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BUSHFIRE CAMPAIGN LAUNCH – GOT 15 MINUTES TO BURN?

With the 2024-25 bushfire season rapidly approaching, DFES is urging Western Australians to ensure they are prepared should they face a bushfire emergency.

Running for its second season, DFES' bushfire safety campaign Got 15 Minutes to Burn? was launched yesterday by Premier Roger Cook, Minister for Emergency Services Stephen Dawson and Fire and Emergency Services Commissioner Darren Klemm AFSM.

Normally launching in November or December, the earlier commencement date this year aims to give community members more time to prepare for bushfire ahead of the season.

The campaign also seeks to remove the Western Australian community's perceived barriers to making a bushfire plan – that it is too difficult and too time consuming.

It highlights the ease and importance of making a plan, comparing all the insignificant ways we use 15 minutes in a day with the destruction a bushfire can cause in the same timeframe.

As with last year, the campaign will continue to have a contextual element, aiming to reach people when they are already waiting and have 15 minutes to burn such as in GP waiting rooms and at train stations.

Got 15 Minutes to Burn? directs members of the community to visit the [My Bushfire Plan website](#) and app where they will receive step-by-step support and instructions to create a bushfire plan that can be accessed at any time.

A record number of online bushfire plans were created during last year's campaign, with 10,556 started and 6,181 completed.

Printed copies of the [Bushfire Preparation Toolkit](#) are available for people who prefer to complete a written bushfire plan. Toolkits can be ordered at publications.dfes.wa.gov.au/order-publications.

Bushfire resources are also available for people at higher risk, including the Be Safe and Leave Early Plan which can be downloaded in 20 different languages from the [DFES website](#).



Got 15 Minutes to Burn? is a large scale integrated and targeted campaign which includes television and streaming services, radio commercials, advertising at train stations, bus stops and in gyms, as well as digital and social media. It is running in the southern half of WA.

You can watch the 30-second television commercial [here](#). We recommend viewing it in high resolution, so click on the Settings icon, then select Quality and 1080p.

Staff and volunteers are encouraged to use the campaign email signature and share the campaign materials with their friends, family and networks. These can be found on the [bushfire campaign resources](#) page on the DFES website.

The campaign goes hand in hand with the preparation activities already undertaken by the Community Preparedness Directorate and our regions to support Bushfire Ready Groups and BGUs to engage with their local communities.

If you would like further information about engaging with your local community about preparing for bushfire season, contact community.preparedness@dfes.wa.gov.au.

For more information about promoting how your community is preparing for the bushfire season, contact media@dfes.wa.gov.au.

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