

# Farm Fire Preparedness Communications Pack

October 2023

**AGRICULTURE VICTORIA**



## INTRODUCTION: FIRE PLANNING FOR FARMERS

The characteristics of every farm and farming business are different and each farm requires a unique approach to fire preparedness. Fire can affect properties rapidly and cause devastating impacts.

Developing a fire plan and undertaking the tasks identified within it, will assist farmers and land managers to be better prepared and recover faster, should their property be affected by fire.

A fire plan can help to protect homes, livestock and vital farm infrastructure. A plan will also help identify the timing of activities so they can be undertaken at the appropriate time.

It is important to review the plan on an annual basis and again during periods of high fire risk.

Agriculture Victoria's Fire Preparedness Toolkit includes checklists and templates, that once complete can help form a fire preparedness plan.

The checklists and templates have been developed with input from landholders. The Fire Preparedness Toolkit should be used in conjunction with existing information and resources provided by the Country Fire Authority (CFA) and your local council.

## PRIMARY KEY MESSAGES



- It is important to review your fire preparedness plan on an annual basis and again during periods of high fire risk.
- The characteristics of every farm and farming business are different and each farm requires a unique approach to fire preparedness. Fire can affect properties rapidly and cause devastating impacts.
- Developing a fire preparedness plan and undertaking the tasks identified within it, will assist farmers and land managers to be better prepared and recover faster, should their property be affected by fire.
- A fire preparedness plan and checklist will help identify the timing of activities, who should do them and when they should be done.
- All members of the family and employees should be aware of the fire plan and how to implement it.
- Agriculture Victoria's Fire Preparedness Toolkit includes checklists and templates, that once complete can help form a fire preparedness plan.
- The checklists and templates have been developed with input from farmers. The Fire Preparedness Toolkit should be used in conjunction with existing information and resources provided by the Country Fire Authority (CFA) and your local council.

## WHAT'S INCLUDED IN THIS COMMS PACK?

We would greatly appreciate your help in sharing Agriculture Victoria's Fire Preparedness Toolkit with your audiences and networks.

We have developed this communications pack to assist you in this process.

The toolkit and other fire preparedness resources is available on the Agriculture Victoria website at [agriculture.vic.gov.au/bushfires](https://agriculture.vic.gov.au/bushfires)

### How you can help:

Share the materials in this pack with your community and audiences via social media and in newsletters.

#### What's included?

- Key messages
- Newsletter copy
- Social media copy
- Resources

## NEWSLETTER COPY



### Fire Preparedness toolkit: now's the time to prepare your farm for the fire season

Agriculture Victoria's new [Fire Preparedness Toolkit](#) is designed to assist farmers and land managers to prepare their farm for the fire season.

The toolkit contains checklists and templates to help farmers prepare their farm business, livestock, staff, and infrastructure ahead of the season.

Learning from the experiences of farmers that have been impacted by fire, the checklists and templates published in the toolkit were developed with input from farmers.

It incorporates key things that, when documented or identified as part of a preparedness plan, can ease the process of recovery after a traumatic bushfire experience.

For example, having a documented farm asset inventory can greatly assist in reviewing insurance cover before, as well as assessing loss and damage in the aftermath, of a fire.

Similarly, ensuring your farm documents are securely stored (on the cloud or off-farm) and on-hand, will help ease the pressure when it comes to seeking financial support or making insurance claims.

The Fire Preparedness Toolkit and other bushfire resources are available on the [Agriculture Victoria website](#) and should be used in conjunction with existing information and resources from the Country Fire Authority (CFA) and your local council.



*Fire Preparedness Toolkit cover image*

## SOCIAL MEDIA POST #1: FIRE PREPAREDNESS TOOLKIT

### Suggested copy:



Download a copy of Ag Vic's Farm Fire Preparedness Toolkit today and use it to review or develop your fire preparedness plan.



The characteristics of every farm and farming business are different and require a unique approach to fire preparedness.



Developing and implementing a fire preparedness plan can help you better prepare for, minimise losses, and recover faster, should your property be affected by fire.

Find and use our Farm Fire Preparedness Toolkit here

<https://agriculture.vic.gov.au/bushfires>



Ag Vic's Farm Fire Preparedness Toolkit will help you develop a fire plan to suit your farm and farming business. Download a copy of the toolkit from <https://agriculture.vic.gov.au/bushfires> and start preparing your plan today.

### Suggested Image:



*Time to prepare your fire plan – comms pack tile 1*

## SOCIAL MEDIA POST #2: FARM MAPPING

### Suggested copy:



Have you included a farm map in your fire preparedness plan?



A farm map helps in an emergency by clearly showing critical assets, water sources, assembly/evacuation and exit points and stock refuge areas.



Check out the tips on developing your farm map in our Farm Fire Preparedness Toolkit. Download a copy of the toolkit: <https://agriculture.vic.gov.au/bushfires>

Have you included a farm map in your fire preparedness plan?

A farm map can be useful in an emergency. Check out the tips on developing your farm map in our Farm Fire Preparedness Toolkit. Download a copy of the toolkit:

<https://agriculture.vic.gov.au/bushfires>



### Suggested Image:



*Fire preparedness farm mapping – comms pack tile 2*

## SOCIAL MEDIA POST #3: EMERGENCY ACCESS

### Suggested copy:



Will emergency services know where to come in the event of a fire?



As part of your fire season planning, make sure roadside numbers are visible, vegetation around gates, culverts and bridges has been cleared, and gates are wide enough and easy to open.



Check out the tips and templates for developing your farm fire preparedness plan in the Farm Fire Preparedness Toolkit. Download a copy at <https://agriculture.vic.gov.au/bushfires>



Will emergency services know where to come in the event of a fire?

As part of your fire season planning, make sure roadside numbers are visible and gates are clear. Download a copy of the Farm Fire Preparedness Toolkit at <https://agriculture.vic.gov.au/bushfires> for more tips and templates.

### Suggested Image:



*Emergency access – comms pack tile 3*



## SOCIAL MEDIA POST #4: ANIMAL WELFARE

### Suggested copy:



Where will you place your livestock during an emergency?



It's crucial to have a refuge paddock or stock containment area ready for your livestock during emergencies, with adequate feed and water for their safety.



Use the Fire Preparedness Toolkit and web resources to start planning for stock containment areas, emergency feeding and water budgeting – available at <https://agriculture.vic.gov.au/bushfires>

Where will you place your stock during an emergency?



Use the Fire Preparedness Toolkit and web resources to start planning for stock containment areas, emergency feeding and water budgeting – available at <https://agriculture.vic.gov.au/bushfires>

### Suggested Image:



*Animal welfare – comms pack tile 4*

## AGRICULTURE VICTORIA RESOURCES



- Access an online version of the [Fire Preparedness Toolkit here](#).
- Listen to the Fire Preparedness Toolkit [webinar](#) on Zoom. Use this passcode: **Preparedness**
- Order a hard copy version of the toolkit by filling out this [form](#) (Note: If you require more copies (for example, for an agency) please email [recovery@agriculture.vic.gov.au](mailto:recovery@agriculture.vic.gov.au)).
- Visit the Agriculture Victoria website for information on:
  - [bushfire preparedness and recovery after bushfire](#) ([agriculture.vic.gov.au/bushfires](http://agriculture.vic.gov.au/bushfires))
  - updating your [Property Identification Code](#) (PIC)
  - [stock containment for emergencies](#)
- Subscribe to the [Recovery & Resilience e-newsletter](#) for regular information on events and support information.

## OTHER AGENCY RESOURCES



- Visit the [Vic Emergency website to create a watchzone](#)
- Visit the Country Fire Authority website for [warnings and restrictions](#)
- Visit the Country Fire Authority website for more information on [how to prepare your property and decision-making](#)
- Meat and Livestock Australia (MLA) have produced several complimentary resources to assist with bushfire preparedness on your farm - visit the [MLA bushfire hub](#) for eLearns, fact sheets and supporting resources.

**Thank you for your support.**

For more information about farm fire preparedness and recovery after fire visit [agriculture.vic.gov.au/bushfires](https://agriculture.vic.gov.au/bushfires)

