



# Bushfire Recovery Plan.

## Where to from here?

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# Two Broad Themes

1. Risk Management
2. Promoting the Benefits



# 1. Risk Management

- proactively managing the risks
- responding appropriately to a crisis



# Leaked report in the media in Victoria this week!

A report to the Victorian Govt that due to continuing drought & an el nino event – this coming fire season is expected to be worse than last season.



# Climate Change

Experts predict increasing numbers of  
severe weather events in future.

(Tony Carden presentation tomorrow)



# Alfred Deakin Lectures 2008

“In a time of massive climate change  
what young people will need more than  
anything is resilience.”

Resilience Alliance



# Public Perception

- Loss of confidence in the bush following February bushfires



# Risk Aversion

- what risk management isn't!





## Risk Aversion:

- 'bubble wrapping'
- 'helicopter parents'
- China plate example - UK



# 'Whatever' ABC TV Thursdays 8pm

- 'Adolescent risk taking is consistent across mammals and across time'
  - 'We risk, we learn, we grow'
- 'Adolescents take risks because they are designed too'

# Fear



‘We are the healthiest, wealthiest, and longest-lived people in history. And we are increasingly afraid. This is one of the great paradoxes of our time.’

*Dan Gardner, ‘Risk. The Science and Politics of Fear’*

# Fear



‘Fear is the most potent force that prevents parents from allowing their children the freedom they themselves enjoyed when they were young. Fear is the emotion that separates a developing child from the full, essential benefits of nature. Fear of traffic, of crime, of stranger-danger – and of nature itself’

*Richard Louv, ‘Last Child in the Woods’*



# Outdoor Industry Recovery & Development Plan 2009 / 2010

**Prepared by the outdoor industry peak bodies in  
Victoria:**

Australian Camps Association (ACA)

Victorian Outdoor Education Association (VOEA)

Outdoor Recreation Centre (ORC)

Tourism Alliance Victoria (TAV)



### ***Industry Impact from Recent Fires***

- 17 camps destroyed in the fires
- 2 camps sustained minor damage
- Uncertainty about risk and conflicting advice to schools caused significant postponements and cancellations
- Loss of public confidence is manifesting in alarming levels of program cancellations in non-fire affected areas that is threatening business viability.
  - Loss of business = \$27.5m net losses due to cancellations and postponements reported as at 16 March 2009.
  - Loss of employment = 277,000 staff hours lost as at 16 March 2009.
  - The loss of business and employment is reducing the industry's contribution to regional and rural economies.



How do we respond?



# Managing Risk proactively

- Accreditation
- Adventure Activity Standards (AAS)
  - MUARC Human Factors Project  
(Keynote this afternoon)



# Responding to a crisis

## Media & Communications Strategy



- Establishing a strong profile within the key media markets
  - Becoming known commentators on relevant issues in relevant media
  - Developing and delivering a proactive media program
- Developing a reactive media 'kit' ready to be rolled out in response to any urgent or emerging issues and developing an issues/crisis management protocol
- Ensuring all above activity is managed through a disciplined and cohesive strategic communications framework



## 2. Promoting the Benefits

- Research – eg Benefits Catalogue



- Establishing a strong profile within the key media markets
  - Becoming a known commentator on relevant policy and member issues in relevant media
  - Developing and delivering a proactive media program including relationship building with key journalists & developing key news items to generate interest



# Media & Communications Strategy

- Bushfire recovery campaign
- Great Aussie Camp-Out (GACO)
  - Outdoors Expo for Life



# Delivering the Outcomes



**Outdoor Experiential Programs for Youth  
A Proposed Research Partnership**

*MCRI, July 2009*



## Research Challenges

- small numbers (sample)
- inadequate research methods
- measurement tools untested
- program detail limited
- participant characteristics unreported
- unpublished



- What are outdoor experiences best at promoting?
- Do all young people benefit, or only some?
- What program characteristics affect outcomes?
- How enduring are positive changes?



## Collaborators



- Health
- Research
- Academia
- State Government
- Not-for-profit
- Peak Industry Bodies
- Providers
- Education
- Juvenile Justice













