



Driving preparedness through brands



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Why preparedness?

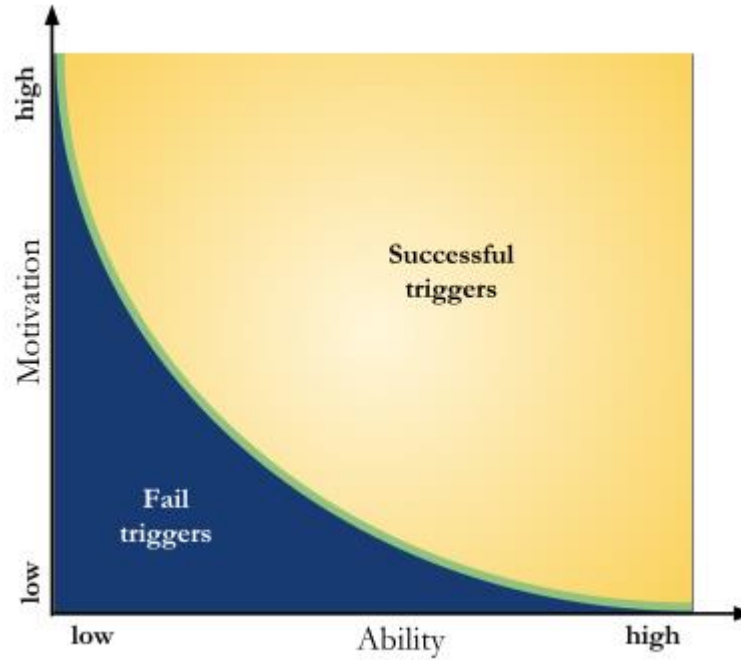
Driven by our purpose, and motivated by the increase in extreme weather events – we have an ambitious goal:

To help one million Australians and New Zealanders take action to reduce their risk from natural hazards by 2025

**We make
your world
a safer place**



From apathy to action



The Fogg Behaviour Model



Preparedness in practice

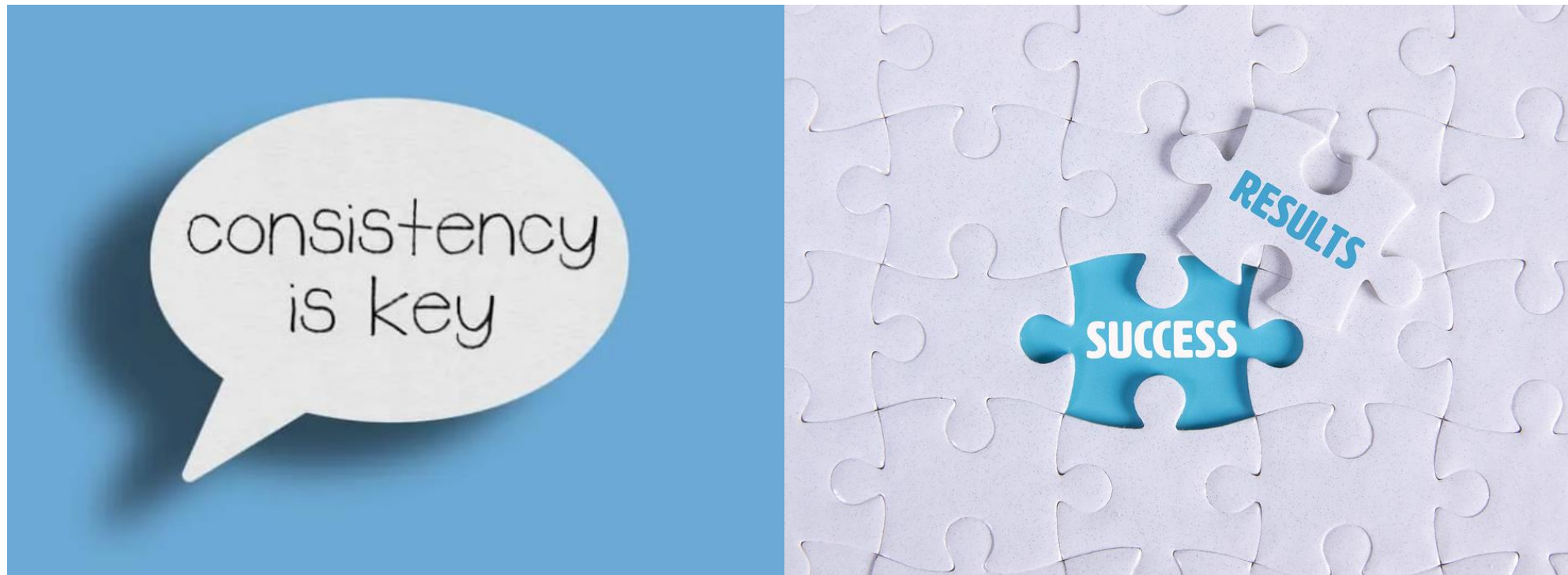
FIRST SATURDAY
Monthly tasks

 Sep 5, 2020 Get a fire blanket	 Oct 3, 2020 Remove branches and debris	 Nov 7, 2020 Clear gutters and downpipes	 Dec 5, 2020 Clean BBQ, exhaust fan and range hoods
 Jan 2, 2021 Make an emergency plan	 Feb 6, 2021 Get to know your neighbours	 Mar 6, 2021 Check roof and balconies	 Apr 3, 2021 Check gas cylinders
 May 1, 2021 Check heating devices	 Jun 5, 2021 Secure outdoor items	 Jul 3, 2021 Check electrical appliances	 Aug 7, 2021 Set weather alerts





What we've learned





Australian Government
National Recovery and Resilience Agency



#ADRC22

Questions?

