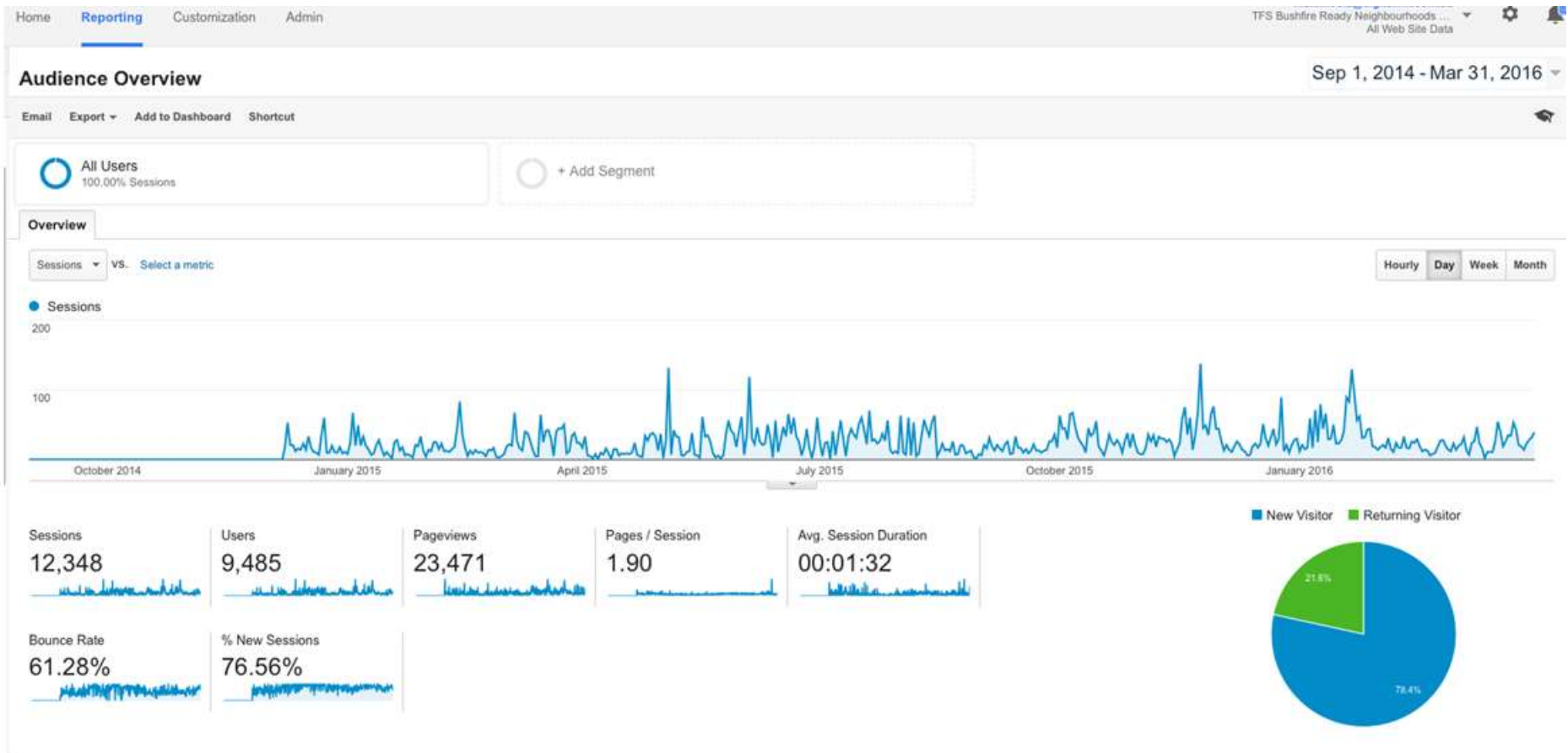
**RESOURCES**

**Publications and Links**

For a full range of [fire safety publications](#) that are prepared by Tasmania Fire Service and other organisations as well as [links to further information](#) on other websites.

[Read more>](#)

BRN website data 01/09/2014-31/03/2016



# Overview

Sep 1, 2014 - Mar 31, 2016

Email Export Add to Dashboard Shortcut



All Users  
100.00% Pageviews

+ Add Segment

## Overview

Pageviews vs. Select a metric

Hourly Day Week Month

Pageviews

300



Pageviews

23,471

Unique Pageviews

18,914

Avg. Time on Page

00:01:41

Bounce Rate

61.28%

% Exit

52.06%

### Site Content

Page

Page Title

### Site Search

Search Term

### Events

Event Category

### Page

Page	Pageviews	% Pageviews
1. /	11,538	49.16%
2. /community-events	1,399	5.96%
3. /black-tuesday-bushfires-february-7-1967	1,083	4.61%
4. /ifs-fire-safety-publications	640	2.73%
5. /bushfire-ready-neighbourhoods	457	1.95%
6. /user	332	1.41%
7. /community-development	322	1.37%
8. /resources/publications-and-links	293	1.25%
9. /other-bushfire-planning-resources	262	1.12%
10. /news	257	1.09%

## Conclusions

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The BRN evaluation framework was designed to evaluate the effectiveness of the BRN program in the areas of **process, impact** and **outcome**. The program is a new program with a small number of CDOs.

### Process Evaluation Summary

In this phase one of the program the team have used a sound community development approach. They have used reflective practice to adapt the program activities to meet the needs of each community being served. The program has maintained focus on a range of core activities and these are ready for further development to enable the program to be scaled up.

The team have provided a large number of structured activities and have maintained records of attendance and identified the target populations including minority groups, people with disabilities, Indigenous people, women and children.

### Impact Evaluation Summary

The program has had the desired impact, community members have been engaged with the program activities and have completed bushfire survival plans and engaged in community development activities to build resilience and undertake mitigation.

### Outcome Evaluation Summary

The bushfires of 2016 provided an opportunity for the program to be able to measure outcome. Using the Comprehensive Wildfire Assessment items in the baseline survey and gaining permission for recontacting respondents we were able to assess planned intentions and changes to preparedness. There were significant changes in intentions with more people planning to stay and defend and more people planning to leave early. No people reported in 2016 having no idea and no people reported in 2016 a plan to wait to be informed by police and Emergency Services. There was a significant increase in the number of preparedness actions taken both by people who had attended BRN activities and those who were resident in

BRN communities but had not attended any events. This we attribute to the network effect seen in effective community development programs. There were on average five more preparedness actions taken per household.

The focus groups highlighted the level of community engagement in BRN communities with shared planning for bushfire response and mitigation. There were noticeable differences between BRN community members who had a sense of ownership over their own and their community's preparations in partnership with TFS and non BRN communities who were looking to authority figures or Agencies to provide more information, more services and more effective mitigation.



## Recommendations

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1. The BRN program continue to engage with the first wave of communities for another year.
2. The BRN Program has a structured approach to expansion which includes sharing the expertise developed by the current CDOs in their particular area of strength with other communities.
3. Additional staff be engaged to take on new regions.
4. A rigorous process evaluation be conducted in round two of the BRN program implementation to ensure that as the program grows, activities are subject to quality control.
5. Impact and outcome evaluation be built into the ongoing planning for the program.
6. The evaluation results should be widely disseminated to fire and emergency service organisations and community development agencies.
7. BRN community members be engaged as champions for the program in other communities.

## Appendix 1: Criteria for Selecting Communities

**Criteria for Selection of Communities**  
**Bushfire Ready Neighbourhoods Advisory Committee (BRNAC)**



***Criteria for selection of communities take a clear resource to risk model.***

Communities identified for selection for the program will be assessed and determined based on the five criteria. Communities are to be assessed in the order listed with the bushfire risk providing the initial data on communities requiring assessment under the remaining criteria.

Weighting	Criteria	Guide for points of difference:
1	<p><b>Bushfire Risk</b></p> <p>Bushfire Risk Assessment Model (BRAM) to inform.</p>	<p><b>The risk of bushfires burning out of control in the community area and impacting on people.</b> Consider:</p> <ul style="list-style-type: none"> <li>• Bushfire history</li> <li>• Potential to have bushfires that burn out of control and impact on people (vegetation/fuel loads, relevant wind patterns etc.)</li> <li>• Data/modelling supplied by State Fire Management Council</li> </ul> <p><b>Consequences on the value of built environment</b></p> <ul style="list-style-type: none"> <li>• Residential homes dominate the area</li> <li>• Business sites dominate the area</li> <li>• Key infrastructure for power/telecommunication/water are in the area</li> </ul> <p><b>Population between October-March to be considered</b></p> <ul style="list-style-type: none"> <li>• Urban interface populations have higher priority</li> </ul> <p><b>Isolation factors</b></p> <ul style="list-style-type: none"> <li>• Community areas that are further away from fire fighting resources should have higher priority awarded to them</li> <li>• Fire agencies response capability</li> </ul> <p>NOTE while fuel loads and specific risk can be variable from season to season; fire history shows us that generally overall likelihood does not alter rapidly.</p>

Weighting	Criteria	Guide for points of difference:
2	<b>Physical Make-Up of Community and Proximity to Nearby Safer Place</b>	<ul style="list-style-type: none"> <li>• Community areas that have less than 2 roads in/out of areas and likely to be impacted should have higher priority.</li> <li>• Communities that have a Community Protection Plan in place and have no Nearby Safer Place's identified should have a higher priority.</li> </ul>
3	<b>Community Capacity + Social Capital</b>	<p>Community capacity to manage bushfire at the time it impacts. Consider:</p> <ul style="list-style-type: none"> <li>• Existing community preparedness and programs</li> <li>• Socio-economic status of a community</li> <li>• Socio-geographic make-up of a community</li> <li>• Residential status e.g. long-term residents; shorter term (&lt;3years); shack owners?</li> <li>• Risk acceptance - may be indicated by location of homes and proximity to vegetation, general property maintenance; engagement with local Brigade etc.</li> <li>• Is there a sufficient level of social capital and community connectedness for the community to engage with the program?</li> <li>• Is it the appropriate time to be working with a particular community?</li> <li>• Local government inputs to be considered regarding the level of community connectedness and social capital amongst the community.</li> </ul>
4	<b>TFS Capacity</b>	<ul style="list-style-type: none"> <li>• Does the TFS Community Development Team have the capacity (i.e.- the number of communities they can work with) to work with the community being assessed? (To be determined in consultation between the coordinator and community development officers).</li> <li>• Regional Chief to be consulted once preliminary communities have been identified.</li> <li>• Is there TFS District staff capability to be involved? (Ensure that District staff are consulted).</li> <li>• Is the local brigade willing and able to engage?</li> <li>• How and when does TFS say no? <ul style="list-style-type: none"> <li>- Factors to consider include: low- moderate risk profile, little history of large bushfires in the area, lack of community connectedness, high transient population, no local brigade – or declining local brigade, community already well serviced by other bushfire mitigation strategies.</li> </ul> </li> </ul>



## Appendix 2: 2015/16 Vegetation Fires

ID NO.	DATE	TOWN	ID NO.	DATE	TOWN	ID NO.	DATE	TOWN	ID NO.	DATE	TOWN
235882	13/01/2016	CLARENDON VALE	236133	17/01/2016	TEMMA	236564	26/01/2016	GRANTON	237166	7/02/2016	BINALONG BAY
235890	13/01/2016	ZEEHAN	236135	17/01/2016	NABOWLA DOWSING	236566	26/01/2016	NABAGEENA	237168	7/02/2016	SOUTHWEST
235892	13/01/2016	ZEEHAN	236136	17/01/2016	POINT QUEENS	236572	26/01/2016	PERTH	237172	7/02/2016	ARTHUR RIVER
235895	13/01/2016	CORINNA	236137	17/01/2016	DOMAIN	236576	26/01/2016	KARoola	237191	8/02/2016	DROMEDARY WEST
235897	13/01/2016	SOUTHWEST	236139	17/01/2016	MIDDLETON	236577	26/01/2016	NUNAMARA	237193	8/02/2016	LAUNCESTON
235896	13/01/2016	LACHLAN	236140	17/01/2016	WARATAH	236580	26/01/2016	BELLERIVE	237195	8/02/2016	LAUDERDALE
235900	13/01/2016	LACHLAN	236143	17/01/2016	CETHANA	236581	26/01/2016	ROKEBY	237199	8/02/2016	NILE
235901	13/01/2016	PENGUIN	236144	17/01/2016	TOMAHAWK	236586	26/01/2016	ROCHERLEA	237204	8/02/2016	EAST RISDON
235902	13/01/2016	MOUNT LLOYD	236145	17/01/2016	SHEFFIELD	236588	26/01/2016	WARRANE	237209	9/02/2016	BRIDGEWATER
235903	13/01/2016	LONNAVALE	236148	17/01/2016	GLADSTONE	236595	26/01/2016	KIMBERLEY	237221	9/02/2016	GROVE
235904	13/01/2016	STOWPORT	236147	17/01/2016	MOWBRAY	236604	27/01/2016	ROKEBY	237227	9/02/2016	WOOLNORTH
235905	13/01/2016	MOOGARA	236150	17/01/2016	GOODWOOD	236605	27/01/2016	BRIDPORT	237231	9/02/2016	WYNYARD
235908	13/01/2016	TINDERBOX	236151	17/01/2016	SOUTHWEST	236617	27/01/2016	NEW NORFOLK	237241	9/02/2016	BIRCHS BAY
235911	13/01/2016	MARGATE	236155	17/01/2016	STRAHAN	236621	27/01/2016	SEVEN MILE BEACH	237245	9/02/2016	GLENDEVIE
235913	13/01/2016	MARGATE	236165	18/01/2016	MAYFIELD	236622	27/01/2016	LONNAVALE	237256	10/02/2016	CLUAN
235915	13/01/2016	STRICKLAND	236169	18/01/2016	TULLAH	236624	27/01/2016	BRIDGEWATER	237258	10/02/2016	WARATAH
235916	13/01/2016	LAKE ST CLAIR	236170	18/01/2016	TULLAH	236628	27/01/2016	GROVE	237261	10/02/2016	GROVE
235917	13/01/2016	STRATHGORDON	236177	18/01/2016	WHITE BEACH	236629	27/01/2016	MACQUARIE HEADS	237263	10/02/2016	FORTH
235919	13/01/2016	OSTERLEY	236182	18/01/2016	BRIGHTON	236632	27/01/2016	RANELAGH	237265	10/02/2016	MARGATE
235920	13/01/2016	MIDDLESEX	236184	18/01/2016	ROSEBERY	236634	27/01/2016	WAVERLEY	237266	10/02/2016	GLENORCHY
235923	13/01/2016	ZEEHAN	236186	18/01/2016	WEST COAST	236638	27/01/2016	GRAVELLY BEACH GRANVILLE	237269	10/02/2016	TONGANAH
235924	13/01/2016	JERICO	236188	18/01/2016	SOUTHWEST	236639	27/01/2016	HARBOUR	237270	10/02/2016	BARTON
235925	13/01/2016	WEST COAST	236189	18/01/2016	SOUTHWEST	236643	27/01/2016	CALDER	237284	11/02/2016	TURNERS MARSH

235926	13/01/2016	SAVAGE RIVER	236190	18/01/2016	SOUTHWEST	236644	27/01/2016	BRIDGEWATER	237301	11/02/2016	TRIABUNNA
235927	13/01/2016	SOUTHWEST	236191	18/01/2016	SOUTHWEST	236645	27/01/2016	KELSO	237304	11/02/2016	FORTH
235930	13/01/2016	OUSE	236210	19/01/2016	KAROOA MERSEY FOREST	236653	28/01/2016	DOVER	237308	11/02/2016	MARGATE CLARENDON VALE
235939	14/01/2016	MEANDER	236227	19/01/2016	FOREST	236659	28/01/2016	BEACONSFIELD	237309	11/02/2016	VALE
235941	14/01/2016	OUSE	236228	19/01/2016	GAGEBROOK MERSEY FOREST	236662	28/01/2016	STRAHAN	237314	12/02/2016	CAMBRIDGE
235945	14/01/2016	OUSE	236230	19/01/2016	FOREST CENTRAL	236663	28/01/2016	SOUTH BRUNY	237322	12/02/2016	SWANSEA
235947	14/01/2016	STYX	236231	19/01/2016	PLATEAU WESTERN	236667	28/01/2016	BURNIE	237325	12/02/2016	NUNAMARA
235948	14/01/2016	BLACK BOBS	236233	19/01/2016	CREEK GOLDEN VALLEY	236669	28/01/2016	ZEEHAN	237327	12/02/2016	WELDBOROUGH
235952	14/01/2016	WARATAH	236235	19/01/2016	VALLEY	236671	28/01/2016	ZEEHAN	237331	12/02/2016	WATTLE GROVE
235953	14/01/2016	MAWBANNA	236236	19/01/2016	SAVAGE RIVER	236672	28/01/2016	SHOREWELL	237337	12/02/2016	BRIDGEWATER
235954	14/01/2016	MAWBANNA	236239	19/01/2016	WESTBURY	236676	28/01/2016	SOUTH SPREYTON	237338	12/02/2016	SAINT LEONARDS
235956	14/01/2016	SOUTHWEST	236240	19/01/2016	YORK PLAINS	236677	28/01/2016	BAKERS BEACH	237339	12/02/2016	WYNYARD CLARENDON VALE
235957	14/01/2016	TEMMA	236243	19/01/2016	GEORGE TOWN	236685	28/01/2016	SHOREWELL	237342	12/02/2016	VALE
235958	14/01/2016	TEMMA	236246	19/01/2016	MOOGARA HERDSMANS COVE	236693	28/01/2016	SELBOURNE	237360	13/02/2016	BRIDGEWATER
235961	14/01/2016	WEST COAST	236248	19/01/2016	COVE	236694	28/01/2016	WEST COAST	237361	13/02/2016	MOUNT NELSON
235962	14/01/2016	WEST COAST	236250	19/01/2016	WEST COAST	236697	28/01/2016	ELLEDALE	237364	13/02/2016	FORTH
235964	14/01/2016	WEST COAST	236273	20/01/2016	WEST COAST	236702	28/01/2016	ACACIA HILLS	237365	13/02/2016	CONARA
235966	14/01/2016	WEST COAST	236274	20/01/2016	WARATAH	236703	28/01/2016	MOUNTAIN RIVER	237370	13/02/2016	RUBICON
235967	14/01/2016	CORINNA	236280	20/01/2016	GUNNS PLAINS	236704	28/01/2016	TRAVELLERS REST	237374	13/02/2016	GEEVESTON
235968	14/01/2016	WARATAH	236284	20/01/2016	GOSHEN	236706	28/01/2016	CAMPBELL TOWN	237398	14/02/2016	SANDFORD
235969	14/01/2016	WARATAH	236287	20/01/2016	CONARA	236714	28/01/2016	CAMPBELL TOWN	237400	14/02/2016	MARGATE
235972	14/01/2016	BLACK BOBS	236289	20/01/2016	FOREST	236716	28/01/2016	MOLTEMA	237401	14/02/2016	SOUTH ARM
235974	14/01/2016	WARATAH	236293	20/01/2016	WEST COAST	236717	28/01/2016	TOGARI	237408	14/02/2016	RAVENSWOOD
235977	14/01/2016	SOUTHWEST	236294	20/01/2016	WAVERLEY	236720	28/01/2016	BRIDPORT	237417	15/02/2016	WEST COAST
235978	14/01/2016	SOUTHWEST CENTRAL	236306	20/01/2016	NUBEENA	236721	28/01/2016	LILYDALE	237418	15/02/2016	WELDBOROUGH
235980	14/01/2016	PLATEAU	236308	21/01/2016	ROKEBY	236723	28/01/2016	LONNAVALE	237432	15/02/2016	RAVENSWOOD
235982	14/01/2016	ROCHERLEA	236318	21/01/2016	CYGNET	236727	28/01/2016	RECHERCHE	237445	16/02/2016	DEEP BAY

235983	14/01/2016	CYGNET	236322	21/01/2016	WEST COAST CRADLE	236729	28/01/2016	SYMMONS PLAINS	237446	16/02/2016	QUOIBA
235985	14/01/2016	BALFOUR	236323	21/01/2016	MOUNTAIN	236756	29/01/2016	SYMMONS PLAINS NORTH	237465	16/02/2016	RAILTON
235987	14/01/2016	OUSE	236324	21/01/2016	KEMPTON	236778	29/01/2016	SCOTTSDALE	237466	16/02/2016	RAILTON
235990	14/01/2016	MOOGARA	236325	21/01/2016	REDPA	236780	29/01/2016	TOGARI	237479	17/02/2016	GEORGE TOWN
235997	14/01/2016	RED HILLS	236326	21/01/2016	AUSTINS FERRY	236787	29/01/2016	CAMPBELL TOWN	237482	17/02/2016	FORTH
236001	14/01/2016	WAVERLEY	236327	21/01/2016	KEMPTON	236826	29/01/2016	CLAREMONT	237484	17/02/2016	MUSSELROE BAY
236016	15/01/2016	SOUTHWEST	236329	21/01/2016	WYNYARD	236830	29/01/2016	HEYBRIDGE	237487	17/02/2016	EAST CAM
236015	15/01/2016	ZEEHAN	236335	21/01/2016	ROSEBERY	236832	29/01/2016	STRATHBLANE	237486	17/02/2016	GEORGE TOWN
236025	15/01/2016	RIVERSIDE	236337	21/01/2016	LUNAWANNA	236858	30/01/2016	BEACONSFIELD	237493	17/02/2016	ORIELTON
236026	15/01/2016	WATTLE HILL	236338	21/01/2016	BLACK RIVER	236863	30/01/2016	SAVAGE RIVER	237494	17/02/2016	MAYFIELD
236029	15/01/2016	SOUTHWEST	236341	21/01/2016	TEMMA MOUNT	236864	30/01/2016	SAVAGE RIVER	237500	18/02/2016	MAYFIELD
236030	15/01/2016	SOUTHWEST	236343	21/01/2016	CLAUDE	236865	30/01/2016	SAVAGE RIVER	237507	18/02/2016	NEWNHAM
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236033	15/01/2016	NEW NORFOLK	236345	21/01/2016	EDITH CREEK	236868	30/01/2016	SOUTHWEST	237519	18/02/2016	BRIGHTON
236035	15/01/2016	SOUTHWEST	236348	21/01/2016	BURNIE	236873	30/01/2016	HAMPSHIRE	237525	18/02/2016	RAVENSWOOD
236037	15/01/2016	MERSEY FOREST	236349	21/01/2016	SOUTHWEST	236878	30/01/2016	SULPHUR CREEK	237529	19/02/2016	MAYFIELD
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236038	15/01/2016	SOUTHWEST	236354	21/01/2016	SANDFORD	236901	31/01/2016	PELVERATA	237541	19/02/2016	MOORLEAH
236040	15/01/2016	MERSEY FOREST	236360	21/01/2016	MOLE CREEK	236919	31/01/2016	WYNYARD	237548	19/02/2016	GAGEBROOK
236042	15/01/2016	SOUTHWEST	236362	21/01/2016	BRIDGEWATER	236920	31/01/2016	MOINA	237554	19/02/2016	GAGEBROOK
236043	15/01/2016	SOUTHWEST	236363	22/01/2016	BRIDGEWATER	236923	31/01/2016	ROKEBY	237560	19/02/2016	ELECTRONA
236044	15/01/2016	SOUTHWEST	236365	22/01/2016	DROMEDARY	236949	1/02/2016	HAMPSHIRE	237571	20/02/2016	LATROBE
236045	15/01/2016	KINGSTON	236380	22/01/2016	AUSTINS FERRY	236950	1/02/2016	BRIDGEWATER	237580	20/02/2016	GEORGE TOWN WEST
236046	15/01/2016	SOUTHWEST	236383	22/01/2016	WEST COAST	236955	1/02/2016	RAVENSWOOD	237582	20/02/2016	ULVERSTONE
236050	15/01/2016	NEWNHAM	236384	22/01/2016	WEST COAST HERDSMANS COVE	236956	1/02/2016	WEST COAST	237583	20/02/2016	PORT HUON
236051	15/01/2016	BRIDGEWATER	236387	22/01/2016	COVE	236958	1/02/2016	BRIDGEWATER	237589	21/02/2016	DELORAIN
236053	15/01/2016	GAGEBROOK	236393	22/01/2016	BRIDGEWATER	236960	1/02/2016	KOONYA	237595	21/02/2016	GLENLUSK

236054	15/01/2016	RAVENSWOOD SEVEN MILE BEACH	236397	22/01/2016	EDITH CREEK	236983	2/02/2016	HILLWOOD	237598	21/02/2016	MAYFIELD
236059	15/01/2016	GEORGE TOWN	236399	22/01/2016	RIVERSIDE	236986	2/02/2016	KETTERING	237602	21/02/2016	SANDFLY
236061	15/01/2016	ROCHERLEA SEVEN MILE BEACH	236401	22/01/2016	SMITHTON	236992	2/02/2016	WEST COAST	237610	21/02/2016	RAVENSWOOD
236062	16/01/2016	SOUTH BRUNY	236410	22/01/2016	ROCHERLEA	236995	2/02/2016	MATHINNA	237613	21/02/2016	MAYFIELD
236067	16/01/2016	TUNBRIDGE	236419	23/01/2016	WATTLE HILL	236996	2/02/2016	LONGFORD	237628	22/02/2016	OUSE
236070	16/01/2016	WESTBURY	236422	23/01/2016	BRIDPORT	237021	3/02/2016	MANGALORE	237639	22/02/2016	PENGUIN
236072	16/01/2016	SPRINGFIELD	236427	23/01/2016	WESTBURY	237031	3/02/2016	SOUTHWEST	237648	23/02/2016	SORELL
236074	16/01/2016	BERRIEDALE	236434	23/01/2016	ELLENDALE	237036	3/02/2016	ROKEBY	237655	23/02/2016	PIPERS RIVER
236075	16/01/2016	MYRTLE BANK	236435	23/01/2016	ROKEBY GOLDEN VALLEY DOLPHIN SANDS	237046	4/02/2016	DEVONPORT	237666	23/02/2016	MIANDETTA
236077	16/01/2016	NUNAMARA	236438	23/01/2016	PROMISED LAND	237054	4/02/2016	PROMISED LAND	237668	23/02/2016	LOYETEA
236078	16/01/2016	SAINT LEONARDS	236444	23/01/2016	SOUTHWEST	237063	4/02/2016	SOUTHWEST	237674	23/02/2016	BARRETTA
236079	16/01/2016	WAVERLEY	236457	24/01/2016	ULVERSTONE	237069	4/02/2016	SOUTHWEST	237764	25/02/2016	TOGARI
236080	16/01/2016	ROCHERLEA	236461	24/01/2016	EPPING FOREST	237070	4/02/2016	SOUTHWEST	237781	26/02/2016	DEVONPORT
236081	16/01/2016	CRAMPS BAY	236462	24/01/2016	CLAREMONT	237071	4/02/2016	SOUTHWEST	237789	26/02/2016	QUEENS DOMAIN
236084	16/01/2016	TEMMA	236468	24/01/2016	CRAMPS BAY	237087	5/02/2016	MAWBANNA	237812	27/02/2016	BALFOUR
236087	16/01/2016	REEDY MARSH	236472	24/01/2016	NOTLEY HILLS	237092	5/02/2016	GLENORCHY	237817	27/02/2016	GEORGE TOWN
236090	16/01/2016	MARRAWAH	236473	24/01/2016	MARRAWAH	237097	5/02/2016	CHIGWELL	237821	27/02/2016	SOUTH ARM
236092	16/01/2016	FORTH	236476	24/01/2016	FORTH	237101	5/02/2016	BROADMARSH	237830	27/02/2016	ROKEBY
236093	16/01/2016	NILE	236483	24/01/2016	NILE	237108	6/02/2016	ROCHERLEA	237833	27/02/2016	RAVENSWOOD
236096	16/01/2016	RISDON VALE	236495	24/01/2016	RISDON VALE	237123	6/02/2016	PERTH	237835	27/02/2016	RISDON VALE
236098	16/01/2016	BERRIEDALE	236496	24/01/2016	WYNYARD	237124	6/02/2016	WELLINGTON PARK	237851	28/02/2016	MATHINNA
236101	16/01/2016	ULVERSTONE	236497	24/01/2016	UNDERWOOD	237127	6/02/2016	MORNINGTON	237854	28/02/2016	MURPHYS FLAT
236106	16/01/2016	LAUNCESTON	236521	25/01/2016	WHITE BEACH	237129	6/02/2016	ACTON PARK	237857	28/02/2016	SAINT HELENS
236107	16/01/2016	RIVERSIDE CLARENDON VALE	236525	25/01/2016	GROVE	237132	6/02/2016	WHITE BEACH	237861	28/02/2016	SOUTH BRUNY
236111	16/01/2016	MARGATE	236529	25/01/2016	MARGATE	237135	6/02/2016	BRIDGEWATER	237862	28/02/2016	BIRCHS BAY
236119	17/01/2016	RISDON VALE	236530	25/01/2016	COLLINSVALE	237156	7/02/2016	MIDDLETON	237877	29/02/2016	ROCHERLEA
236132	17/01/2016	UNDERWOOD	236540	25/01/2016	DODGES FERRY	237164	7/02/2016	LONNAVALE			
236549	25/01/2016	TULLAH	236544	25/01/2016	SASSAFRAS	237169	7/02/2016	FLORENTINE			

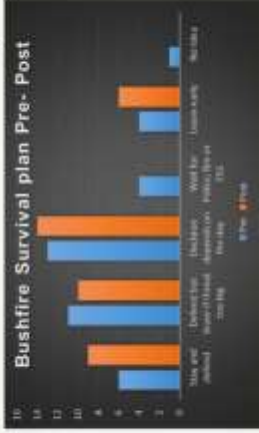


# Bushfire-Ready Neighbourhoods

## EVALUATION 01/09/2014 - 31/03/2016

June 30, 2016

Decision Support Analytics Pty Ltd



**OUTCOME:** There is a significant difference between the baseline in 2014 and the follow-up in 2016 (chi-square = 37.72, df = 15; p < 0.005). In 2016 nobody said they had no idea and nobody planned to wait for the police, fire or other emergency services to tell them what to do on the day.

More people planned to stay and defend and more people planned to leave early.

### Preparedness Changes

Planned exactly how to evacuate under different circumstances



Written bushfire survival plan

Clearing on the fire-prone side of the house

Metal gutter guards installed

Fire rated roof is installed

A full set of protective clothing for every household planning to defend

A list made of all documents or personal effects for evacuation

The plan is understood and has been practiced by all members planning to defend



### On average households have completed 5 more preparedness activities in 2016 than in 2014.

There was a significant difference between the baseline responses and the follow-up responses, means pre and post (t = 4.40; df = 38; p < 0.001).

There appears to have been a successful network effect; although not as large a change has occurred for people who have not attended any BRN activities, there has still been some change, and that change is statistically significant.

### BRN Program Activities

Participants BRN Activities 09/2014-04/2016



Things are based on core activities that could be adopted and tailored to suit individual communities. So that could be property assessment, bushfire survival planning workshops.

### BRN and non BRN communities were impacted by fires in 2016



People in the BRN communities had detailed plans. They had prepared these plans as part of their engagement with the BRN program or had refined their plans. Many people had attended visits to their neighbours' properties, or had their own property assessments and found these extremely helpful.

**BRN communities are now strong advocates for TFS and know where to find information and how to use it to prepare themselves, their families and communities.**

Photo by Wray (184)

DSA 2016