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# A message from the Premier.

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Victoria is one of the most fire prone areas in the world and it is essential that all Victorians prepare as much as possible for every fire season. This year there is particular danger due to the unprecedented amount of rain, which has led to a major increase in vegetation growth. As soon as the summer heat dries out this long grass, paddocks and backyards across Victoria will become as dangerous as the bush.

In addition to this abundance of extra fuel, there is major concern about continued complacency when it comes to being bushfire ready. Despite the state's long history of bushfires and the devastation they cause, there are many Victorians who still do not have a written and practised fire plan.

It is with this in mind that the Victorian Government has commissioned a hard-hitting campaign that will begin airing later this week. These advertisements are part of a statewide effort by Victoria's fire-fighting agencies to keep as many people as they can safe from bushfire. While this campaign has been developed to be confronting, it is felt that anything less will not communicate the urgency of our message. It is paramount that these advertisements get the community's attention, as this is a matter of life and death.

The Victorian Coalition Government understands that these advertisements may be distressing for some in the community, particularly those who have been personally touched by the tragedy of bushfire. For those who wish to avoid viewing these advertisements, please visit [www.cfa.vic.gov.au/firecampaign](http://www.cfa.vic.gov.au/firecampaign) to download a plan of when the advertisements are scheduled to air.

For all others, when you watch these advertisements ask yourself if you still think that you and your family will be alright without a written and practised fire plan.

Please, don't be complacent; don't risk your life or the lives of your family on a last minute decision, write out your fire plan and practise it today.



TED BAILLIEU  
Premier of Victoria

**cfa.vic.gov.au**  
**1800 240 667**

**PREPARE. ACT. SURVIVE.**  
**FireReady** 