

STATE / TERRITORY IMPLEMENTATION PLAN – 2009-10

Context

On 7 February 2009 Victoria experienced a series of bushfires which exhibited extreme fire behaviour. The fires led to the deaths of 173 people, about 430,000 hectares of land were burnt, along with 2000 properties and 61 businesses. Entire towns were destroyed and around 78 communities were affected.

In response to those events, the Victorian Government established a Royal Commission to investigate the causes of, preparation for, responses to, and the impact on infrastructure of the fires. Simultaneously it invested significant funding to support its emergency services agencies and specific projects and initiatives to prepare the community for an expected as bad, if not worse bushfire season in 2009-2010.

The Government has determined that bushfire preparation is the top emergency management priority for NDRP projects for 2009-2010.

The projects in the implementation plan are directed to the following priorities

- community support and enhance community safety by providing key information and emergency warnings to residents and visitors
- continued support to municipal councils to maintain fire access roads, particularly in areas of high bushfire risk

Outcome / Objectives

The projects below are directed specifically to strengthen community resilience to bushfires, reduce the risk of bushfires and enhance emergency management capability and capacity to take effect before or during the coming bushfire season.

Outputs

Project (for details see pages 3-5)	NDRP Contribution
Summer Fire Information Campaign – media advertising component	\$2,250,000
Fire Access Roads Subsidy Scheme	\$250,000
Not yet determined	\$800,000
2009-10 Projects Total	\$3,300,000
Pre 2009 Legacy Projects	\$437,260
Less Funds held for 2004-05 NDMP project now cancelled	(\$250,000)
Grand Total	\$3,487,260

This list of outputs differs from the draft submitted earlier. The proposed project on Fire Danger Rating Indicator Boards will not be proceeding. A submission in relation to allocation of the amount of \$800,000 to one or more project will be made as soon as possible.

Administration Arrangements

The Office of the Emergency Services Commissioner (OESC) of the Department of Justice (DoJ) will work in partnership with Country Fire Authority (CFA) and its partners to implement the projects.

Risk Assessment

Victoria is conscious of the requirement under clause 15(c) in the NPA of the need to produce a state/territory-wide risk assessment in accordance with the relevant Australian standards.

In 2008, Victoria's State Emergency Mitigation Committee undertook a state-level, statewide emergency risk assessment that included assessment of a range of natural disaster risks.

From it, priorities can be derived in terms of the highest priority emergency risks to Victoria. These can be deemed to be priorities for the purposes of the NDRP. A report on the risk assessment will be submitted early in 2010.

Accordingly, Victoria is not applying for Commonwealth support of \$150,000 towards a risk assessment in 2009-10 (under clause 28 of the NPA) but may include such a project in a later round of the NDRP.

Reporting and Evaluation

DoJ will submit quarterly progress reports to evaluate the progress of its two project under NDRP. With regards to the CFA project Fire Access Roads Subsidy Scheme, the same templates and reports as used under the Bushfire Mitigation Program (BMP) will be used to fulfil the reporting requirements.

In relation to the pre-2009 legacy projects, all are former NDMP projects and will be reported upon using the standard NDMP-style reporting. Responsible agencies are expected to finalise the outstanding NDMP projects listed at Attachment A by 31 December 2011.

Project details

Project Name	Summer Fire Information Campaign – media advertising component
Brief Description	Creative development and purchase of media through a variety of outlets including TV, radio, press, mobile billboards, newspaper inserts, direct mail, local advertising, online/new media outlets, plus CALD and special needs communities outlets.
Total Cost	\$6,500,000
NDRP contribution	\$2,250,000
Administration	Project will be administered by the Department of Justice
Partners	Fire Communications Task Force, includes Dep't Premier and Cabinet Country Fire Authority Dept' Education and Early Childhood Development Dep't Human Services Dep't Planning and Community Development Municipal Association of Victoria Metropolitan Fire Brigade Parks Victoria Victoria Police VicRoads
Milestones/Performance Measures	Publicity campaign commenced on 11 October and will continue during fire season. Expected to be completed by 31 March 2010 but is contingent on fire season. Measures include hours of radio and television airtime, number of newspaper inserts, size of column space, number of direct mail outs and number of special needs communities outlets.
Evaluation	Strategic Communications Branch of DoJ will carry out evaluative report including research and survey to determine impact on community. Measures include carrying out surveys, interviews and focus groups to determine how many people impacted by campaign. Measure attitudes and behaviours in relation to fire preparedness, measure awareness, sources of awareness and message takeout. To be completed by 30 April 2010.
NDRP Goal	Community Resilience

Project Name	Fire Access Roads Subsidy Scheme
Brief Description	Partnership arrangement to ensure councils maintain and/or construct access roads for fire vehicles to enable safe fire suppression in bushland areas not under State Government control.
Total Cost	\$500,000
NDRP contribution	\$250,000
Administration	CFA will administer projects in partnership with municipal councils as per previous arrangements under the Bushfire Mitigation Program.
Partners	Municipal councils
Milestones/Performance Measures	Works completed in time for summer fire season 2009-10 in identified high bushfire risk areas
Evaluation	Works completed by due date and satisfy project scope
NDRP Goal	Emergency management capability Climate change

Project Name	Pre-2009 legacy projects
Brief Description	Unfinished projects under Natural Disaster Mitigation program from 2006-07 onwards. For detail, see attachment A
Total Cost	N/A
NDRP contribution	\$187,260
Project Manager	As per former Natural Disaster Mitigation Program
Partners	
Milestones/Performance Measures	
Evaluation	
NDRP Goal	Community resilience