



Building a habit Reframing disaster resilience

Kate Retzki
Get Ready Queensland
Queensland Reconstruction Authority

Before disaster season hits,
pick up items for your Emergency Kit and
GET READY.

getready.qld.gov.au



PROUD PARTNER OF
GET READY QUEENSLAND



Get Ready Queensland



Three steps to Get Ready

Step one
Understand your risk










Step two
Make a plan



Step three
Pack an emergency kit






DISASTER PREPARATION BEHAVIOUR

	2018	2019	2020	2022
 Understand risk			7.41 / 10	7.49 / 10
 Have an emergency plan			63%	62%
 Have an emergency kit	47%	41%	52%	50%
 Registered to receive emergency alerts			39%	57%↑
 Have building and/or contents insurance	76%	69%	82%	84%
 Have an evacuation plan			54%	53%
 Attend council disaster information session			9%	8%




KEY BARRIERS TO PREPARING



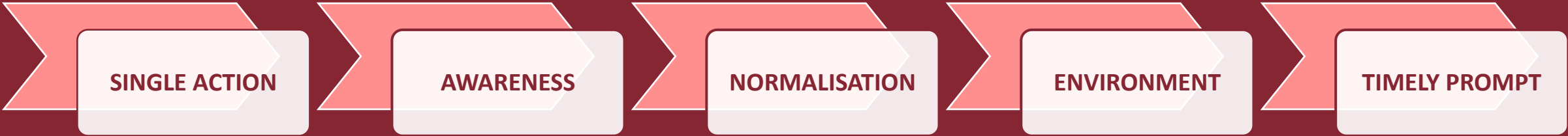
	2020	2022
 Not top of mind	43%	38%↓
 Perceived low risk	36%	40%
 Would have time to prepare if something occurred	6%	11%↑

KEY MOTIVATORS TO PREPARING IN THE FUTURE



	2020	2022
 Actual or impending disaster	44%	39%↓
 Reminders/incentives to prepare	15%	21%↑
 Information on how to prepare	22%	26%

GRQ BEHAVIOUR-CHANGE CHAIN



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IGA

EMERGENCY KIT

GRQ EVOLUTION

2018



2020



2022



AWARENESS AND NORMALISATION



TELEVISION AND STREAMING



SOCIAL AND DIGITAL



REAL QUEENSLANDERS



EASY, CONVENIENT AND CHEAP



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ENVIRONMENT AND TIMELY PROMPT



CHECKOUT WHAT YOU NEED

IGA **get ready QUEENSLAND**

IGA is proud to partner with Get Ready Queensland to prepare local communities for when natural disasters strike. Pick up items for your emergency kit and **GET READY**.

EMERGENCY KIT SHOPPING LIST

FIND IN STORE:

- Long life food such as canned food, dried fruit, nuts and snacks
- Bottled water
- Pet food
- Torch
- Batteries
- Toilet paper
- Tissues and wipes
- Toiletries

OTHER ESSENTIAL ITEMS:

- First aid kit
- Can opener
- USB stick with important documents and photos
- Solar phone charger
- Battery powered radio
- Face masks

getready.qld.gov.au

 **\$9.75**
SAVE 16.3%

 **\$1.50**
SAVE 50%

 **\$9**
SAVE 14%



MAKE SOME NOISE – GRQ WK



Come along to the first Emergency Services Expo

The Brisbane Emergency Services Expo is part of a statewide initiative to get Queenslanders ready for this year's storm and bushfire season.

- Get up close to a fire truck, Queensland Police Service dogs and high-tech rescue equipment.
- Free demonstrations and workshops from the Bureau of Meteorology, Queensland Fire and Emergency Services and more.
- Food trucks and kids activities including free jumping castle and face painting.

Where: Victoria Park / Barrambin, Herston (entry via Gilchrist Avenue)
Date: Sunday 16 October 2022
Time: 10am-2pm
Cost: Free

Brisbane City Council
 GPO Box 1434, Brisbane Qld 4001
 Brisbane City Council
 Brisbane City Council
 Brisbane City Council

Get Ready Queensland
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WOW! GET READY QUEENSLAND WEEK HAS BEGUN! 🎉

Thank you to **Nundah State School** (Brisbane) & **Depot Hill State School** (Rockhampton) for hosting the double launch of #GetReadyQueensland Week! We hope you had as much fun as we did 😊

Big thanks to Get Ready Queensland Ambassador Johnathan Thurston and Meteorologist Tony Auden for joining the fun and teaching Grade 5s how to Get Ready for natural disasters. Cheers also to our amazing sponsors Suncorp! ... See more



See insights and ads

Boost post

20

8 Shares



Get Ready Queensland
 Published by Hootsuite • October 15

We have your Saturday arvo viewing sorted! 📺

Check out Channel 7's Creek to Coast at 5.30 pm to see meteorologist and #GetReadyQueensland weatherman Tony Auden chatting about preparing for severe weather.

Tony speaks to the owner of Frog N' Road Cafe – a Brisbane cafe impacted by the floods. See how they are bouncing back! 🍷



Insights unavailable for this post

Record a post

16

2 Shares



Preparing for storm season

Queenslanders are being urged to prepare their families and property for the

Get Ready for disasters

With Australia in line for a third La Nina season in a row, Queenslanders are being urged to prepare their families and property for possible natural disasters.

That's the message during Get Ready Queensland Week (10-16 October).

Deputy Premier and Minister responsible for the Queensland Reconstruction Authority Steven Miles has called on every Queenslanders to use this week to get ready for disaster season.



"Since 2011 Queensland has been impacted by almost 100 natural disasters, so it's a matter of when, not if, the next one will reach us, and before it does, every Queenslanders needs to

IGA to make sure it's easy for Queenslanders to prepare their household emergency kit.

IGA Springfield Lakes owner Terry Slaughter said IGA retailers across Queensland were proud to partner with Get Ready Queensland to help local communities get prepared and stay safe.

"Putting locals first is what IGA does best, whether that's supporting local suppliers, producers and charities, or helping the communities we live in prepare and be resilient should natural disasters strike," Mr Slaughter said.

"We are passionate about doing whatever we can to help, because IGA really is where the

BURKE SHIRE  **get ready** 

IT'S TIME TO GET READY!

When it comes to extreme weather events in Queensland, it's not so much a matter of 'if' but 'when'. Being prepared before a disaster hits could be the difference between staying safe or putting yourself and those you love in danger.

Get Ready Queensland has made funding available to help Queenslanders be better prepared in the event of a natural disaster such as a cyclone or bushfire.

This year Council will be utilising the funding to put on a Get Ready Event and distributing Emergency Packs to the Burke Shire community.

GET READY EVENT:
Includes:

- Presentations from the local Emergency Services and First Responders
- Introduction of the new Burke Shire Emergency Action Guide - developed by Council
- Prizes and Giveaways
- Join us for a hot dog

When: Thursday 17 November 2022
Time: 5.00pm
Where: Nijinda Durlga Hall, Sloman Street, Burketown

EMERGENCY PACKS:
These have been ordered but are still to arrive. Council will advise the community when these are ready for collection.

Should you have any queries regarding this notice or need more information please contact Council via phone on 07 4745 5100 or office@burke.qld.gov.au.

Daniel McKinlay, CEO
9 November 2022

Cairns Regional Council
October 29 at 10:30 AM · 



Cairns Disaster Centre is at Cairns Disaster Centre.
October 29 at 10:29 AM · Cairns, QLD · 

The Rescue Chopper has just landed at the Get Ready Emergency Services Day! Come down to the Cairns Disaster Coordination Centre to chat with emergency teams to find out how to be prepared for cyclones, flooding and storm surge. We're at 61 Windarra Street. Woree until 1pm.

 62  9 Comments  2 Shares



MEDIA RESULTS

Mentions: 177

Potential reach: 6.13 M

Ad sale rate: \$2.95 M

RESPONSE



	2022	2021	2020
Easy to understand	94% [^]	90%	89%
Good reminder to prepare	90% [^]	84%	83%
How to prepare	91% [^]	81%	79%
Encourages action	89%	87%	83%
Worth remembering	87% [^]	82%	82%
Makes me feel I can do it	87% [^]	80%	79%
Gives the info I need	82% [^]	73%	72%
Grabs my attention	81% [^]	74%	72%
Something new to consider	81% [^]	72%	71%
Aimed at me	78% [^]	72%	70%

KEY MESSAGE AND BEHAVIOUR



	2022	2021	2020
Main message			
Get prepared	70%	76%	69%
Pack a kit	35%[^]	8%	7%
Related to all hazards	14%[^]	5%	3%
Influence on behaviour			
Prepare a kit	78%[^]	67%	61%
Buy new items for old kit	76%	-	-
Make a plan	72%[^]	67%	59%
Check insurance	60%	57%	61%


PARTNERSHIPS

Ambassador
Johnathan Thurston

Sponsor
Suncorp

Retail partner
IGA

Activation
Local councils



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GET READY CHECKOUT WHAT ITEMS YOU NEED. **GET READY QUEENSLAND!**
getready.qld.gov.au


EMERGENCY KIT SHOPPING LIST

FIND IN STORE:

- LONG-LIFE FOOD SUCH AS CANNED FOOD, DRIED FRUIT, NUTS AND SNACKS
- BOTTLED WATER
- PET FOOD
- TORCH
- BATTERIES
- TOILET PAPER
- TISSUES AND WIPES
- TOILETRIES

OTHER ESSENTIAL ITEMS:

- FIRST AID KIT
- CAN OPENER
- USB STICK WITH IMPORTANT DOCUMENTS AND PHOTOS
- SOLAR PHONE CHARGER
- BATTERY POWERED RADIO
- FACE MASKS



get ready QUEENSLAND

GET READY CHECKOUT WHAT YOU NEED. **GET READY QUEENSLAND.**
getready.qld.gov.au

Disasters can strike at any time. Pack an Emergency Kit and get ready.
Check what items you need at getready.qld.gov.au

SUNCORP Proud partners of **Get Ready Queensland**



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 **Queensland**
Government

WHAT NOW



SINGLE ACTION

- Asking for only one behaviour

AWARENESS

- TV, digital & local radio advertising

NORMALISATION

- Showing real Queenslanders doing action

ENVIRONMENT

- Supermarket displays, promos & sales

TIMELY PROMPT

- Out-of-home & point of sale advertising

QUESTIONS



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