The objective of the Bushfire CRC is to provide research that enhances the management of the bushfire risk to the community in an economically and ecologically sustainable way.

The formation of the Bushfire CRC in 2003 was a move towards a better understanding of the complex social, economic and environmental aspects of bushfires. The combination of partner resources and the Australian Government’s Cooperative Research Centres program grant is a substantial investment in this research.

The decision on the part of the government to fund the Bushfire CRC extension for period of three years 2010 to 2013 is recognition of the importance of continuing this research particularly in the context of the tragic events of 7 February 2009 in Victoria Australia.
BUSHFIRE CRC EXTENSION
STRATEGIC DIRECTIONS 2010-2013

VISION

Sustainable Fire Research - Providing the Science for Safer Communities

MISSION

To reduce the risk

through a better understanding of community exposure, fire behaviour; fuel characteristics, weather, suppression techniques and equipment

to the community

through understanding communities response, preparedness, involvement and behaviour

and to fire fighters

through providing improved knowledge, safer equipment and environments in which to work

in an ecologically sustainable and economic way.

PROGRAMS

Understanding Risk:

a reduction in losses through better community understanding of the risk from fire

Communicating Risk

a reduction in the loss of life through better communication of fire risk

Managing the Threat for Safer communities,

reduced loss of life, assets, and adverse environmental impacts, while reducing the marginal cost of service delivery through better management of extreme events

VALUES

• Respect - recognising and valuing the contributions of all involved in the Bushfire CRC
• Focus - Ensuring that activities are aligned with the Bushfire CRC vision and mission.
• Integrity and Honesty - To be honest and act with integrity in all we do.
• Research Excellence - Pursuing highest quality applied research methods and outcomes aligned with the mission of the Bushfire CRC.
• Supportive Leadership - Allowing all involved in the Bushfire CRC to achieve their potential.
• Trust and Collaboration - Sharing and working cooperatively in a trusting environment
**STRATEGIC OBJECTIVES**

- To enhance the contribution of long-term scientific and technological research and innovation into fire for sustainable economic and social development.
- To enhance the transfer of research outputs into commercial or other outcomes of economic, environmental or social benefit to Australia and New Zealand.
- To enhance the value to Australia and New Zealand of graduate researchers.
- To enhance collaboration among researchers, between researchers and the sector, and to improve efficiency in the use of intellectual and other research resources.

**GOALS**

**PARTNERSHIP GOAL**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Key Measures 2010-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>A segmented partnership relationship plan</td>
<td>Partners in the CRC are maintained or increased</td>
</tr>
<tr>
<td>Actively use MOU’s to create meaningful relationships</td>
<td>Level of partner satisfaction</td>
</tr>
<tr>
<td>To develop meaningful relationships with strategically important partners</td>
<td>International project linkages</td>
</tr>
<tr>
<td>To improve contact management</td>
<td>Contact lists correct and up-to date</td>
</tr>
</tbody>
</table>

**PRODUCT GOAL**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Key Measures 2010-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>To have a relevant, agreed research agenda to underpin the products</td>
<td>Products by category</td>
</tr>
<tr>
<td>To actively manage the research process to ensure the highest quality of applied research outputs</td>
<td>Attendance at event</td>
</tr>
<tr>
<td>To complete and package and deliver research output for partner utilisation</td>
<td>Scientific publications in A and A* journals</td>
</tr>
<tr>
<td></td>
<td>Partner satisfaction with outputs</td>
</tr>
</tbody>
</table>

**PROCESS GOAL**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Key Measures 2010-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codify, review and rationalise key processes</td>
<td>Critical processes documented</td>
</tr>
<tr>
<td>Support open and transparent governance processes</td>
<td>Partner satisfaction</td>
</tr>
<tr>
<td>To actively manage resources to support our business</td>
<td>Income sourced from non-traditional sources</td>
</tr>
<tr>
<td>To secure and diversify our funding base</td>
<td>Funding is secured for ongoing research</td>
</tr>
<tr>
<td></td>
<td>Audit reports</td>
</tr>
</tbody>
</table>
**PEOPLE GOAL**

To build and enhance the capacity for research, research management and research utilisation with the sector.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Key Measures 2010-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>To have an active student program</td>
<td>Student completions/student satisfaction</td>
</tr>
<tr>
<td>To provide appropriate developmental opportunities for staff, students and researchers</td>
<td>Registered alumni</td>
</tr>
<tr>
<td>To develop an alumni program</td>
<td>Retention within the sector</td>
</tr>
<tr>
<td>To develop appropriate strategic alliances though our partners to identify needs and approaches</td>
<td>Staff satisfaction</td>
</tr>
<tr>
<td>Strong HR and staff management and OHS process</td>
<td>Lost time injuries</td>
</tr>
<tr>
<td></td>
<td>Days sick leave</td>
</tr>
</tbody>
</table>

**PROFILE AND BRANDING GOAL**

Actively and deliberately enhance the profile of the Bushfire CRC.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Key Measures 2007-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>To develop and implement a marketing plan</td>
<td>The Bushfire CRC is seen as the collective effort of researchers, end-users and staff</td>
</tr>
<tr>
<td>Actively engage with partner activities</td>
<td>Website hits and downloads</td>
</tr>
<tr>
<td>To build and enhance the Bushfire CRC’s multi-media and web presence</td>
<td>Positive media mentions</td>
</tr>
<tr>
<td>Use conferences and third party events to enhance profile</td>
<td>Mentions in partner publications</td>
</tr>
<tr>
<td>To maintain a proactive media engagement strategy</td>
<td>Annual Bushfire CRC and AFAC conference.</td>
</tr>
<tr>
<td></td>
<td>Science conference</td>
</tr>
<tr>
<td></td>
<td>Individuals and organisations at Bushfire CRC related events.</td>
</tr>
</tbody>
</table>

**IMPERATIVES**

**2010-2011**

- Signing of all agreements and contracts
- Setting up the 3 year research program to deliver effectively
- Continuing research utilisation of the seven-year research program outputs
- Incorporating the expected outputs of the extension three-year program into research utilisation activities
- Securing funding for the ‘Institute’ post 2013
- Implementation of any agreed recommendations from the administrative review
- Ensuring all new and existing stakeholders are committed to the research program and the implementation of its research outputs
- Develop and commence implementation of marketing plan
FOR FURTHER INFORMATION AND TO COMMENT

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