



**get ready**  
QUEENSLAND



# GET READY QUEENSLAND

## 2020-21 SPONSORSHIP PROPOSAL

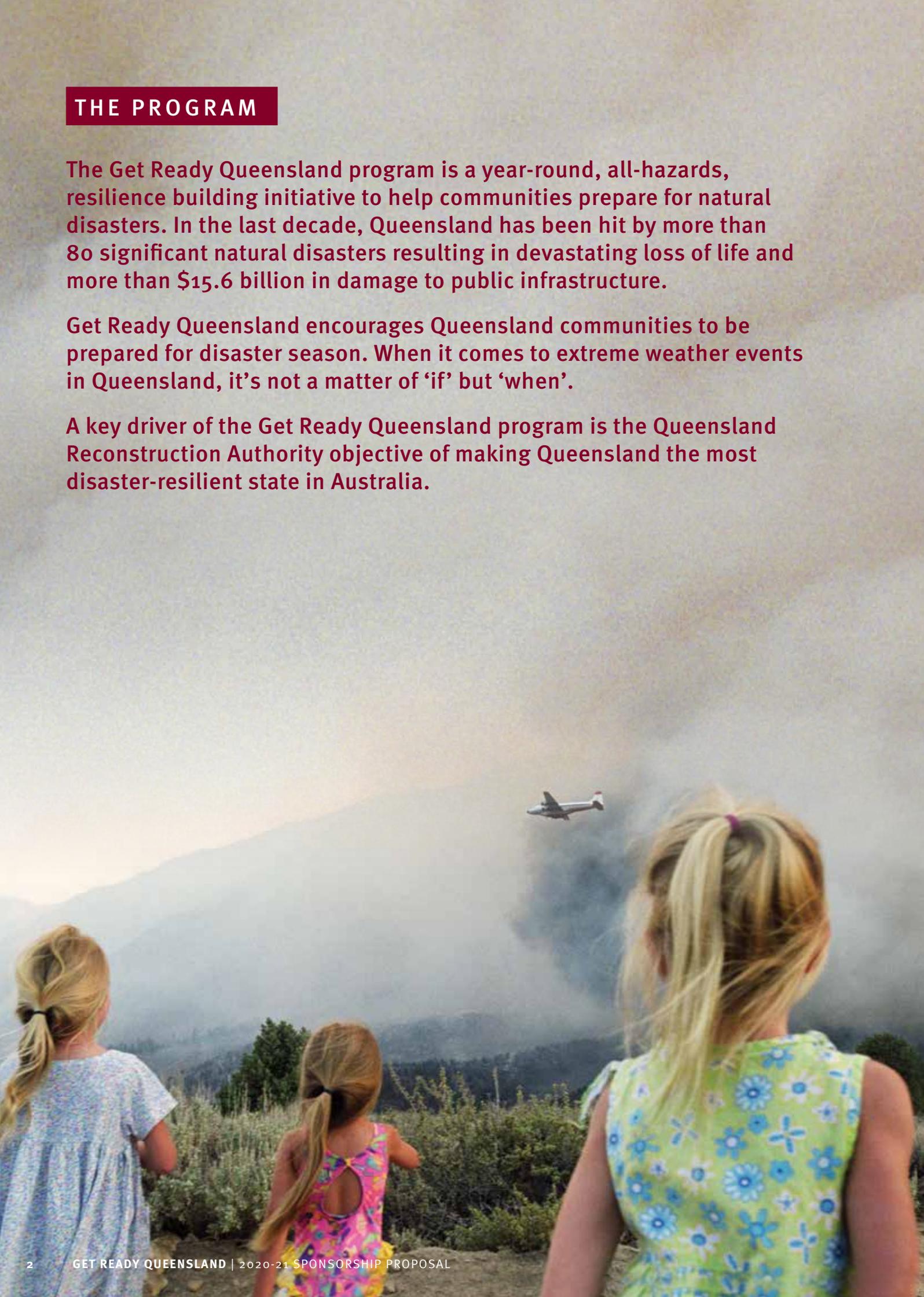


## THE PROGRAM

The Get Ready Queensland program is a year-round, all-hazards, resilience building initiative to help communities prepare for natural disasters. In the last decade, Queensland has been hit by more than 80 significant natural disasters resulting in devastating loss of life and more than \$15.6 billion in damage to public infrastructure.

Get Ready Queensland encourages Queensland communities to be prepared for disaster season. When it comes to extreme weather events in Queensland, it's not a matter of 'if' but 'when'.

A key driver of the Get Ready Queensland program is the Queensland Reconstruction Authority objective of making Queensland the most disaster-resilient state in Australia.





## KEY PROGRAM RESULTS

### GET READY QUEENSLAND WEEK 2019

- + 1.5 million people reached nationally
- + Advertising Sales Rate of over \$280,000
- + Coverage across radio, print, online and social networks

### 2019 ADVERTISING CAMPAIGNS

- + State-wide advertising campaigns across radio, social, digital, OOH and TV
- + Targeted bushfire campaigns across radio, social, digital and OOH

### SOCIAL

- + 8.7 million impressions in 2019
- + 8,700 growing community of highly engaged followers

### AMBASSADOR ANNOUNCEMENT DAY

- + 226,229 people reached nationally
- + Advertising Sales Rate of over \$11,600

### MARKET RESEARCH RESULTS

- + 72 per cent of people believe Johnathan Thurston is an appropriate spokesperson.
- + 44 per cent of Queenslanders said they were more likely to prepare for disaster season as a result of Johnathan Thurston's involvement.
- + 40 per cent Queenslanders who do not feel they are adequately insured for disasters are open to changing their insurer.
- + Queenslanders trust Get Ready Queensland with 82 per cent perceiving the 2019 campaign to be believable.



## **KEY DATES**

### **APRIL - MAY 2020**

Insurance awareness advertising campaign

Indigenous schools visit in partnership with Johnathan Thurston

Queensland Disaster Management Officer Forum

### **JULY 2020**

2019-20 program grants announced

NAIDOC Week events

### **SEPTEMBER 2020**

Bribie Island Emergency Services Expo

### **EARLY OCTOBER 2020**

Get Ready Queensland Week campaign media launch featuring Johnathan Thurston

Regional program launch

### **EARLY NOVEMBER 2020**

Disaster Ready Day - Townsville

### **OCTOBER - DECEMBER 2020**

State-wide Get Ready Queensland advertising campaign featuring Johnathan Thurston

Get Ready Queensland Regional Roadshow

### **ONGOING**

Regional council visits

96Five FM schools program

## THE OPPORTUNITY

An opportunity exists to partner with the Queensland Government as a sponsor of the Get Ready Queensland program.

Partnering with the Queensland Government to support the Get Ready Queensland program will demonstrate your organisation's passion for helping locals unite as a community, protect their loved ones and minimise the impact of Queensland's next disaster.





## EXPOSURE

The Get Ready Queensland program is the only dedicated community-targeted disaster preparedness program in Australia.

The program has established and maintained strong relationships with diverse community members, councils, and media organisations through social media, electronic direct marketing, events and education projects to:

- + raise awareness of the program
- + provide disaster education and tools to Queenslanders
- + increase followers on social media and clicks to the program website using disaster preparedness themes, ambassador Johnathan Thurston and the ongoing production of video case studies and animations
- + promote high-achieving resilience initiatives in communities
- + feature sponsors.



## POTENTIAL BENEFITS

- + Organic community leverage and touch point opportunities using both state-wide and localised platforms.
- + Direct access to Queensland council key decision makers within the Disaster Management framework.
- + Communication opportunities via Get Ready Queensland media relationships in partnership with the Queensland Reconstruction Authority.
- + Attendance, exposure and where appropriate speaking opportunities at events, working groups and round table opportunities with key decision makers from across Queensland.
- + Visibility as part of a Queensland-wide program.
- + Regular communication with 77 councils and respective communities across Queensland.
- + Strong relationship with governmental and non-governmental agencies including ABC, Channel Seven, 96Five FM and the Local Government Association of Queensland.
- + Social media activation opportunities via Get Ready Queensland social media channels.
- + Introductions and facilitated meetings/round tables with relevant Get Ready Queensland and Queensland Reconstruction Authority resilience partners.



## PROGRAM HIGHLIGHTS

### NORTH WEST QUEENSLAND EDUCATION CAMPAIGN

The Get Ready Queensland team hit the road to North West Queensland in October 2019 to talk with locals about how they prepare for severe weather and disasters.

The trip was a great opportunity to get a better understanding of local communities and their needs heading into disaster season. As part of the trip, the team met with councils and schools in Richmond, McKinlay, Cloncurry and Mount Isa.

It was an important reminder that despite the wide range of disasters Queenslanders can face, it's vital that every community is aware of their risk and prepare for the needs of their loved ones heading into disaster season.



## PROGRAM HIGHLIGHTS

### GET READY QUEENSLAND RESILIENT AUSTRALIA AWARDS 2019

The Resilient Australia Awards is a national program to recognise initiatives that strengthen community disaster resilience. Since 2000, the awards have celebrated innovation and exemplary practice across Australia to inspire others to build greater disaster resilience in their local area.

Get Ready Queensland is proud to be the state convenor for the Awards to help promote the excellent work local councils, community groups, schools and individuals do to prepare and protect communities across Queensland.

The 2019 Get Ready Queensland Resilient Australia Awards were highly competitive with a record 34 entries across six categories.

Three Queensland initiatives were awarded at the National Australia Awards ceremony including two projects funded through the Get Ready Queensland program.

Get Ready Queensland is proud to again be hosting the awards in 2020.



## SPONSORSHIP OPPORTUNITY

- + Advertising campaign with brand recognition
- + Branded social media posts
- + Opportunity to publish branded website stories on the Get Ready Queensland blog
- + Opportunity to participate in Facebook Live sessions
- + Use of company logo alongside Get Ready Queensland in video case studies for social media and website
- + Dedicated news section in bi-monthly council newsletter
- + Inclusion in the Queensland Ready and Resilient Working Group reaching a variety of agencies from across Queensland Government
- + Brand recognition across collateral, website and event signage
- + Verbal recognition at events
- + Acknowledgement on the Get Ready Queensland website
- + Acknowledgement in related media releases.



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## GET IN TOUCH

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