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**NEW BURN SMART CAMPAIGN LAUNCHING SOON**

DFES is launching a new campaign on Monday 25 May 2020 to educate private landholders on planned burns.

The Burn SMART campaign will aim to raise awareness about the responsibility and accountability of private landholders when lighting a fire as well as educate the community on how to undertake planned burning on private land.

The campaign was developed in response to a report released by the Office of Bushfire Risk Management that investigated the impact escaped planned burns had in the South West and Great Southern regions on 24 and 25 May 2018.

The Burn SMART campaign will be promoted through social media alongside online and regional radio to reach landholders in the South West, Lower South West and parts of the Great Southern, Upper Great Southern, Goldfields Midlands and Perth Metropolitan regions.

The advertising campaign will be accompanied by educational resources developed by the Bushfire Centre of Excellence to guide landholders in undertaking planned burns. These include:

- The Burn SMART Guide (which replaces The Winter Burn Guide)
  - The guide provides information on planning and conducting burns in areas of forest, woodland and tall shrubland less than two hectares. The guide applies to the Jarrah Forest, Swan Coastal Plain and Warren biogeographic regions in Western Australia.
- Burn SMART Checklist
  - The checklist is a great resource to help educate local communities on the necessary steps required to Burn SMART. The checklist references Burn SMART, a planned burning guide for small landholders and, as such they should be used in collaboration.
- Planned Burning Fact Sheet
  - The fact sheet explains what planned burning is and why it's important. It also directs community members to helpful information online.
- Leaf Moisture Method Test
  - The test is an excerpt from the Burn SMART guide that individuals can use when testing the moisture of their fuels.



- Burn SMART Video
  - The video shows an example of a planned burn and should be used in conjunction with *Burn SMART - A planned burning guide for small landholders*.
- Burn SMART Talking Points
  - The talking points for Burn SMART provide support and guidance for conversations and initiatives with local communities about the campaign.
- Burn SMART Social Media Artwork
  - The artwork can be downloaded for use on Facebook or Twitter.
- How to use the Burn SMART Resources
  - This handy guide explains how to use the Burn SMART resources to engage with local communities.

The campaign elements, educational resources and social media collateral will be available on the DFES Volunteer Hub, Intranet and DFES website for staff and volunteers to download from Monday 25 May 2020.

Providing landholders with the tools and knowledge they need to undertake and monitor their planned burns will help reduce the risk of burns escaping and starting bushfires that impact neighbouring properties and the wider community. It will also reduce the need for career and volunteer firefighting resources to respond to these escaped burns.

If you have any questions regarding the Burn SMART campaign, please email [bushfirecoe@dfes.wa.gov.au](mailto:bushfirecoe@dfes.wa.gov.au)

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