




get
ready
QUEENSLAND

GET READY QUEENSLAND WEEK 2024 **EVALUATION**

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OVERVIEW



Get Ready Queensland (GRQ) is a year-round, all-hazards resilience program managed by the Queensland Reconstruction Authority (QRA), helping communities prepare for natural disasters.

The program aims to make Queensland the nation's most disaster-resilient state through:

- Advertising campaigns
- Timely social media
- Online resources
- Community engagement
- Locally-led initiatives.

The GRQ Week is a key initiative in the engagement calendar and significantly contributes to the key focus areas of GRQ:

1. Strengthening relationships with partners and key stakeholders with a focus on a collective approach to promoting preparedness and resilience.
2. Accelerating brand awareness, providing clarity on and promoting Get Ready Queensland's role in building resilience and creating and distributing useful and accessible resources.
3. Positively influencing preparedness behaviours of all Queenslanders by promoting three Steps to Get Ready, leveraging drivers and removing barriers to move target audiences from contemplation to action.

GRQ WEEK 2024 (7–13 OCTOBER)

GRQ Week is QRA's flagship event, inspiring Queenslanders to take three steps:

1. Understand your risk
2. Make a plan
3. Pack a kit.

THIS YEAR'S HIGHLIGHTS

- 19 community events statewide, connecting locals to information about preparedness tips.
- Simultaneous launch events in Brisbane and Cairns, kicking off the state-wide advertising campaign.
- Regional focus: Events in Central, West, South East, and Far North Queensland, including Jonathan Thurston's visit to Wujal Wujal.

EXPANDED REACH

- A fresh advertising campaign, "Weather doesn't plan, but you can," featuring GRQ Ambassador Jonathan Thurston.
- Social media saw 243 stakeholder posts.

NEW TOOLS AND RESOURCES

- Online Digital Planning tool: A simple online tool for planning and behavior tracking
- Livestock Plan: Launched in Blackall-Tambo and Longreach regions, addressing rural preparedness
- Updated landing page for the Get Ready Queensland website.

IMPACT

GRQ Week 2024 achieved a new milestone in regional engagement, fostering stronger community connections and leaving a lasting legacy of preparedness across Queensland.

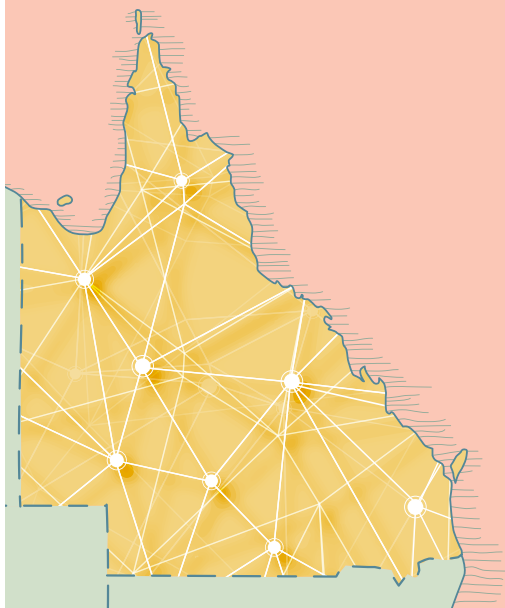
SUMMARY

8

GRQ-LED
EVENTS

10

EVENTS IN TOTAL
ATTENDED BY GRQ



FAR NORTH,
CENTRAL, WESTERN
AND SOUTH EAST
QUEENSLAND
WERE VISITED IN
PERSON BY GRQ AS
PART OF GRQ WEEK
ENGAGEMENT

19

COMMUNITY
EVENTS IN TOTAL
ACROSS THE STATE

MEDIA REACH

226
REPORTS

2.6M
REACH

\$301K
ASR



SOCIAL MEDIA REACH

149,360
IMPRESSIONS

112,752*
AUDIENCE REACH

PROJECT DELIVERY

Get Ready Queensland Week 2024 was managed by Faye Gibson, Senior Communications and Engagement Officer.

Working in close collaboration with QRA's Media team, local councils, and external stakeholders, the planning process emphasised robust stakeholder engagement to secure buy-in. This involved regular meetings, brainstorming sessions, and negotiations with multiple suppliers and external stakeholders to finalise the week's activities, initiatives, venues, contractors and advertising.

At critical moments, the Strategy and Engagement Division rallied together to ensure the successful execution of our state-wide week-long campaign. This included website updates, the Council GRQ Week Communications Toolkit, travel bookings, event run sheets, event management and media management.

Once again, Johnathon Thurston (JT) played a pivotal role in the successful execution of the week.

JT participated in the Brisbane launch event, engaging in media press conferences and radio interviews and activities with students. Additionally, he travelled to Far North Queensland to connect with the Wujal Wujal community, assisting them in fostering a positive relationship with disaster preparedness after experiencing an extremely challenging disaster season last summer.

JT's involvement was strategically planned to maximise campaign exposure and elicit a more meaningful impact. By arranging placements and activities where JT was truly in his element, communities gained even more value and engagement because he connected with them from a place of genuine comfort and enthusiasm.

The Premier's office and Deputy Premier's office were not included in the planning and delivery of GRQ Week 2024 due to caretaker conventions.

QRA's Media team informed the Premier and Cabinet via the state's events list.



GRQ SPONSORSHIP

Suncorp, as the proud sponsor of Get Ready Queensland, plays a pivotal role in supporting GRQ Week with both financial and in-kind contributions, helping to amplify disaster preparedness messages across the state during the week-long series of events.

This year, Suncorp was actively involved in key activities, demonstrating their commitment to community resilience. Their presence spanned multiple regions, including Brisbane, Logan, and Far North Queensland, covering a wide geographic reach and engaging with diverse communities.

PARTICIPATION

Suncorp's participation included VIP speaking roles at the high-profile press conferences held in Brisbane and Cairns on Tuesday, 8 October, where they shared insights and reaffirmed their dedication to building resilient communities.

Additionally, Suncorp undertook active community engagement at various flagship events:

- Brisbane and Cairns Launch events, where they connected with local leaders, residents and students.
- Mareeba "Stories of TC Jasper" Drive-In event, spotlighting lived experiences of cyclones and disaster resilience in Far North Queensland.
- Logan Students' Voice in Disaster Resilience and Walking Fence Line event, empowering the next generation to take an active role in preparedness.
- Brisbane Emergency Services Expo, a major highlight that showcased emergency response capabilities and provided an interactive platform for public engagement.

By fostering awareness, dialogue, and action toward disaster resilience across the state, Suncorp's significant contributions ensured that Get Ready Queensland's reach with local communities was extensive and meaningful.

GRQ are grateful for the support of Suncorp, the official sponsor and major partner of the Get Ready Queensland program since 2020.



GRQ COLLABORATIONS



Bunnings was once again an active participant in GRQ Week, with every Queensland store hosting preparedness initiatives, staff led workshops, showcase of emergency kits, and collaboration with local councils to host community events at their locations.



RSPCA returned to promote pet preparedness, sharing a heartfelt story from their CEO about the impacts of disasters on pets, along with a media release emphasising the “Pet Ready” message.



Department of Energy and Public Works contributed to the success of this week. With the Resilient Homes Fund and Household Resilience Program, conducting a workshop at Corinda State High School’s launch event. They engaged trade students. Queensland’s future tradies, on the importance of resilience.



Queensland Local Government Authorities including Brisbane, Cairns, Logan, Mareeba, Wujal Wujal, Cook Shire, Longreach, Blackall-Tambo, and Barcoo Councils worked in close collaboration with GRQ to co-host a series of events. These partnerships were vital to the success of the week, enabling the effective delivery of key disaster preparedness messages to Queenslanders.

By leveraging their deep local knowledge and community connections, these councils played a crucial role in shaping events that resonated with their communities. Their efforts included connecting GRQ with local businesses for procurement of catering, engaging local photographers and videographers, and providing access to venues. This ensured the events not only delivered meaningful outcomes but also contributed to the local economy.

These relationships underline the importance of collaboration, blending state-wide initiatives with grassroots expertise to empower communities to get ready for severe weather.

GRQ COLLABORATIONS



Emergency Services (SES, QFD, QPS and Rural Fire Services) played a crucial role in our events, providing vehicles and resources that allowed attendees to see firsthand the equipment used in disaster response. The community holds deep respect for its local heroes, both paid professionals and volunteers who serve as first responders during natural disasters.

Amid the recent transition from Queensland Fire and Emergency Services (QFES) to the Queensland Fire Department (QFD) and some of the response capabilities to Queensland Police Service (QPS), both QFD and QPS had a strong presence at every event, including opportunities for public speaking. This collaborative approach reinforced the vital message of preparedness and highlighted the critical role of emergency services in safeguarding Queenslanders.



The ABC played a key role in the success of the week, actively supporting the campaign through interactive stalls at our events and engaging live broadcasts. As Queensland's official disaster broadcasting radio station, the ABC brings unmatched enthusiasm and commitment to GRQ Week each year.

This year, they amplified the campaign's reach and impact by hosting interviews and discussions with their hosts and QRA staff. In addition to covering the simultaneous launch events in Brisbane and Cairns, the ABC also spotlighted our new Livestock Plan through a dedicated segment on Country Hour, helping to bring disaster preparedness messaging directly to rural and regional audiences.



Red Cross were engaged at GRQ events and shared messaging throughout the week.

Red Cross attended both the Brisbane and Cairns launch events. At Brisbane's Corinda State High School, students were excited to learn about the Pillowcase Project, an interactive program teaching children how to prepare for emergencies. Meanwhile, in Cairns, attendees had the opportunity to pick up *RediPlan* handbooks. The handbook provides valuable insights into the psychological support the Red Cross provides before, during, and after disasters. This collaboration highlights the importance of preparedness and the role of the Red Cross in building community resilience across Queensland.



GRQ Week is a QRA-wide priority, and both **Louise Robertson (RRO)** and **Greg Scroope (Technical Lead – Resilience)** were integral to the 2024 program of events.

Louise travelled to Far North Queensland to actively support local engagement strategies throughout the week. Greg from QRA's Flood Risk Management team played a vital role in the Central Queensland events focused on livestock planning. His strong connections with rural stakeholders and insights into the region greatly enhanced GRQ's engagement efforts. Greg's ability to integrate GRQ's key messaging with QRA's Knowledge Maps added significant value, making the initiative more impactful for the local community. 25 employees from QRA volunteered their time to help at events.

CROSS GOVERNMENT OPPORTUNITIES

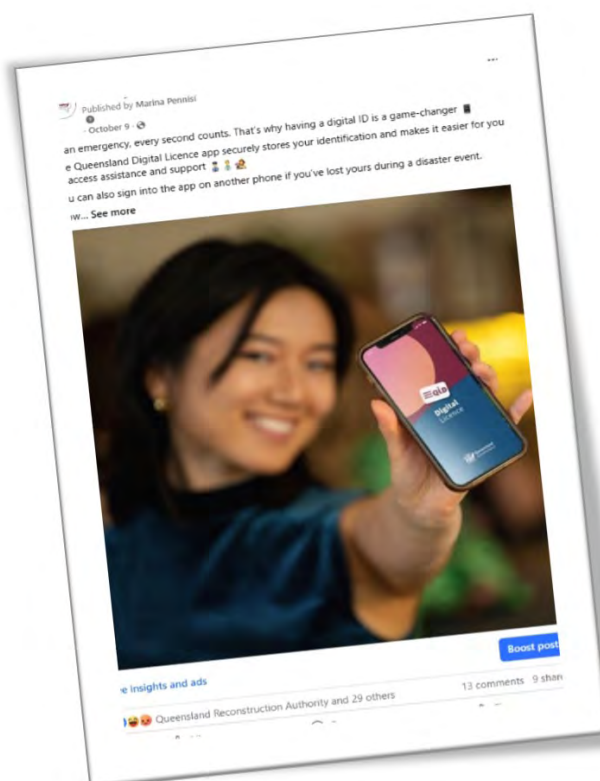
Disaster resilience is a shared responsibility. The GRQ team is proud to have taken significant steps in fostering collaboration and innovation with its State partners during Get Ready Queensland Week.

After the successful 2023 Queensland State Government's Resilient Homes Fund (RHF) launch at Bunnings, GRQ encouraged RHF to run a hands-on workshop at Corinda State High for Year 11 Manual Arts students – Queensland's future tradies – as part of the GRQ launch event.

The students explored water-resilient building materials and gained valuable insights into construction techniques that align with disaster preparedness. This initiative served as a pilot program, laying the groundwork for potential expansion into Trade Schools, which are becoming increasingly popular pathways for Year 10–12 students pursuing trade qualifications.

Additionally, GRQ partnered with the Department of Transport and Main Roads' Digital Licensing team to promote their new licensing app as a preparedness tool. Highlighted via social media, the app underscores the importance of safeguarding personal identification and critical documents as part of disaster readiness. While feedback identified challenges with moderating public inquiries, the concept was well-received and offered valuable lessons for refining future campaigns.

These initiatives demonstrate the power of cross-agency collaboration in delivering meaningful outcomes. Moving forward, Get Ready Queensland is committed to continuing partnerships with Queensland Government agencies to spotlight the important work being done statewide, further enhancing disaster preparedness and community resilience.



HIGH IMPACT EVENTS



CAIRNS LAUNCH EVENT

The Cairns launch event held on the Esplanade, highlighted the region's resilience and ongoing recovery following Tropical Cyclone Jasper, which struck in late 2023 and early 2024. Cairns Mayor Cr Amy Eden, Queensland Police Service's Chief Superintendent Kevin Fitzgibbon, Suncorp's Lilly Broodbank and other leaders in the disaster management sector were present to reinforce the importance of disaster readiness.



BRISBANE LAUNCH EVENT

The Brisbane launch event at Corinda State High School marked a shift from previous years by engaging older students with firsthand experience of past floods, including the major flood events of 2011 and 2022. Students took part in hands-on workshops—trade school students learned about resilient building materials, others practiced basic CPR, and some even tried their hand at delivering a weather forecast with the ABC. JT played a key role in this event as the spokesperson for the new GRQ campaign. He engaged with the high school students by joining in the trade school workshop, touring the school, and even playing a game of football with them.



WUJAL WUJAL COMMUNITY DAY

GRQ hosted a community BBQ and disaster preparedness day with JT, focusing on reconnecting a First Nations community with resilience planning after Tropical Cyclone Jasper. JT and QRA's Janet England engaged with local leaders, sharing disaster readiness insights, and JT connected with youth through a memorable football game. Community leaders also led a tour of key recovery sites, which showcased both progress and the natural beauty of their country. With over 130 attendees, including students and local officials, the event received wide attention, amplified by Black Star Radio's interview with JT.

HIGH IMPACT EVENTS



BLACKALL-TAMBO CATTLE SALES

Blackall-Tambo Cattle Sales was an event to remember, launching Severe Weather Livestock Plan in collaboration with key partners including Mayor Andrew Martin, Blackall-Tambo and Longreach Regional Council, and various emergency services agencies. A videographer captured the event, which featured the official introduction of the Livestock Plan, complemented by QRA's knowledge map to enhance community preparedness. Multiple stakeholders and local residents attended, helping strengthen QRA's relationships across the central region. Media coverage included WIN News and an interview with Lynda Coulson on Country Hour Radio, amplifying the event's message.



MAREEBA DRIVE INN

GRQ, in partnership with Mareeba Shire Council, held a well-attended Disaster Preparedness event at the local Drive-In for the Tablelands, focusing on proactive planning for the summer season. With over 360 ticket registrations and around 40 stakeholders from emergency services, the event drew strong community interest, especially among recent North Queensland residents. Screenings of Mareeba Shire's "Tales of TC Jasper" videos, GRQ's new campaign ad, and a free movie created an engaging, community-centered experience. The Mareeba Shire CEO praised the event, expressing interest in making it an annual fixture to strengthen local resilience.



STONEHENGE LIVESTOCK PLANNING WORKSHOP

GRQ collaborated with Barcoo and Longreach Regional Councils to deliver a Livestock Planning workshop for primary students (Years 1-6), focusing on local agricultural resilience. Students reflected on insights from their families about managing land impacts and presented their plans during a lunch session, making it a meaningful community experience. The workshop was highly valued, with QRA and Council staff both expressing enthusiastic feedback on the day's success.

WEATHER DOESN'T PLAN, BUT YOU CAN

STATEWIDE SUCCESS: GRQ ADVERTISING CAMPAIGN DRIVES ENGAGEMENT

The GRQ statewide advertising campaign featuring Ambassador Johnathan Thurston launched on 8 October 2024 to coincide with GRQ Week. The campaign, titled “*Weather Doesn’t Plan, But You Can*” ran for six weeks until 16 November 2024. It utilised television, radio, print, and digital platforms to reach Queenslanders.

The campaign featured GRQ Ambassador Johnathan Thurston (JT), with JT encouraging Queenslanders to think about different ways they can *plan ahead* to protect themselves from the impacts of severe weather. Media was strategically bought across channels including television, radio, digital, socials and programmable out of home, the latter with campaign imagery selected and timed to target audience presence (i.e. school pick up times, weekends). Radio and social media messaging also included translations into four languages: Cantonese, Vietnamese, Mandarin, and Korean.

The campaign was further promoted by key stakeholders, including local governments and the Department of Transport and Main Roads, which featured the digital planning tool on websites and variable message signs across Queensland’s state-controlled roads and advertising screens in Brisbane’s King George Square and the Queen Street Mall.

QRA can use analytics to track the number of families who engage with the online plan on the GRQ website. The campaign has a strong call-to-action to “Make your emergency plan today” and directly links to the online plan via URLs, search instructions and QR codes. This enables GRQ to directly measure actual behavioural change. Quantifying behaviours is a challenge that is often faced when delivering behaviour change campaigns. In this leading-edge approach, the “*Weather Doesn’t Plan, But You Can*” campaign is setting a benchmark for tracking and quantifying behaviours. The campaign showcases the power of collaboration, data and innovative outreach in building community resilience.

Brisbane, Gold Coast, Moreton Bay, Logan, Sunshine Coast, Ipswich, Townsville, Cairns, Redland Bay and Bundaberg were the local government areas that completed the most plans. These collectively accounted for more than 8,500 plans completed.

But even smaller regional councils like Doomadgee and Mount Isa, got involved and over 30 households in these areas embraced the tool to enhance their disaster preparedness.

This campaign was made possible through the generous sponsorship of Suncorp, Get Ready Queensland’s major partner since 2020.



LIVESTOCK SEVERE WEATHER EMERGENCY PLAN

Launched at the Blackall Cattle Sales as part of Get Ready Queensland Week, the Livestock Severe Weather Emergency Plan is a comprehensive, step-by-step solution to assist producers, their property, livestock and business, get ready for disaster.

The plan has information, guidance and prompts on:

- Designing an individualised severe weather emergency plan
- Understanding risk, preparing a property, and packing an emergency kit
- Emergency contacts, alerts, and what to do during and after severe weather.

Major floods in 2023 proved the catalyst for Boulia Shire Council to commence discussions with Get Ready Queensland to develop a severe weather emergency plan tailored to local producers.

WIN News report: [Click to watch](#)



get ready QUEENSLAND

LIVESTOCK SEVERE WEATHER EMERGENCY PLAN

getready.qld.gov.au

UNDERSTAND YOUR RISK

Knowing what weather happens where you live is key to preparing your property.



BUSHFIRE
Fires can happen anytime, with peak season from July – February. Your Rural Fire Service and council will have your local fire information.




FLOODING
Floods happen everywhere in Queensland. Think about the creeks, rivers, dams and low-lying areas on your property and on the roads you regularly use.



STORMS
Storms can happen anywhere, anytime. Assess what can be impacted by strong winds and hail and be prepared to secure property from damage.



HEATWAVE
Heatwaves can be deadly to people and stock. Track your dam levels and/or other water sources, and make sure stock have access to water and shade.



CYCLONE
Cyclones mainly impact northern and coastal areas, but all of Queensland can have wind and rain from cyclones. Secure equipment and loose items.

Important emergency contacts

Add these details into your mobile phone because you might need them quickly.

Police – Fire (RFS) – Ambulance	000
Download the EmergencyPlus app	emergencyplus.com.au
SES (State Emergency Service)	13 25 00
Poisons Information Line	13 11 26
Department of Agriculture and Fisheries	13 25 23 (For displaced or stranded livestock)
Your local council	Phone number: _____
Your vet	Phone number: _____
Queensland Roads	qldtraffic.qld.gov.au
Local Disaster Dashboard	URL: _____

GET READY

Australian Government Queensland Government



THE REGIONAL APPROACH

Building on the success of the 2023 regional approach, GRQ amplified its efforts in 2024 to deepen engagement across Queensland's semi-rural and regional areas. By strategically positioning team members throughout Central, Western, Far North, and Southeast Queensland, GRQ were able to maximise their on-ground presence.

The enhanced regional focus brought GRQ closer to communities. This approach empowered local councils

to boost their disaster resilience capabilities and inspired greater commitment using their GRQ funding for impactful disaster preparedness engagement initiatives.

As a principal outcome, broad investment throughout the state fostered genuine buy-in for meaningful behaviour change across multiple local government areas.



GRQ WEEK EVENTS STATEWIDE



5 October:

- Bunnings at Brendale, Caboolture and Rothwell
- Charleville Multicultural Festival, Charleville

6 October:

- Biloela Centenary Celebrations

8 October:

- Get Ready Queensland Cairns Launch
- Get Ready Queensland Week Storytimes – Libraries of the City of Moreton Bay
- Get Ready Queensland Brisbane Launch – Corinda State High School

9 October:

- Wujal Wujal Community Day with JT

10 October:

- Get Ready Queensland Livestock Plan Launch – Blackall Saleyards
- Mareeba Drive In Disaster Preparedness Expo and Screening of Local Flood Stories from TC Jasper

11 October:

- Flagstone State Community College ‘Students Voice in Disaster Resilience’ a Walking Fence Exhibition
- Stonehenge Primary School Livestock Plan Workshop with the students

12 October:

- Ready Set Somerset – Somerset Civic Centre
- Get Ready Queensland Pop up in Longreach – Central West Rural Produce Store
- Get Ready Queensland Emergency Kit Pop up – Cooktown Kindy Fete
- Brisbane Emergency Services Expo
- Family Fun Day – Get Ready Scenic Rim
- Redlands Bushfire and Storm Awareness Session

13 October:

- Redcliffe Emergency Services Expo

18 October:

- GRQ Food n Groove Fridays – Hervey Bay

ADDITIONAL EVENTS POST GRQ WEEK

20 October: Paroo Shire Get Ready Queensland Week celebration

25 October: GRQ Food n Groove Fridays, Maryborough

26 October: Cyclone Saturday, Airlie Beach

27 October: Cyclone Sunday, Bowen

13 November: Kowanyama – Get Ready Kowie

ENHANCED ENGAGEMENT WITH COUNCILS

In early 2024, Get Ready Queensland introduced a new engagement model designed to increase council participation in GRQ initiatives. By adopting a more personalised and collaborative approach, the GRQ team successfully fostered enthusiasm and excitement amongst its 78 council GRQ representatives.

More than 45 councils across Queensland included their plan to engage in Get Ready Queensland Week using their allocated GRQ funding thus offering a diverse range of activities aimed at promoting disaster preparedness and fostering community resilience.

Here's a detailed overview of the activities listed by each participating council in their plan of activities:

Blackall-Tambo Regional Council: Held an event at their cattle sale yards to launch the new Livestock Plan, with Mayor Andrew Martin and local emergency services in attendance.

Boulia Shire Council: Purchased venomous snake and spider bite kits to coincide with messaging shared via social media and print materials during Get Ready Queensland Week.

Brisbane City Council: Ran an emergency services expo at Chermside, attracting an audience of over 10,000 people.

Bundaberg Regional Council: Hosted a Get Ready for Summer Community Event, bringing together emergency response groups to promote preparedness and resilience ahead of storm season.

Burdekin Shire Council: Ran the Get Ready Generator Giveaway, distributing Honda/Yamaha 2.2Kva generators at street stalls and other Get Ready Week activities.

Burke Shire Council: Held a Get Ready Event featuring information sessions and emergency services stalls.

Cairns Regional Council: Held the "Get Ready Emergency Services Day," an all-hazards collaborative event with all agencies to raise awareness about prevention, preparedness, response, and recovery in disasters.

Carpentaria Shire Council: Hosted the 'Carpentaria Let's GET READY for the WET!' event, raising awareness of the disaster season and engaging with the community to prepare.

Charters Towers Regional Council: Distributed Get Ready Packs and emergency kits at community markets during Get Ready Queensland week.

City of Gold Coast Council: Coordinated a mayoral launch, media interviews, and a week-long program of activities, including pop-up stalls at shopping centres, media campaigns, and a social media contest for an emergency kit giveaway.

City of Moreton Bay Council: Partnered with Bunnings to run an event at Rothwell, working with SES and other emergency services.

Cook Shire Council: Partnered with Get Ready Queensland to run a stall at their annual kindy fete, held in their cyclone shelter.

Croydon Shire Council: Hosted a community breakfast and information session at a local school and daycare centre.

Doomadgee Aboriginal Shire Council: Used funding to support elderly residents by preparing their homes for cyclones, with work crews cleaning and removing debris.

Douglas Shire Council: Hosted a community event focused on capturing stories of those impacted by TC Jasper and flooding, while also celebrating local heroes.

Ethridge Shire Council: Focused on social media engagement during Get Ready Queensland Week, posting media tiles and key messaging to their Facebook page. They also hosted a seniors' morning tea with a speaker from SES.

Flinders Shire Council: Hosted the "Get Ready Flinders" community stall, distributing resources and promoting disaster preparedness.

Fraser Coast Regional Council: Ran a social media campaign promoting key Get Ready messages, replacing their annual Get Ready Week Food n Groove festivals.

Gladstone Regional Council: Used local cinema advertising to promote Get Ready Week.

Gympie Regional Council: Ran a community engagement event as part of their Summer Safety campaign, promoting interaction between communities, emergency services, and other stakeholders.

Hitchinbrook Shire Council: Allocated funding to support advertising and events during Get Ready Week.

Ipswich City Council: Engaged in multiple community activities, visiting community groups, shopping centres, and markets to educate and raise awareness about disaster risk and preparedness actions.

Kowanyama Aboriginal Shire Council: Supplied locals with Get Ready Bags, print materials, and wind-up emergency torches at a free Neighbourhood Awareness BBQ Day during GRQ Week.

Lockhart River Aboriginal Shire: Conducted a community clean-up to raise awareness and prepare for the cyclone season.

Lockyer Valley Regional Council: Hosted a Get Ready Event in collaboration with emergency services and other agencies to raise awareness of local risks and how to prepare.

Logan City Council: Held a school workshop where students created disaster resilience artwork and participated in a walking fence-line event to share their ideas on how to prepare for emergencies.

Longreach Regional Council: Partnered with Get Ready Queensland to launch the new livestock plan and hosted a series of engagement activities across multiple LGAs in their region.

Mackay Regional Council: Ran a media blitz across local newspapers and radio to promote GRQ messaging.

Maranoa Regional Council: Advertised Get Ready Week through local newspapers and social media.

Mareeba Shire Council: Held a free community movie night at the Mareeba Drive-In, screening *Stories of Jasper*, a short video capturing the impact of the disaster, followed by a screening of *IF*.

Mornington Shire Council: Organised a tidy yard competition as a pre-cyclone clean-up activity, providing lawnmowers, trucks, and support to clean up the homes of vulnerable community members.

Murweh Shire Council: Invested in banners and leaflets to promote disaster preparedness during Get Ready Queensland Week.

Napranum Aboriginal Shire Council: Purchased Get Ready promotional materials, including information sheets, water/dust-proof satchels, raincoats, and torches, for distribution during GRQ Week.

Noosa Shire Council: Designed and produced approved vehicle signage for emergency services vehicles, to be unveiled during a media opportunity in Get Ready Week.

Paroo Shire Council: Hosted four community awareness BBQ events in Eulo, Wyandra, Yowah, and Cunnamulla, including competitions and giveaways to promote disaster preparedness.

Redland City Council: Ran a series of small events each day of Get Ready Week, collaborating with multiple agencies to promote disaster preparedness and resilience.

Rockhampton Regional Council: Organised a pop-up event at Bunnings Warehouse, where residents could engage with emergency services and learn how to prepare for extreme weather events.

Scenic Rim Regional Council: Held an Emergency Services Preparedness Picnic in the Park and invested in online advertising and print materials to promote disaster preparedness at this event.

Somerset Regional Council: Held the Ready Set Somerset event, a Disaster Preparedness and Emergency Services Expo with activities, demonstrations, guest speakers, and more.

South Burnett Regional Council: Allocated five days to boost social media activity using the GRQ Week Communication Toolkit to spread disaster preparedness messages.

Sunshine Coast Council: Delivered a media campaign launched by the Mayor and key stakeholders, featuring the launch of television and radio commercials.

Tablelands Regional Council: Ran a Year 5/6 disaster preparedness education program and hosted a Seniors Safety Squad event for over-55s during Get Ready Queensland Week.

Townsville City Council: Hosted their annual Get Ready Townsville event, which brought together local and state agencies, businesses, and the TCC/TLDMG to promote disaster resilience through an all-hazards approach.

Weipa Town Authority: Hosted a Get Ready Emergency Services Expo, including marketing, community engagement, event collateral, and merchandise.

Wujal Wujal Aboriginal Shire Council: Partnered with Get Ready Queensland to deliver a community event featuring JT, promoting community connection and disaster preparedness.

Aligning the launch of the new campaign with GRQ Week, GRQ enhanced its online presence by listing 24 events on the newly revamped website. Instead of an interactive map, the team focused on promoting these events through a more streamlined and visually engaging event listing section on the website.



WEBSITE

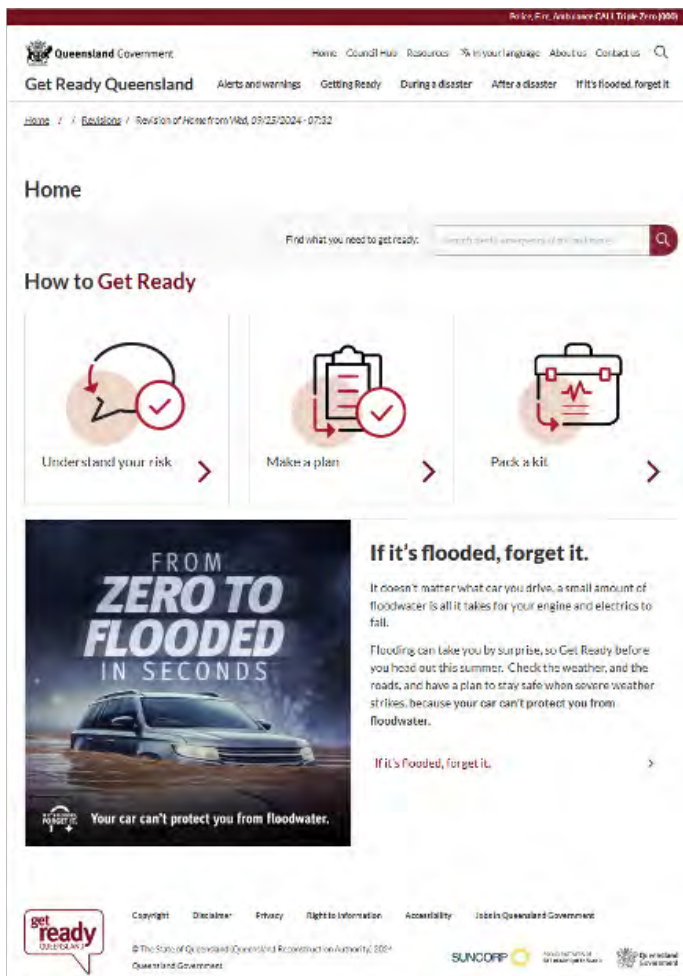
Ahead of GRQ Week, the team updated the GRQ website to support the launch of the new Online Digital Tool and GRQ campaign.

Following a user experience workshop, GRQ developed a detailed wireframe, conducted consultation with key stakeholders, and implemented a series of updates. After thorough user acceptance testing, the site went live with a targeted promotional banner and dedicated landing page to drive engagement and highlight all GRQ Week activities.

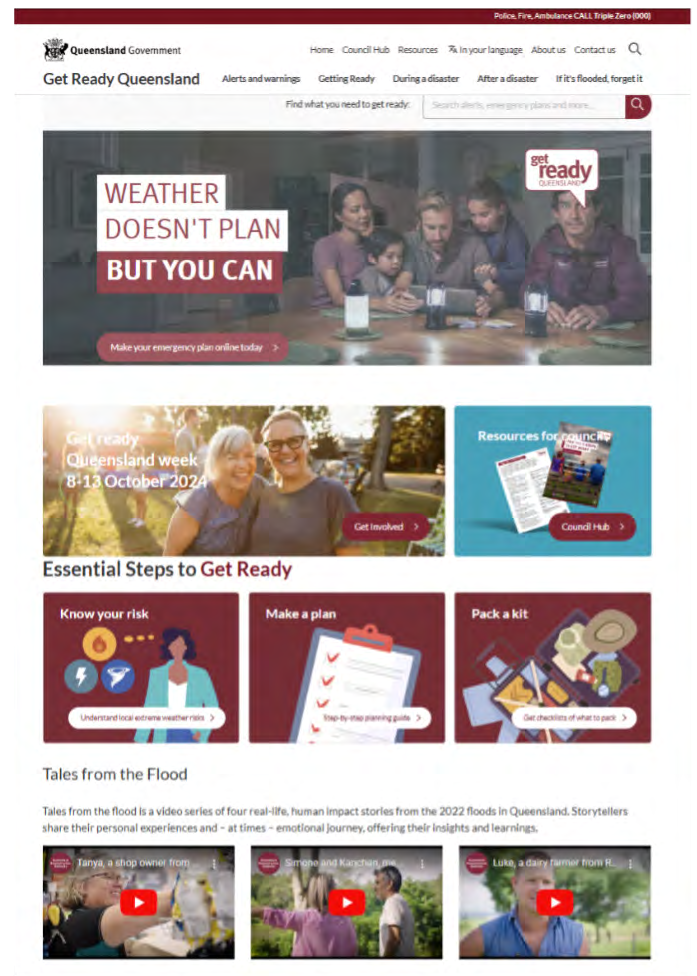
The website has proven to offer an enhanced user experience for increased traffic. It saw an incredible surge in activity, with over 25,000 Queenslanders visiting.

To put it in perspective, QRA achieved a **month's worth of traffic in just one week.**

BEFORE

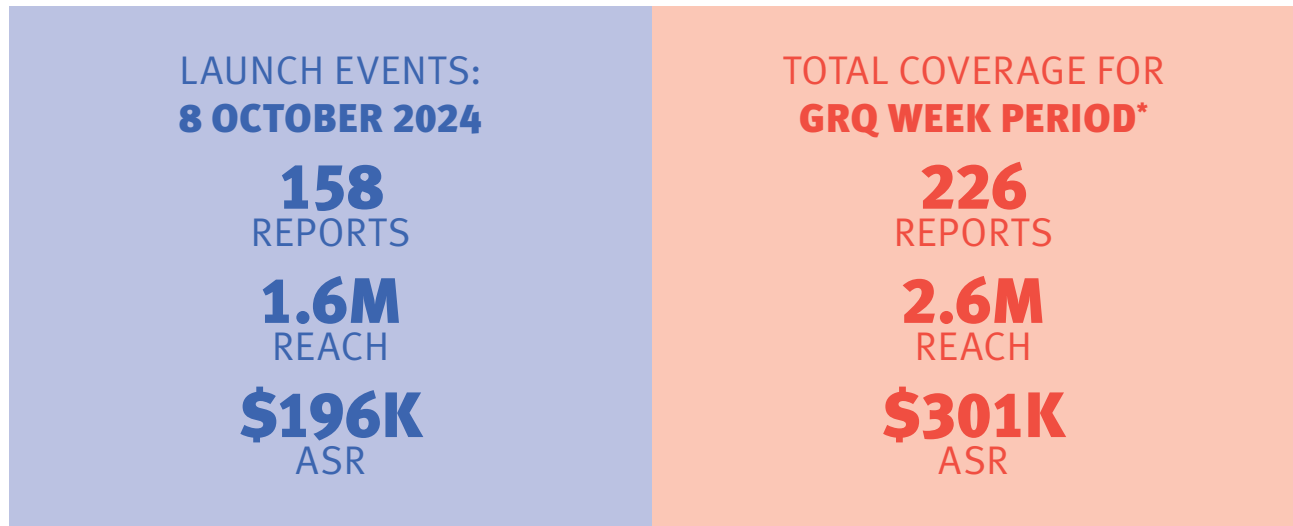


AFTER



MEDIA PERFORMANCE

Get Ready Week 2024 achieved outstanding media results with extensive and prolonged coverage that featured on almost all major Queensland media outlets, cut-through in the middle of an election cycle, and provided significant value for QRA.



*period 23 Sep – 1 Nov 2024

KEY MEDIA HIGHLIGHTS

- The preview piece was published in the online editions of the Courier Mail and Gold Coast Bulletin on 6 October.
- Launch events in Brisbane and Cairns were featured prominently on TV news bulletins statewide.
- Extensive radio coverage included top stations like Triple M and B105, as well as ABC Radio, which aired stories and interviews on programs such as Queensland Country Hour.
- WIN ran three stories during GRQ week – a launch story on 8 October, a pet emergency plan story on 9 October, and a livestock emergency plan story on 11 October.
- Johnathon Thurston also took part in an exclusive Wujal Wujal interview with Black Star Radio, broadcast to FNQ Indigenous communities.
- A successful partnership with the RSPCA highlighted the Get Ready Queensland Pet Severe Weather Emergency Plan.

Key QRA staff, including Jake Ellwood, Jimmy Scott, Kasey Donald, Faye Gibson, and Lynda Coulson, participated in interviews.

While last year's coverage was boosted by repeat national exposure from the Today Show weather cross, this year's media presence was impactful.

Key to note is that year-over-year metrics will show a decline in ASR, as fewer people are watching free-to-air TV, listening to radio, and regional print publications are closing, while media syndication continues to rise.

The reach and visibility of GRQ Week is significant across all parts of Queensland including regional areas, and the GRQ team intends to review KPIs for future campaigns in order to ensure that media coverage is accurately benchmarked and evaluated.



Get ready Scenic Rim

As part of Get Ready Queensland Week, the family fun day in Jubilee Park, Beaudesert, from 10am to 2pm on Saturday 12 October offers all the fun of the fair as well as information on how to prepare for a disaster and what happens in the aftermath.

Scenic Rim Local Disaster Management Group Chair councillor Stephen Moriarty said the event would be a great day out as well as an opportunity to pick up valuable information on how to prepare for a season of extreme weather.

"There will be plenty of free fun activities including interactive stalls and games, a petting zoo, jumping castle, face painting for the kids and food trucks offering something for every taste and budget," Cr Moriarty said.

"Come along and meet the first responders from the police, fire and ambulance services as well as our dedicated volunteers from the Rural Fire Service and State Emergency Service and learn how to get ready for what weather forecasters are describing as an unpredictable summer."

Queensland Reconstruction Authority CEO Jake Ellwood said Scenic Rim residents had shown great resilience in recovering from recent disaster events including severe storms and bushfires.

"Events like Council's family fun day are a wonderful way to reinforce the Get Ready Queensland message of being prepared for extreme weather and making a plan," Mr Ellwood said.

"I congratulate Council for organising such a worthwhile event and encourage Scenic Rim residents to support the day and, of course, Get Ready."

Get Ready Queensland Week 2024, from 8 to 13 October, is a timely reminder for all Queenslanders to prepare their homes and communities before a disaster strikes.

"Fire season has come early this year and we have seen numerous blazes across the state," Cr Moriarty said.



As storm season begins to warm up, getting ready and preparing for the event of a natural disaster is crucial. (File)

"We live in an area of great natural beauty but bushfires and floods come with the territory."

"Whether it's the wet season, storm season or bushfire season, all Scenic Rim residents need to have a 'what if' plan to ensure their safety and the safety of family and friends."

Residents to sign up for the Scenic Rim Disaster Dashboard at disasterdashboard.scenicrim.qld.gov.au/ which is a single source of information including bushfire alerts, weather warnings and updates on road conditions and power outages.

It also provides valuable information on disaster preparation and recovery and, after opting in to receive alerts, residents will receive important updates via email.

Cr Moriarty said the 2023 Christmas-New Year storms which devastated the Scenic Rim highlighted the importance of being prepared for a disaster and of community connection.

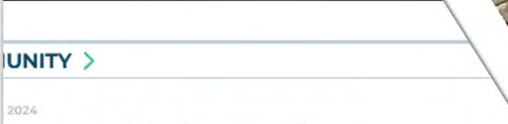
"Get to know your neighbours and share your local knowledge, particularly with new residents who may have come with new information including bushfire alerts, weather warnings and updates on road conditions and power outages."

"We face in our region a very real risk of bushfires and floods. It's important that we all work together to prepare for what we can't control."



Weather Doesn't Plan, But You Can

As we head into peak disaster season, Rockhampton Regional Council is urging residents to be prepared for extreme weather as part of Get Ready Queensland Week.



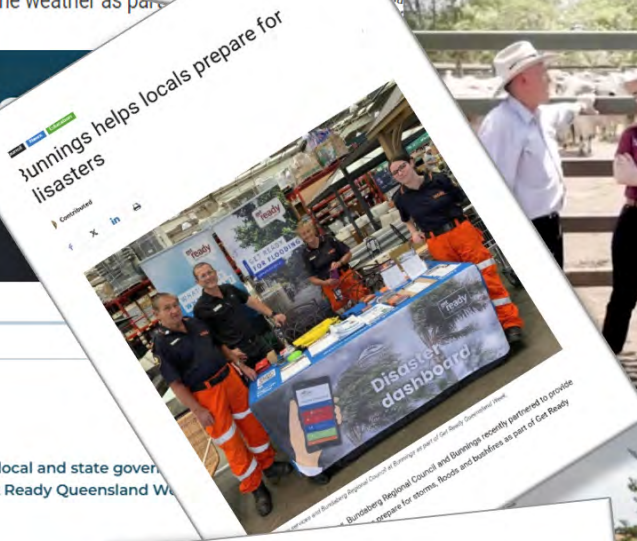
2024
storm season is coming
The wet season fast approaching, emergency services, local and state government are urging the community to be disaster ready on this Get Ready Queensland Week.

Guzman Gonzalez



Queensland team Louise Robertson, Jimmy Scott and Faye Gibson with some essential kit items. Picture: Isabella Guzman Gonzalez

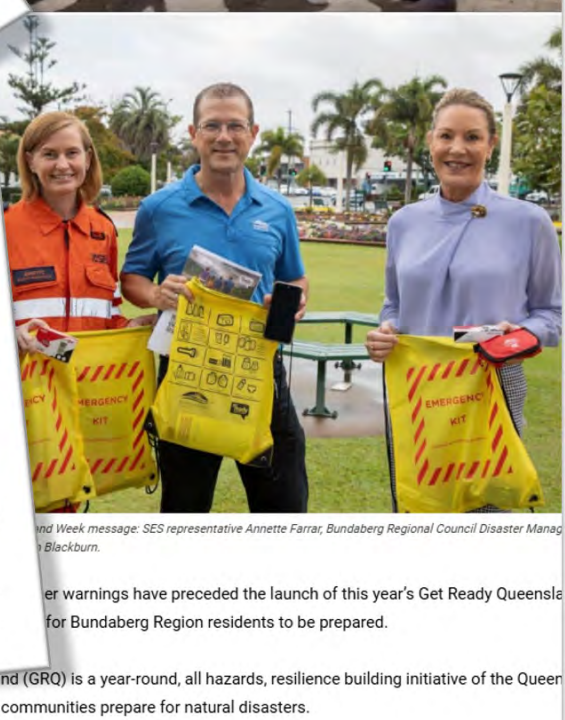
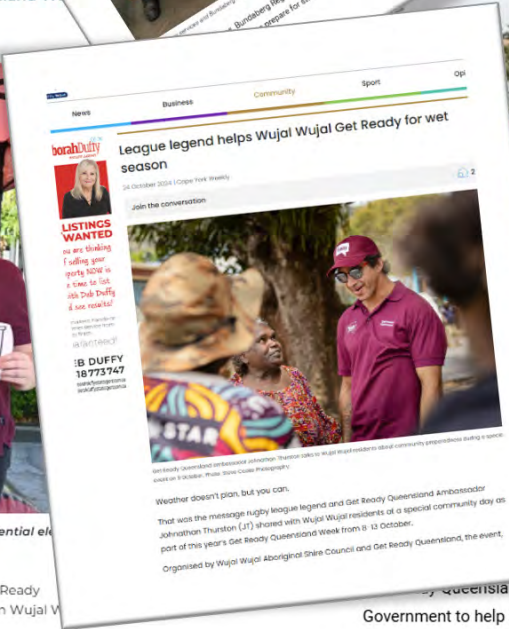
are underway across Queensland and the Far North this week as part of the Get Ready Queensland Week initiative which was launched in Cairns on Tuesday with sessions also in Wujal Wujal (Friday), Mareeba (Thursday) and Cooktown (Saturday).



Bundaberg Regional Council helps locals prepare for disasters



disaster event come their way.
In a state first Get Ready
Click to expand



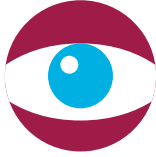
Get Ready Queensland Week message: SES representative Annette Farrar, Bundaberg Regional Council Disaster Manager and Bundaberg Regional Council representative Isabella Guzman Gonzalez.

Early warnings have preceded the launch of this year's Get Ready Queensland Week for Bundaberg Region residents to be prepared.

Get Ready Queensland (GRQ) is a year-round, all hazards, resilience building initiative of the Queensland Government to help communities prepare for natural disasters.

SOCIAL MEDIA PERFORMANCE

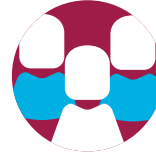
Social media reach for Get Ready Queensland Week has significantly increased year-on-year.



149,360
IMPRESSIONS ON
SOCIAL MEDIA



4,843
ENGAGEMENTS WITH
SOCIAL MEDIA



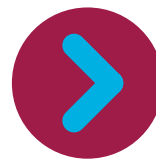
112,752*
AUDIENCE REACH



152
PIECES OF
CONTENT POSTED



571
NEW FACEBOOK
FOLLOWERS

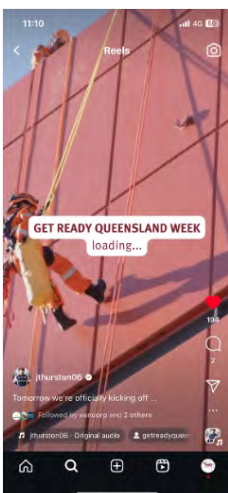


55,000
COMBINED VIDEO VIEWS

*Audience reach figure combined from each social media platform. There may be some duplication in audience members across platforms.

THE JT EFFECT

- The Wujal Wujal event recap post had the highest reach on Instagram at 22,900 due to JT sharing on his story.
- The campaign video was also very successful with over 11,000 views on Instagram due to JT sharing the video on his story.
- JT posted the GRQ Week loading video on Instagram with over 11.5k views.
- The audience shifted with JT's engagement. Women on Instagram are usually the primary audience on GRQ posts with 60-80%. On the campaign video with JT, men were 62% of the audience.



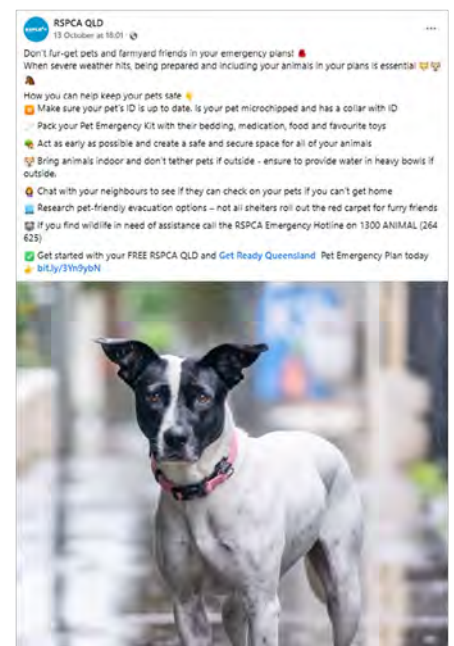
STAKEHOLDER POSTS

In 2024, stakeholder support through social media posts saw a remarkable increase, with a total of 243 posts compared with just 70 in 2023.

This represents a significant surge in engagement, reflecting the growing enthusiasm and commitment from our partners and stakeholders. The rise in posts not only highlights the widespread support for the Get Ready Queensland initiative but also demonstrates an increased willingness to actively participate and amplify disaster preparedness messaging across diverse platforms. This heightened social media presence has played a crucial role in extending the reach and impact of the 2024 GRQ Week, fostering stronger connections within local communities and across the state.



243 Stakeholder Posts Primarily from councils, partners and other government bodies



RECOMMENDATIONS FOR 2025

PLANNING LEAD TIME

GRQ Week now aligns with the King's Birthday public holiday week. In October 2024, this scheduling required us to deliver a full range of events within a shorter timeframe. However, both the GRQ team and councils demonstrated their ability to execute successfully within the condensed schedule.

Internal and external feedback highlighted the need for timely delivery of event plans, risk management plans, and media as GRQ Week approached. However, limited capacity within the GRQ team resulted in challenges with workload management and responsibility allocation. To address this, it is recommended that the GRQ team begin concept planning, logistical preparations, and stakeholder engagement in January each year. GRQ will commence engagement with key stakeholders such as councils and government in February to ensure that there is plenty of lead time for partners.

This approach would reduce pressure on team members and ensure that final event plans and media speaking points are reviewed, approved, and shared in the month prior to GRQ Week.

REGIONAL ENGAGEMENT

GRQ should continue strengthening regional engagement, building on the success of 2023 and 2024 events. Councils have seen the value of creative engagement and are eager to host annual Get Ready Queensland events. To boost visibility and foster community connections, GRQ should maintain its regional approach with simultaneous launches, offering a cost-effective way to generate local media coverage and support.

In 2024, GRQ reached Central, Western, Far North, and South East Queensland.

For 2025, the Regional Launch will consider recent natural disasters, with North Queensland remaining our secondary media launch location. GRQ will again split into three groups to expand in-person outreach, reaching new regions to spread the message and strengthen our presence in areas that typically receive less engagement.

CONTINUE TO SCAFFOLD GRQ WEEK WITH KEY INITIATIVES

In 2024, GRQ Week was linked with key initiatives and calls-to-action. The team should continue to find ways to use the week to promote valuable tools, while exploring additional opportunities to integrate other resources. In 2025 GRQ Week will continue to focus on the key call to action "Make your Emergency Plan Today". This will align with the 2024 campaign which will be in a re-run stage of the cycle in October 2025 and will continue to promote the online household emergency plan.

Collaborating with councils to highlight region-specific initiatives and leveraging partnerships with organisations like the ABC and Red Cross can further amplify GRQ Week's reach and impact. Strengthening these connections will help ensure consistent messaging, greater community engagement, and increased awareness of disaster preparedness resources.

LINKING GRANTS PROGRAM WITH GET READY QUEENSLAND WEEK

In 2024, GRQ saw a notable increase in activity and enthusiasm among councils. Building on this success, QRA should continue providing meaningful and consistent engagement with councils ahead of GRQ Week to maintain momentum and further expand council participation.

BUILDING COMMUNITY-LED INVOLVEMENT IN GET READY QUEENSLAND WEEK

Build on the communications toolkit to support LGAs, business, schools and community groups to make it easy and appealing to deliver their own GRQ events in their communities.



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