



20 March 2014

MEDIA RELEASE

CFA VOLUNTEERS ON AIR FOR FIRE SAFETY

CFA volunteers are warning all Victorians that it is still important to be alert to fire conditions in their local area and everyone should have a plan of action for their own safety.

Lt Adam Barnett from Volunteer Fire Brigades Victoria (VFBV) says while the risks of summer have dropped away in some areas, there are still parts of the state where bushfires, and especially grassfires, are still a hazard.

“There are still plenty of areas where dry grass is ready to burn, and as any CFA volunteer can tell you, a running grass fire can still be a significant threat to life and property,” Lt Barnett said.

“In other areas, there’s fuel reduction burning going on, that’s an important way of protecting nearby towns for several years to come, and staying aware of the local situation will give you some peace of mind and help to reduce the number of false alarm calls in your area,” he said.

“Wherever fire occurs, Victorians are much better off when they have a plan of action for their own safety, which is why CFA volunteers have been campaigning with the simple message that Fire Safety Starts With You.”

As the CFA volunteers’ association, VFBV has run its third radio and TV campaign this year, with advice on bushfire safety, direct from the front line.

Lt Barnett says it’s an independent campaign with volunteer firefighters urging every Victorian to take action for their own safety, a theme that has won the support of CFA’s Chief Officer and the State Government.

Otway Fire Brigade Captain Erika Nash (pictured, in the recording studio) and Echuca Fire Brigade Captain Mark Hooper have featured in the TV and radio commercials, telling every Victorian that ‘fire safety starts with you’.

More...

VFBV Media Contact: Peter Beaton 0419 504 111



“CFA volunteers are looking for every Victorian to be alert and have a plan in place so every member of their family knows what to do if there is a fire in the area,” Lt Barnett said.

“It’s advice direct from the front line crews who fight the fire; if you are alert and ready to take action, you are safer from fire, whether it be bushfires in summer or house fires in winter,” he said.

The volunteers’ Fire Safety Starts With You campaign has included commercials on the three regional TV networks and radio stations in regional cities, and advertisements in 80 local newspapers.

The funding for the advertisements has come from the State Government and the campaign has the backing of the Fire Services Commissioner, but the message is direct from CFA volunteers.

“Volunteer Brigade Captains have been getting great assistance from their local newspapers in spreading the word to the community, and the campaign is providing a simple safety checklist that Brigades can give to members of the public to get them started on planning and preparing for their family’s safety,” Lt Barnett said.

“The campaign has coincided with the introduction of the State Government’s new emergency website, www.emergency.vic.gov.au, and members of the public can also go to the Victorian Bushfire Information Line, 1800 240 667, or local Brigades for advice on local conditions,” he said.

“Your local CFA volunteers train and respond to fires, road accidents and other emergencies all year round. They are the unpaid professionals of the emergency services and they want you to be ready too, because fire safety starts with you.”

Victoria has 60,000 CFA volunteers, and CFA Brigades protect 60% of suburban Melbourne, regional cities and all of country Victoria every day and night of the year.

Ends...

VFBV Media Contact: Peter Beaton 0419 504 111