Free visitor bushfire safety resources available for your business

This summer, DEDJTR Tourism branch and the Country Fire Authority (CFA) are continuing to offer tourism businesses free resources that can be used to inform visitors about bushfire safety.


Tourism businesses are an important source of bushfire information for visitors. According to research conducted by Sweeney Research in 2011, most visitors expect tourism businesses in high risk locations to have the right information about bushfire safety.

Tourism business can choose from a range of resources such as brochures, fridge magnets, key tags and Fire Danger Rating displays. The resources explain how to stay aware of Fire Danger Ratings and fire warnings.

Go to www.tourism.vic.gov.au/bushfiresafety to order the resources.

A quick guide for your business on how you can prepare for bushfires
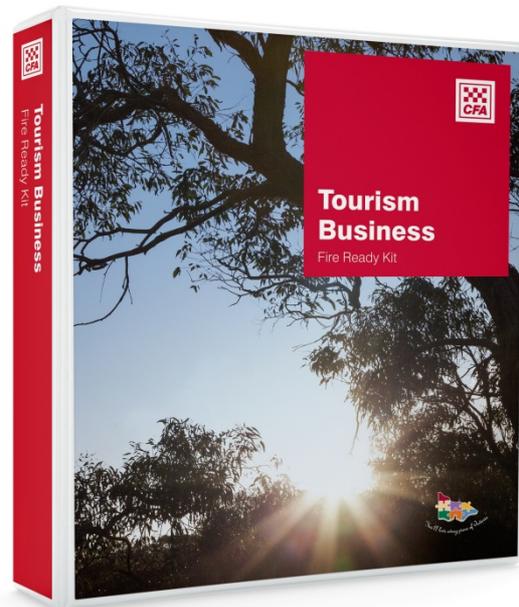
In addition to free resources, DEDJTR Tourism branch and the CFA have produced a toolkit to assist tourism businesses prepare for bushfires.

The *Tourism Business Fire Ready Kit* guides business owners through the decision making process to develop a plan to suit their business. It helps businesses understand their risks, prepare their business and employees, plan how to inform their customers, identify their triggers to act and prepare a plan.

A written plan may save lives by helping employers to stay focused and respond in the best possible way when under pressure. Preparation may also help to minimise the loss of profits and get a business back up and running more quickly after the threat of fire has passed.

The Tourism Business Fire Ready Kit can be downloaded as a PDF or Word document at cfa.vic.gov.au/tourism or order a hard copy via corporate website (www.tourism.vic.gov.au/bushfiresafety).

For further bushfire planning information (including information on caravan park fire safety regulations and guidelines) and support visit cfa.vic.gov.au or call the Victorian Bushfire Information Line on 1800 240 667.

Crisis Essentials Guide & Open for Business On-line Resource

The *Crisis Essentials* publication aims to provide tourism businesses with essential information to enable them to effectively prepare for, respond to and recover from crisis events, such as bushfires, drought and floods.

The publication supports the more comprehensive Open for Business crisis management on-line resource (**tourism.vic.gov.au/crisis**). This on-line resource provides a comprehensive suite of tools, resources and advice as well as case studies of tourism businesses impacted by recent crisis events. Hard copies of the Crisis Essentials publication are available through DEDJTR Tourism branch on (03) 9653 9810.
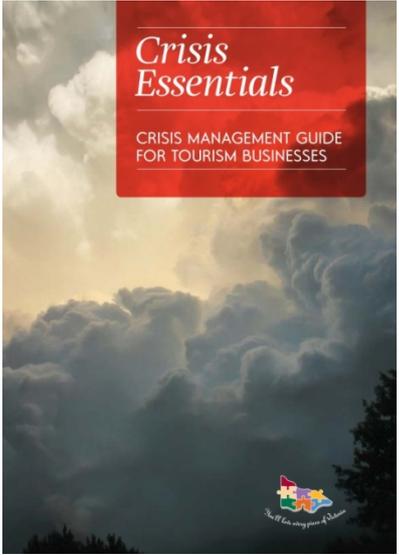
Emergency Information for Visitors

Visitors to Victoria have a range of ways they can keep up to date with information on emergencies all year round.

The VicEmergency website www.emergency.vic.gov.au provides comprehensive and easy to follow emergency information and the VicEmergency Hotline 1800 226 226 is the one number to remember and save into your phone for fires, flood, storms and help after an emergency. The VicEmergency Hotline also has a translator service - those needing assistance can call 131450 first and then ask for 1800 226 226.

Victoria has more than 62 emergency broadcasters so travellers can tune into ABC local radio, and designated commercial and community radio stations or Sky TV (the full list for each area is available on www.emv.vic.gov.au).

The VicEmergency app provides Victorians with access to warnings and incidents for fires, floods, storms, earthquake, tsunamis and water safety. People can set up a Watch Zone for the area they are travelling in and receive locally relevant warnings and notifications. The app is available for free to download from the Google Play or Apple stores. Social media users can also follow VicEmergency on Facebook and Twitter where the latest information is automatically published.

The VicEmergency website, app and hotline brings together information and warnings from agencies including Country Fire Authority (CFA), Department of Economic Development and Transport and Resources (DEDJTR), Department of Environment, Land, Water and Planning (DELWP), Department of Health and Human Services (DHHS), Life Saving Victoria, Metropolitan Fire Brigade (MFB), and Victoria State Emergency Service (SES).

Victoria also has a telephone based system that can provide warnings to the community based on both their address and their geographic location. This allows emergency services to quickly reach the vast majority of the community anywhere they can connect to a network. In major emergencies, travellers could receive a warning that way.

People should always be familiar with more than one way to get emergency information to suit an area, for example in case of power failures or lack of internet access.