

WEATHER DOESN'T PLAN BUT YOU CAN

Make your emergency plan online **today.**

getready.qld.gov.au



Australian Government



PROUD PARTNERS OF
GET READY QUEENSLAND



Queensland
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Weather doesn't plan but you can. Make your emergency plan online today.

This year we are proud to deliver our new campaign “Weather doesn’t plan but you can” urging Queenslanders to make an emergency plan today. Once again, we are proud to have rugby league legend Johnathan Thurston (JT) as the program ambassador for Get Ready Queensland, and the face of our campaign.

No matter your personal situation, planning for extreme weather events is essential. Research shows people who are prepared for severe weather recover faster than those who rely solely on outside help.

In the campaign’s television commercial, JT walks us through real-life scenarios, demonstrating how severe weather can disrupt not only our own lives but also those we care for. It’s a powerful reminder that even if you’re not directly impacted, the broader effects—such as power outages, road closures, and interruptions to services—can still create significant challenges.

The multi-channel campaign, spanning TV, radio, digital, social media, and out-of-home platforms, launches at the beginning of Get Ready Queensland Week and will run from 8th October to 16th November 2024. The call to action is simple but urgent: make your emergency plan today. The campaign promotes our new online household emergency plan, a user-friendly tool that generates a personalised plan with local disaster information and essential contacts.

With recent statewide data showing that only 19% of Queenslanders have a written emergency plan, this campaign delivers a clear message.

Visit [Get Ready Queensland](https://getready.qld.gov.au) and make your online emergency plan today.

Additionally, online versions of our new Pet and Livestock Emergency Plans are also available to ensure that everyone, including animals, is prepared.

Together, let’s ensure Queenslanders are ready for severe weather.

Key Messages

- Queensland is impacted by more natural disasters than anywhere else in Australia.
- Since 2011, our state has experienced 120 natural disasters, and the 2023-24 disaster season brought with it a record 13 disaster events.
- Households need to be ready for anything, from bushfires and heatwaves to flooding, storms, cyclones, even tsunamis.
- Severe weather impacts the lives of all Queenslanders, affecting how we live, work, move and connect.
- When extreme weather strikes, plan to stay safe.
- Research shows people who are prepared for severe weather recover faster than those who rely solely on outside help.

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- Regardless of your personal situation – young or old, new to an area or a long-time resident, homeowner, or renter – planning for extreme weather is important.
- Remember, severe weather can limit your access to the everyday essentials you take for granted, like water, power, food, fuel and medical services, and cut access to schools, work, family and friends.
- A current plan that accounts for all aspects of your life will help protect you and your family when disaster strikes.
- Now is the time to Get Ready. Don't wait until tomorrow.
- Regardless of how long you have been a resident, whether you own your home or rent, preparing for severe weather is critical.
- Making a plan online makes it easy to share with your loved ones so they all understand the important part they play.

Get Ready Queensland (GRQ) is a year-round, all hazards, resilience building initiative of the Queensland Government to help communities prepare for natural disasters. GRQ delivers a statewide behaviour change campaign via advertising and engagement, encouraging Queenslanders to undertake the 3 Steps to Get Ready for extreme weather.

Share the Message!

Campaign Assets – Social Media

Image	Suggested post copy
 <p>Download Image Here</p>	<p>Our easy to use, online emergency planning tool helps you and your loved ones be better prepared if weather hits.</p> <p>Make your emergency plan online today. getready.qld.gov.au/plan #WeatherDoesntPlan #MakeAPlan #GetReadyQueensland</p>
 <p>Download Image Here</p>	<p>Every member of your family needs to stay safe in severe weather. Pets can't plan to keep themselves safe, but you can.</p> <p>Make your emergency plan online today. getready.qld.gov.au/plan #WeatherDoesntPlan #MakeAPlan #GetReadyQueensland</p>

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[Download Image Here](#)

When severe weather strikes, not everyone in your care may be at home. Have a plan B for your family, plan now.

Make your emergency plan online today.

getready.qld.gov.au/plan

#WeatherDoesntPlan #MakeAPlan #GetReadyQueensland



[Download Image Here](#)

Unpredictable weather can make everyone feel unsafe. Protect your family, make a plan now.

Make your emergency plan online today.

getready.qld.gov.au/plan

#WeatherDoesntPlan #MakeAPlan #GetReadyQueensland



[Download Image Here](#)

Severe weather can disrupt supplies for weeks. Keep everyone safe, make your plan online now.

Make your emergency plan online today.

getready.qld.gov.au/plan

#WeatherDoesntPlan #MakeAPlan #GetReadyQueensland



[Download Image Here](#)

Your family memories can't be replaced, but you can plan to keep them safe. Make your emergency plan online today.

Make your emergency plan online today.

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#WeatherDoesntPlan #MakeAPlan #GetReadyQueensland

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Campaign Assets - General

- [Email Signature Banners](#)
- [Screen Savers](#)
- [A4 & A3 Poster for Office space and libraries with QR Code link](#)

[Link to TVC in market as of 8 October 2024](#)

For more information, please visit: www.getready.qld.gov.au

Campaign Assets – Draft Newsletter Copy

Weather doesn't plan, but you can.

In Queensland, severe weather can strike at any time, and being prepared can make all the difference. Research shows that households with a solid emergency plan recover faster and more effectively than those without one. That's why the 2024 Get Ready Queensland campaign, *The Weather Doesn't Plan, But You Can*, is focused on helping every household create a personalised emergency plan.

Queensland icon Johnathan Thurston (JT) returns as the face of the campaign, reminding us that severe weather doesn't just affect individuals—it impacts families, communities, and those in our care. Even if your home is spared, the wider effects, such as power outages and road closures, can create serious challenges. It's crucial to think beyond your own safety and plan for how these disruptions may affect those who rely on you.

Running from 8th October to 16th November 2024, the campaign introduces a new online tool that makes planning easy. The tool helps you create a customised plan with local disaster information and essential contacts, ensuring you're prepared for any emergency.

With only 19% of Queenslanders currently having a written plan, now is the time to act. Visit [Get Ready Queensland](#) and create your emergency plan today to protect yourself, your family, and those in your care.

Make your emergency plan online today.