



BUSHFIRE CRC EXTENSION STRATEGIC DIRECTIONS 2010-2013



© Bushfire Cooperative Research Centre 2010.

No part of this publication must be reproduced, stored in a retrieval system or transmitted in any form without prior written permission from the copyright owner, except under the conditions permitted under the Australian Copyright Act 1968 and subsequent amendments.

Publisher:

Bushfire CRC

August 2010

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

To recognise, value, build and nurture sustainable partnerships actively creating mutual benefits between researchers, end users the Bushfire CRC office and the community using research to benefit society. .

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

PRODUCT GOAL

To deliver a product mix that is consistent with the expectations of all partners.

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

PROCESS GOAL

To provide quality research management and utilisation across the CRC

Strategy	Key Measures 2010-2013
Codify, review and rationalise key processes Support open and transparent governance processes To actively manage resources to support our business To secure and diversify our funding base	Critical processes documented Partner satisfaction Income sourced from non-traditional sources Funding is secured for ongoing research Audit reports

PEOPLE GOAL

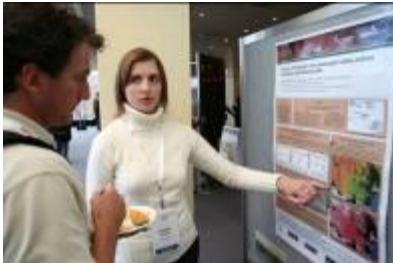
To build and enhance the capacity for research, research management and research utilisation with the sector.	
Strategy	Key Measures 2010-2013
To have an active student program	Student completions/student satisfaction
To provide appropriate developmental opportunities for staff, students and researchers	Registered alumni
To develop an alumni program	Retention within the sector
To develop appropriate strategic alliances through our partners to identify needs and approaches	Staff satisfaction
Strong HR and staff management and OHS process	Lost time injuries
	Days sick leave

PROFILE AND BRANDING GOAL

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

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

Gary Morgan
Chief Executive Officer
Bushfire CRC
gary.morgan@bushfirecrc.com
Level 5/340 Albert St
East Melbourne
Vic 3002

www.bushfirecrc.com