

# GET READY QUEENSLAND

## Disaster preparedness key messages

### Get Ready Queensland 2020 market research

Get Ready Queensland undertook state-wide market research in June 2020 to understand community attitudes about disaster risk and preparedness throughout Queensland.

The Get Ready Queensland research shows how people's attitudes towards disaster risk is impacting community resilience. Here is what history has taught us about disasters.

#### DISASTERS CAN HAPPEN ANYWHERE WITH LIMITED WARNING

**44 per cent of Queenslanders say they will wait for an actual or impending disaster before 'preparing', which means many people may be caught out by fast onset disasters such as bushfire, severe storm and flash flooding.**

We know from past disaster experiences that people don't always have the benefit of time, and in events such as severe storm and bushfire, may have limited time to safeguard possessions and evacuate safely.

Developing a household emergency plan on the Get Ready Queensland website takes 10 minutes and provides a central document for emergency contacts and an evacuation plan (including a plan for family pets).

#### DISASTERS HAPPEN TO BUSY PEOPLE TOO

**43 per cent of Queenslanders say they are not 'getting prepared for disasters' because it's not top of mind, and 36 per cent believe their disaster risk is low.**

History has demonstrated that disasters can happen anywhere in Queensland and sometimes with little warning. Fast onset disasters include sudden severe storms, floods and bushfires.

Get Ready Queensland Week is all about helping make disaster preparedness front of mind BEFORE the next disaster, so that people have peace of mind that they have done all they can to protect their homes and loved ones.

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### DISASTERS CAN HAPPEN ANYWHERE IN QUEENSLAND

**36 per cent of Queenslanders believe their disaster risk is low and therefore disaster preparedness is not a priority.**

The first step to being disaster resilient is to understand your risk.

Since 2011, Queensland communities have been impacted by more than 80 disaster events including flood, cyclone, storm tide, bushfires and severe storm.

Disasters in Queensland have cost \$15.7 billion in damages to public assets and more than \$9 billion in insurance claims since 2011.

The summer of 2018–19 saw Queensland experience an unprecedented 12 disaster events, leaving a trail of damage with a recovery and reconstruction cost estimated at more than \$1.3 billion and impacting 62 of our 77 local governments.

### DISASTERS CAN HAPPEN TO ANYONE AT ANY TIME

**A third of Queenslanders say they have taken steps to prepare for disasters because of a past experience with a disaster, whilst another third attributed habit as their reason for always being prepared.**

Don't wait to go through a disaster before appreciating the importance of being prepared. Taking simple steps now will provide confidence that you and your loved ones will be safe this summer.

Make October the month to check your disaster preparations are in place, including packing an emergency kit, preparing an emergency plan and checking your insurance cover.

### INSURANCE IS AN IMPORTANT PART OF DISASTER PREPAREDNESS

**Almost 20 per cent of Queenslanders don't have home and contents insurance.**

The Get Ready Queensland research indicates that many people do not associate checking their insurance cover as a part of disaster preparedness.

Checking you have sufficient insurance cover is a part of disaster proofing your possessions and finances should you be impacted by a flood, cyclone, storm or bushfire.

**For more information on how to Get Ready  
visit [getready.qld.gov.au](https://getready.qld.gov.au)**