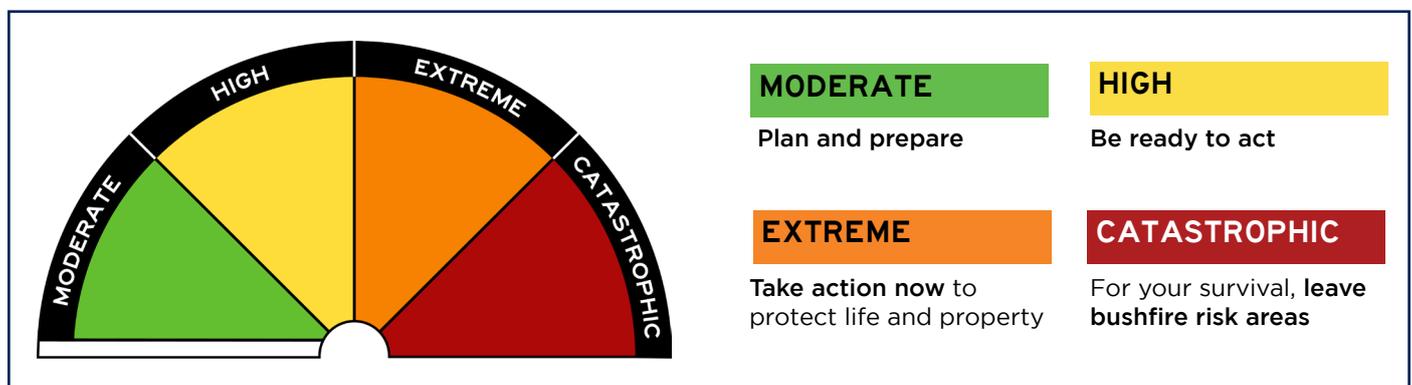


# Improving how we communicate fire risk

The Australian Fire Danger Rating System (AFDRS) will have four levels with action-oriented messages to encourage people to take action to protect themselves and others in the face of bushfire risks.



- The AFDRS will implement a new public-facing design for fire danger ratings that will improve public awareness of fire danger and guide members of the community to appropriate action to reduce their risk of bushfire exposure.
- A new set of high-level calls to action and secondary messaging has been agreed to, to ensure a nationally consistent understanding of the level of risk faced on any given day.
- Agencies will be able to add to this messaging with locally relevant information and advice.
- Social research about the existing fire danger system was conducted in 2018 including one of the largest surveys ever conducted in Australia.
- Community members were questioned about the limitations of the existing fire danger rating system as well as their comprehension and use of it.
- Many in the community could recall fire danger rating information on roadside signs but were not able to describe accurately what fire danger is but did not understand what actions to take concerning fire danger rating levels.
- Many believed that the fire danger rating system had too many levels and that some of the colours and names used for ratings were not ideal.
- Focus groups of community members recommended that there be less fire danger rating levels, that more logical colours be used for each level, that simple words be used to describe each level, and that each level come with action-orientated messages.

This is a national program funded by the Commonwealth and all the States and Territories and delivered by local implementation teams. The AFDRS is being coordinated by NSW RFS and AFAC (Australasian Fire and Emergency Services Authorities Council), with support from the Bureau of Meteorology. A National Program Board, with representation from each of the State and Territories' fire agencies, is overseeing the program.