

A tale of three C.I.T.I.E.S – Critical questions to ask about bushfire preparedness

Dr Richard Phillips & Dr Keith Toh

Centre for Sustainable Organisations and Work, RMIT University, Melbourne

Bushfire CRC Effective Communication: Communities and Bushfire research project

Effective bushfire preparation begins by asking questions to understand the social complexities, so that fire agencies can deliver locally sensitive safety initiatives.

What does community mean? What does community engagement look like? Who is listened to in this community? Who is ignored in this community? Is there sense of What does sense of community mean to people here? Has the community here? community changed? Does the idea of community matter? Who is influential in this community? Are there any divisions in this community? What is the impact of community changes on bushfire preparedness? What are the main challenges this community faces in preparing for bushfire? What are the community's capacities to reduce the threat of bushfire? What information is known about this locality? What information about bushfires do people need to know in this locality? What is the place of local information in bushfire safety? What do agencies do about misinformation? What information do people already have about bushfires? How would people find information about bushfire preparedness? How can information be disseminated more effectively? How is information shared? How can people exchange information with fire agencies? What information can people provide to the fire agencies? How does land tenure influence bushfire preparedness? Who are the traditional custodians of the land? What is the role of fire agencies in land tenure and land use? Are there any misconceptions about land tenure in this locality? What are the concerns about absentee landowners and bushfire management? What is the impact of changing land tenure on bushfire preparedness? What are the institutions in this community? How can institutions increase bushpreparedness? Do any institutions hinder bushfire preparedness? emergency institutions do during a bushfire? How can institutions respond to the needs of local people? What influence do institutions have in this area? How should fire agencies manage public expectations? Have fire agencies contributed to raising expectations? What can fire agencies expect of the public? are the expectations of the local brigade? What do volunteers expect from their community? What are the expectations of the local brigade about the fire agency? What does shared responsibility mean? Who decides what shared responsibility looks like at a local level? Is it shared responsibility or shared blame? Does everyone have a shared responsibility for bushfire preparedness, if so how?



