



GET READY QUEENSLAND WEEK 2024 COMMUNICATIONS KIT

GET READY QUEENSLAND WEEK

When: 8 to 13 October 2024

Where: Across Queensland!

What: A resilience building initiative to help Queenslanders prepare for extreme weather.

Severe weather impacts the lives of all Queenslanders, affecting how we live, work, move and connect. Get Ready Queensland Week is a time for Queenslanders to take steps to prepare their family and property against disaster events. It's important that every Queenslander understands their risk.

The aim of the week is to:

- Encourage Queenslanders to begin preparing for extreme weather.
- Build community resilience - research shows people who are prepared for severe weather recover faster than those who rely solely on outside help.
- Provide simple, actionable tips about how to Get Ready.

Show your support and Get Ready!

This stakeholder and supporter kit has been developed to help you promote Get Ready Queensland Week. Contained within the kit are a range of resources which you can share within your workplace, to your members or customers, within your community group, and to family and friends. Let's Get Ready Queensland!

Our new online planning tool

We are excited to announce we are releasing an online Get Ready Queensland Severe Weather Household Emergency Plan, to help Queenslanders prepare for extreme weather.

OFFICIAL

The online form makes it simple to plan for an emergency, by knowing what to do and who to contact. It only takes a few minutes and will provide Queenslanders with peace of mind.

We've also added some new checklists and useful resources and tips, that residents can utilise for their disaster planning. Once the online plan has been completed, a downloadable PDF can be created, which can be saved, printed and shared with family or friends.

Give some thought to what you will do if the worst happens and make a plan today. The online form can be accessed at getready.qld.gov.au/plan.

How to contact the Get Ready Queensland team

Email	getready@qra.qld.gov.au
WEBSITE	getready.qld.gov.au
Facebook	https://www.facebook.com/GetReadyQueensland
Instagram	https://www.instagram.com/getreadyqueensland/

HOW TO GET INVOLVED

For organisations, community groups, schools, or neighbourhoods

- **Organise a community event.** This is a great way to get to know your community and plan how your neighbourhood could work together during and following extreme weather. Use the [Get Ready Conversation Cards](#) to help you get started.
- **Get the kids involved.** Choose from a range of activities, including worksheets, an online game, design challenge and a disaster-themed snakes and ladders board game. Importantly, our [school resources](#) align to the Australian Curriculum.
- **Host a community working bee.** Find useful tips for maintenance head of severe weather [here](#).
- **Have a workplace morning tea or lunch and learn session.** Use our [step-by-step guide](#) to encourage your colleagues to download the BOM Weather App, and set-up severe weather notifications.

For Local Government

- **Host a Get Ready Expo** – Encourage emergency services, local schools, local charities and community groups to be involved. Share resources and hold a sausage sizzle.
- **Connect with your local community at Bunnings** – Stage an activation in the carpark or in-store and involve the local emergency services. [Complete this EOI Form and Bunnings will be in touch](#).
- **Connect with local schools** – Share the Get Ready Queensland program resources such as colouring, games and conversation cards.
- **Host an afternoon tea for seniors** – Invite agencies and emergency services to present information for seniors to plan and prepare for extreme weather.
- **Emergency kit workshops** – Inform families how to build an emergency preparedness kit with essentials. Consider including a 'kit race' to determine who can gather supplies the fastest.

OFFICIAL

- **Team up** – Join forces with your local emergency services and help your council stage either a bushfire or flood information night!

How to register your community event

- Register your Get Ready Queensland 2024 community events using the [Registration Form](#).
- Submitted events will appear on the Get Ready Queensland Week Events Page on the [Get Ready Queensland website](#) .
- Register your Bunnings car park event using the [Bunnings Registration Form](#).

Attend an event or follow along online

Community lies at the heart of disaster resilience. During Get Ready Queensland week, local governments and emergency services work together to host local events, encouraging Queenslanders to Get Ready.

Our ambassador Jonathan Thurston will be attending events around the state, and you can follow along on our socials!

The Get Ready Queensland Week Events Page on the [Get Ready Queensland website](#) is a great place to find out what's on in your local area.

HOW TO PROMOTE GET READY QUEENSLAND WEEK

Spread the word!

- Share information about the online form
- Include a story in your subscriber e-newsletter
- Share a poster in your workplace
- Light up your building maroon, the colour of Get Ready Queensland.

Share on Social Media

Get Ready Queensland Week is a great opportunity for all Queenslanders to prepare for extreme weather. Sharing information on social media can help encourage your friends and family to Get Ready also.

Below are some ideas for personalised content:

- Share photos of how your family, business, community, or school is Getting Ready.
- Share a personal story about how severe weather has impacted you or your community, and why it's important to be prepared.
- Share tips for preparedness in your community.
- Post images or footage of local Get Ready Queensland events.

- Interview experts in Disaster Management.

Key Messages

- Queenslanders are being urged to prepare for extreme weather as part of Get Ready Queensland Week 2024.
- Happening from 8 to 12 October 2024, Get Ready Queensland Week is a time for Queenslanders to take steps to prepare their family and property against disaster events.
- Local events will occur statewide across the week, encouraging Queenslanders to prepare for extreme weather.
- The Get Ready Queensland Week Events Page on the [Get Ready Queensland website](#) is a great place to find out what's on in your community.
- This year, during Get Ready Queensland Week, we're spreading the message: 'Weather doesn't plan, but you can'. Regardless of your personal situation, planning for extreme weather is important.
- Research shows people who are prepared for severe weather recover faster than those who rely solely on outside help.
- It's easy to be prepared by following Get Ready Queensland's 3 Steps to Get Ready:
 - **Understand your risk** – impacts from extreme weather are different for everyone. Learn about what can happen where you live and how it could affect your family.
 - **Make a plan** – make a household emergency plan so your family knows what to do and who to contact in extreme weather. It only takes a few minutes and will give you peace of mind that your information is in one place.
 - **Pack a kit** – grab a few extra items next time you are at the supermarket to make an emergency kit.
- Get Ready Queensland has also just launched a new online severe weather emergency planning tool to make it easier for Queenslanders to Get Ready. You can make a severe weather emergency plan today at getready.qld.gov.au/plan.
- Get Ready Queensland has plenty of helpful information, resources and tips available at www.getready.qld.gov.au.

Example Newsletter Content

Get Ready Queensland Week is coming soon!

Launching 8 October 2024, Get Ready Queensland Week is a year-round, all hazards, resilience building initiative encouraging Queenslanders to prepare now for any type of extreme weather. Local events will occur statewide across the week, encouraging Queenslanders to Get Ready. The Get Ready Queensland Week Events Page on the Get Ready Queensland website is a great place to find out what's on in your community.

Get Ready with us!

This Get Ready Queensland Week, people all over the state are preparing for extreme weather, and you should too. Queensland is impacted by more natural disasters than anywhere else in Australia, so households need to be ready for anything.

OFFICIAL

It's easy to be prepared by following Get Ready Queensland's 3 Steps to Get Ready:

- **Understand your risk**
- **Make a plan**
- **Pack a kit.**

Research shows people who are prepared for severe weather recover faster than those who rely solely on outside help.

Get Ready Queensland has plenty of helpful information, resources, and tips available at www.getready.qld.gov.au.

RESOURCES AVAILABLE

This year we have a range of useful resources available which you can access via the links below.

RESOURCE	HOW TO ACCESS
<ul style="list-style-type: none"> Social Media Content and Images 	Links below
<ul style="list-style-type: none"> Posters 	Posters
Corflute Sandwich Board Signage	Funding Acknowledgement
Colouring In	Program Resources
Conversation Cards	Program Resources
Signature Block / Email Banner	Email Signatures
Event Listing	https://www.getready.qld.gov.au/get-ready-queensland-week
Local Disaster Information	Link https://www.getready.qld.gov.au/find-your-local-council
Get Ready Event Form	Get Ready Queensland Week Event Form
Get Ready Bunnings Form	Bunnings Form
Get Ready Instagram	Link Get Ready Queensland on Instagram
Get Ready Council Hub	URL: Council Hub Password: get-ready-qld
General Resources	https://www.getready.qld.gov.au/resources

Social Media

Image

Content ORIGINAL



[<Download link>](#)

Get Ready Queensland Week 2024 is from 8-13 October and a timely reminder for all Queenslanders to Get Ready. It's Get Ready Queensland Week. From The Cape to Cameron Corner, Queenslanders are preparing for extreme weather, and you should be too.

Before the severe weather season strikes, make sure you talk to your family and friends and do these top three things:

- Understand your Risk
- Make a Plan
- Pack an Emergency Kit

#GetReadyQueenslandWeek
 #GetReadyQueensland
 #ShareYourTips
 #Flooding
 #Bushfire
 #Storms
 #Cyclone
 #PackaKit

Image

Content ORIGINAL



This Get Ready Week, take the time to understand the severe weather that may affect where you live, work, move and play. In the last two years, severe weather has disrupted the everyday lives of 76% Queenslanders.

Whether you have lived in the same suburb your entire life, or have just moved to Queensland, it's easy to learn about the risk of extreme weather. Head to our website to learn more:

Jump on to <your council's> website's dashboard and be sure to favourite the page because if you're faced with a severe weather event, you want to be prepared.

Learn more at: <https://www.getready.qld.gov.au/getting-ready/understand-your-risk-0>
 #GetReadyQueenslandWeek
 #GetReadyQueensland
 #Flooding #Storms #Cyclones #Bushfires #UnderstandYourRisk

[<Download link>](#)



Get Ready Week is all about getting ready for severe weather and having a Household Severe Weather Emergency Plan means everyone knows what to do if the weather turns.

Consider:

- What you'll need to stay home
- Where will you go if you need to evacuate
- What you can take with you
- Your pet's safety and their needs

If you need help making an emergency plan, ask a friend or neighbour to help.

Get yours <https://www.getready.qld.gov.au/plan>

#GetReadyQueenslandWeek #Flooding #Storms #Cyclones #Bushfires #MakeAPlan

[<Download link>](#)



While 59% of Queenslanders have an emergency plan, alarmingly, only 19% have taken the time to write it down.

An up-to-date plan that accounts for all aspects of your life, will help protect you and the ones you love during extreme weather.

Get started today!

<https://www.getready.qld.gov.au/plan>

#GetReadyQueenslandWeek24 #MakeAPlan #GetReadyQueensland

[<Download link>](#)

Image

Content ORIGINAL



This Get Ready Queensland Week, be prepared to ensure the safety of yourself and your household during severe weather.

Now is an excellent time to prepare or top up your emergency kit to keep you safe and comfortable for at least three days.

For more information on what to pack in your emergency kit, head to <https://www.getready.qld.gov.au/emergencykit>

#GetReadyQueenslandWeek #PackAKit

[<Download link>](#)



Get Ready Queensland Week is a time to get your home ready for cyclones, severe storms and flooding.

Depending on where you live will determine what actions you should take to prepare your home.

Home maintenance ideas include:

- **Check your roof condition**
- **Clear leaves from gutters and downpipes**
- **Trim trees and overhanging branches**
- **Fix any rust, loose fittings or termite affected timber**
- **Repair broken window seals**
- **Ensure good access to water such as tanks and pools, don't rely on electric pumps or town water**
- **Remove debris and garden waste**
- **Check your insurance policy**
-

<https://www.getready.qld.gov.au/getting-ready/cyclones>

#GetReadyQueenslandWeek #ProtectYourHome

[<Download link>](#)



We surveyed 1500 Queenslanders about how they prepare their homes for severe weather.

- 72% regularly maintain their roof and gutters
- 66% reported regularly trimming overhanging branches
- 56% have stored important belongings out of harm's way

How do you clean up in comparison?

<https://www.getready.qld.gov.au/getting-ready/protect-your-home>

#GetReadyQueenslandWeek24 #ProtectYourHome #Cleanup

[<Download link>](#)

When you're busy going about life, checking the weather isn't always front of mind.

Signing up for weather warning notifications this Get Ready Queensland Week, can help you to make decisions in the event of severe weather.

Image

Content ORIGINAL



[<Download link>](#)

<https://www.getready.qld.gov.au/alerts-and-warnings/bureau-meteorology-weather-warnings>

#GetReadyQueenslandWeek #Flooding #Storms #Cyclones
#Bushfires #MakeAPlan



[<Download link>](#)

Get Ready Queensland Week is a great opportunity to get to know your neighbours. When severe weather strikes, they are often the first port of call. Pour a cuppa and have a chat.

This is a great opportunity to get to know your neighbours and community because when severe weather strikes, your neighbours may be the closest help available.

<https://www.getready.qld.gov.au/>

#GetReadyQueenslandWeek #CommunityConnect



[<Download link>](#)

This Get Ready Queensland Week, if you are a business owner, consider what you'd do in the event of severe weather and how you'll continue critical business activities should a crisis or severe weather occur.

To find out more about how to keep your business operating through severe weather, head to:

<https://www.getready.qld.gov.au/get-prepared/business>

#GetReadyQueenslandWeek #SmallBusinessQld
#BusinessQueensland #SevereWeather



[<Download link>](#)

Look after your animals in severe weather.

Family pets and livestock may stress and not be the most cooperative during severe weather, leading to fear and anxiety.

Talk to the kids about your Pet Severe Weather Emergency Plan and how they can help keep your family pet safe and calm.

To create yours, head to <https://www.getready.qld.gov.au/pets>

#RSPCA #SevereWeather #GetReadyQueensland