



2025 EVALUATION

Get Ready Queensland Week

OVERVIEW

Get Ready Queensland (GRQ) is a year-round, all-hazards resilience program.

The program drives statewide resilience by providing councils with \$2 million in annual funding, while fostering strategic partnerships with Suncorp, emergency services, and not-for-profit organisations. With GRQ Ambassador Johnathan Thurston leading community engagement, the program strengthens Queenslanders' ability to prepare for, respond to, and recover from natural disasters.

This is achieved through a mix of innovation, communication, and collaboration:

- Advertising campaigns that inspire action
- Timely social media updates that inform and engage
- Online tools and resources that make preparedness simple and accessible
- Community engagement that strengthens local resilience
- Locally-led initiatives that empower Queenslanders to take ownership of their safety

Get Ready Queensland Week

A cornerstone of the GRQ program is Get Ready Queensland Week, it stands as a highlight on the disaster management calendar every year. The weeklong events are a statewide call to action, amplifying the message of preparedness and building momentum across three key focus areas.

1. **Building partnerships that matter:** Strengthening relationships with councils, agencies and community leaders to promote a united approach to preparedness and resilience.
2. **Boosting brand awareness:** Enhancing understanding of GRQ's role, increasing visibility, and sharing accessible tools and resources to support community readiness.
3. **Driving action:** Encouraging Queenslanders to take the three Steps to Get Ready by turning awareness into measurable preparedness behaviours.

GRQ Week – 6-12 October 2025

In 2025, Get Ready Queensland (GRQ) took community engagement to new heights, expanding its regional approach for the third year in a row, connecting with flood-impacted regions, and engaging diverse communities.

2025 highlights

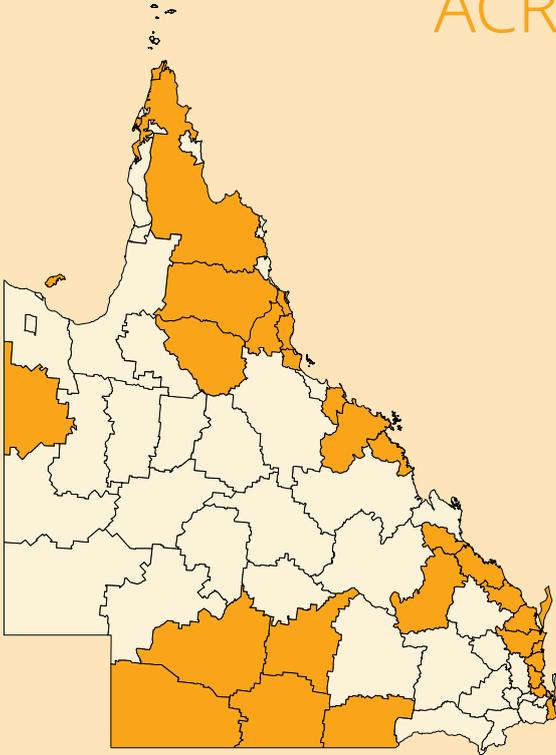
- **55 community activities across 32 Local Government Areas in Queensland:** with councils driving localised initiatives and the GRQ team strategically dividing and conquering, ensuring even the most remote and far-west communities are reached with vital preparedness tips and resilience resources.
- **Simultaneous launch events in Brisbane and Townsville:** two schools were selected based on their risk profiles, community engagement potential, and demographic diversity, ensuring the launch events not only maximised visibility but also reached communities most likely to benefit from preparedness messaging.
- **Inclusive Engagement:** the focus prioritised inclusive, targeted engagement, connecting with Culturally and Linguistically Diverse (CALD) communities, seniors, and fostering intergenerational participation.
- **Regional focus:** delivering events across South West, North and Far North Queensland, ensuring communities most at risk were front and centre.
- **Johnathan Thurston:** visits to Thargomindah and Cunnamulla, drawing huge local crowds and energising conversations about disaster readiness.
- **If it's flooded forget it workshop** with year 12 students interested in Film & TV careers.
- **Get Ready@Work:** taking disaster preparedness into Queensland Government and Local Government workplaces, equipping employees with practical tools to prepare, respond, and stay resilient, reinforcing how readiness starts at work and in the community.



SUMMARY

55 EVENTS

ACROSS **32** LGAS



- Balonne Shire Council
- Banana Shire Council
- Brisbane City Council
- Bulloo Shire Council
- Bundaberg Regional Council
- Burdekin Shire Council
- Cairns Regional Council
- Cassowary Coast Regional Council
- City of Gold Coast
- City of Moreton Bay
- Cook Shire Council
- Etheridge Shire Council
- Fraser Coast Regional Council
- Gladstone Regional Council
- Gympie Regional Council
- Hinchinbrook Shire Council
- Mackay Regional Council
- Mareeba Shire Council
- Mornington Shire Council
- Mount Isa City Council
- Murweh Shire Council
- Napranum Shire Council
- Noosa Shire Council
- Northern Peninsula Area Regional Council
- Paroo Shire Council
- Quilpie Shire Council
- Redland City Council
- Rockhampton Regional Council
- Sunshine Coast Regional Council
- Tablelands Regional Council
- Weipa Town Authority
- Whitsunday Regional Council

183,217 WEBSITE VIEWS

31,339 FACEBOOK FOLLOWERS

422,000 SOCIAL MEDIA IMPRESSIONS

37.15 MILLION AD IMPRESSIONS

MEDIA REACH

REPORTS: **285**

REACH: **2.02 MILLION**

ASR: **\$287.83K**

SOCIAL MEDIA REACH

POSTS: **112**

REACTIONS: **22,976**

SHARES: **509**

AUDIENCE REACH: **849,835**

PROJECT EXECUTION

From January to October 2025, Get Ready Queensland Week was coordinated by the Get Ready Queensland Senior Communications and Engagement Officer.

The initial concept, presented in late January 2025, had evolved by July 2025 to prioritise focus on communities most affected by the early 2025 floods. It was decided that Johnathan Thurston (JT) would be incorporated into visits to South West Queensland, ensuring his involvement had maximum impact in recently impacted areas.

Planning was conducted in close collaboration with QRA's Media team, local councils, emergency services and external stakeholders, with an emphasis on robust stakeholder engagement.

The success of GRQ Week 2025 was driven by the dedication, creativity, and collaboration of the GRQ and QRA Media teams, whose contributions brought the week's initiatives to life.

From targeted CALD engagements in Cairns, to connecting with seniors across North Queensland, and embedding Get Ready@Work into workplaces statewide, every team member played a key role in creating a week-long campaign that was inclusive, impactful, and unforgettable for communities across Queensland.

The CALD component of GRQ Week marked a significant step forward in inclusive engagement, building on existing engagements in Cairns. This initiative helped nearly double the number of GRQ-led events compared with 2024, ensuring that engagements were highly targeted and effective, reaching some of the most vulnerable and at-risk community groups and reinforcing GRQ's commitment to making disaster preparedness accessible for all Queenslanders.

The return of GRQ Week to Townsville, featured visits to Innisfail, Cardwell, and Ingham, delivering events and activities specifically targeting seniors. This chapter of the week was particularly special, attracting long-term local seniors and creating opportunities for practical, meaningful conversations about disaster preparedness and resilience within the communities that know these regions best.



The Get Ready@Work initiative complemented the extensive lineup of community activities, seamlessly bringing disaster preparedness into workplaces across Queensland. This initiative received incredible buy-in from stakeholders across both local and state governments.

GRQ delivered a 1.5 hour presentation for the GRQ Launch event in Brisbane, targeting Year 12 Film and TV students. The session explored the "If It's Flooded, Forget It" campaign, combining creative storytelling with practical safety messaging. Strategically, this presentation was a masterstroke, engaging an invested, curious audience while also equipping newly licensed Year 12 students (P-Platers) with critical awareness about flood safety on Queensland roads. The initiative demonstrated forward-thinking engagement, turning a classroom session into a meaningful intersection of education, media insight, and life saving advice.



JT was central to the success of GRQ Week 2025, kicking off the Brisbane launch with media conferences, radio interviews, and student engagements. He then travelled to Thargomindah and Cunnamulla in South West Queensland, directly connecting with communities still recovering from a severe flood season, including residents in Thargomindah who remain displaced awaiting home repairs. His visits were strategically planned to maximise visibility and impact, allowing him to engage authentically and leave a meaningful, lasting impression on communities.

The Premier's and Deputy Premier's offices were invited to participate in the launch events. Due to scheduling conflicts, Minister Ann Leahy represented the Queensland Government at the Brisbane event, while Adam Baillie MP (Member for Townsville), Janelle Poole MP (Member for Mundingburra), and Natalie Marr MP (Member for Thuringowa) delivered key messages in the regions, and reinforced the Queensland Government's support for Queenslanders' disaster preparedness.



GRQ SPONSORSHIP

As the proud sponsor of Get Ready Queensland, Suncorp continues to be a cornerstone of GRQ Week, providing both financial backing and event support that supercharges the campaign. Their contributions help amplify disaster preparedness messages across Queensland, ensuring the week-long series of events reaches communities far and wide with impact, innovation, and engagement.



SUNCORP



This year, Suncorp made a bold impact with a brand-new 30m display, featuring disaster hub caravans and updated display materials, showcasing their strong commitment to community resilience. Suncorp actively participated in key GRQ Week activities across multiple regions including the simultaneous launches in Brisbane and Townsville. Suncorp also highlighted their new display at the Brisbane Emergency Services Expo, reinforcing their leadership and hands-on engagement in disaster preparedness across Queensland.

Participation

Suncorp's 2025 GRQ Week contribution was bigger and bolder than ever. Their team took the spotlight with VIP speaking roles at the simultaneous press conferences in Brisbane and Townsville on 7 October, sharing insights and reaffirming their unwavering commitment to building resilient communities. Beyond the media, Suncorp led hands-on community engagement at flagship events across the state, sparking awareness, conversation, and practical action around disaster preparedness. Their active involvement ensured GRQ's messages reached local communities wide and deep, making a real, lasting impact.



GRQ SPONSORSHIP



Suncorp's new Haven tool

Launched in May 2025, Suncorp's cutting edge digital tool **Haven** gives every Australian homeowner the ability to see their home's exposure to extreme weather (flood, storm, cyclone, bushfire) via tailored videos and downloadable resilience reports.

During GRQ Week 2025, Haven was integrated into Suncorp's display and live events allowing community members to instantly check their property's risk and walk away with practical resilience tips.

By weaving this digital capability into the campaign, Suncorp sharpened the message on household level preparedness and reinforced the state wide theme: readiness starts at home, but it's supported by community, workplace and government action.

GRQ greatly appreciates Suncorp's innovation and underlines how their role as official sponsor and major partner since 2020 continues to elevate community resilience across Queensland.



GRQ COLLABORATIONS



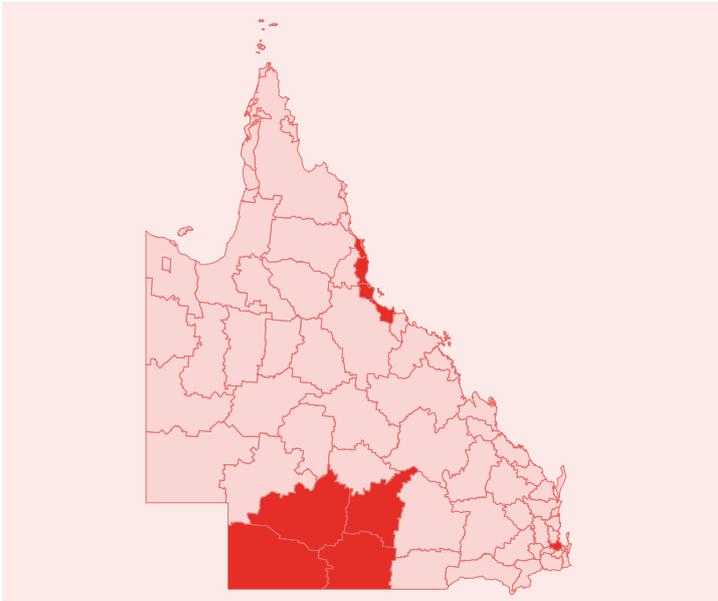
It was great to welcome the RSPCA back to the launch events, where they shared the co-branded Pet Emergency Plan and helped communities understand the practical steps they can take to prepare, evacuate and recover with their animals safely.

Collaboration with the RSPCA during Get Ready Queensland Week is vital in reinforcing that pets are part of the family and need to be included in disaster preparedness planning.

For many Queenslanders, animals are an additional family member, and ensuring they are identified, planned for and protected during emergencies is a critical part of being prepared.



QUEENSLAND GOVERNMENT PARTNERSHIPS



Queensland councils across Brisbane, Cairns, Paroo, Bulloo, Murweh, Quilpie, Cassowary Coast, Hinchinbrook, and Townsville partnered closely with GRQ to co-host a dynamic series of events during GRQ Week 2025. These collaborations were central to the week's success, enabling disaster preparedness messages to reach communities in ways that truly resonated.

By drawing on their local knowledge and community networks, councils helped craft events that were both meaningful and engaging. From sourcing catering through local businesses to coordinating venues, they brought community heroes to the forefront including Aboriginal elders, a helicopter pilot crucial in livestock rescues, a local resident who led evacuations during the Western Queensland Surface Trough and Associated Rainfall and Flooding, 21 March - 19 May 2025, and many others, ensuring each event celebrated and leveraged the strength of the community.

This approach not only delivered impactful outcomes but also supported the local economy, creating a win-win for preparedness and community development.



Emergency Services

In 2025, the **State Emergency Service (SES)** celebrated their 50th anniversary, and their involvement in GRQ Week highlighted both their milestone and their ongoing commitment to community resilience. The Toowoomba SES team supported the South West series of events, driving to every location in their newly wrapped SES vehicle, featuring artwork curated by a young local Indigenous artist. SES provided vehicles and resources, giving attendees a hands-on look at the equipment used in disaster response and showcasing the dedication of both volunteer and professional first responders.

The anniversary celebrations also featured in Townsville, with SES proudly displaying their flag and engaging with the community.

This collaborative approach not only reinforced the importance of disaster preparedness but also showcased the vital role emergency services play in safeguarding Queensland communities





Queensland Fire Department (QFD) played a critical role in supporting Get Ready Queensland Week through both launch events and regional community engagements across the state. QFD's presence reinforced key preparedness messages and provided practical, hands-on demonstrations that helped communities better understand local risks and how to respond. A standout activation was the kitchen fire simulation in Cunnamulla, which brought home the realities of everyday fire hazards and the simple actions households can take to prevent and respond to fires safely.



The **Rural Fire Service** supported nearly all Get Ready Queensland-led events statewide, reflecting the vital role local brigades play in community connection, education and response. Their involvement ensured messaging was locally relevant and trusted, particularly in regional and rural areas where bushfire risk is a lived reality.

Bushfire remains a significant and ongoing risk for Queensland communities, exacerbated by climate variability, dry seasons and the state's vast and diverse landscapes. Having QFD and the Rural Fire Service actively involved throughout Get Ready Queensland Week strengthened the focus on preparedness, prevention and shared responsibility, helping communities better understand their bushfire risk and the steps they can take to protect lives, property and livelihoods.



Queensland Police Service (QPS) made a strong contribution to Get Ready Queensland Week through active involvement at both launch events and across regional engagements. QPS representatives attended the Brisbane and Townsville launches, providing speakers who reinforced key preparedness messages and highlighted the role of community awareness and personal responsibility before, during and after disasters.

In regional Queensland, **QPS Emergency Management Coordinators (EMCs)** and local police stations played a particularly important role, attending events in the Townsville region and across the South West, including Thargomindah, Cunnamulla, Quilpie and Charleville.

Their local presence strengthened community trust, ensured messaging was relevant to local risks, and reinforced the importance of working together to keep Queenslanders safe and prepared.



Community Recovery played an important role at both Get Ready Queensland Week launch events, providing insights into how communities can prepare for, respond to, and recover from disasters. Their presence helped highlight the support services available to Queenslanders, shared practical guidance on building household and community resilience, and reinforced the message that recovery is a shared effort. By engaging directly with attendees, Community Recovery strengthened awareness of the resources and programs available to help communities bounce back stronger after emergencies.



Queensland Health and Queensland Ambulance Service (QAS) played an important role in Get Ready Queensland Week, supporting both launch events and regional engagements with interactive and educational activities that brought health and emergency preparedness to life. At the Brisbane and Townsville launches, students had the opportunity to see first-hand how an ambulance operates, to speak with paramedics and participate in CPR demonstrations, helping them understand emergency response and build confidence around what to do in a medical emergency.

With JT visiting the Cunnamulla Hospital, he took the opportunity to connect with people in care, highlighting the importance of community connection and wellbeing during times of disruption and recovery. By combining practical demonstrations with compassionate engagement, Queensland Health and QAS showcased the vital role health services play before, during and after disasters, while reinforcing the importance of preparedness, early action, and support for the most vulnerable members of the community.



The **Household Resilience Program** took centre stage at the Kenmore State High School launch, engaging trade students in practical, hands-on discussions about what household and community resilience looks like in real-world settings. Through interactive conversations and relatable scenarios, students explored how preparation, skills and informed decision-making can reduce risk and strengthen communities. By connecting resilience to future trade careers and everyday life, the program inspired the next generation to play an active role in building a safer, more prepared Queensland.



The **Department of Primary Industries** played a pivotal role in supporting Get Ready Queensland Week 2025 in rural areas, ensuring strong attendance and meaningful engagement with livestock and primary producer communities. Demonstrating a strong commitment to community resilience, departmental team members travelled alongside GRQ teams to regional locations, helping extend engagement across Far North Queensland, North Queensland and the Southwest.

This involvement was a strategic contribution, bringing local expertise and hands-on knowledge of agricultural and regional communities directly into the campaign. By embedding Department of Primary Industries officers throughout the week's activities, Get Ready Queensland Week connected more deeply with regional residents, deliver practical preparedness messaging, explore QRA Knowledge Maps, and highlight the critical link between disaster resilience and agribusiness sustainability.



The **ABC** was once again a partner for Get Ready Queensland Week 2025, playing a critical role in amplifying the campaign's reach and driving community engagement across the state. Beyond attending the launch events, the ABC provided extensive and sustained media coverage throughout the week, ensuring preparedness messages reached Queenslanders in metropolitan, regional and remote communities.

At the Townsville launch, the ABC hosted a live broadcast stall, creating real-time engagement with the local community while sharing preparedness conversations across radio and digital platforms. This was complemented by dynamic crossovers from the Brisbane launch, linking audiences across the state and reinforcing the shared responsibility of disaster preparedness. Through trusted reporting, live broadcasts and ongoing coverage, the ABC helped elevate key messages and strengthening community awareness.



Australian Red Cross played a highly engaging role at the Brisbane and Townsville launch events, delivering interactive activities that captured the attention of students and reinforced the importance of being prepared. Through the Pillowcase Project, children were given a hands-on, fun and age-appropriate way to learn about emergencies, helping them understand risks, preparedness actions and how to talk about disasters with their families.

Alongside this, Red Cross promoted RediPlan, supporting households and communities to take practical steps to prepare for emergencies before they happen. By combining youth-focused education with tools that empower families to plan ahead, Red Cross helped spark conversations at home, build confidence in preparedness actions and strengthen community resilience. Their involvement ensured Get Ready Queensland Week connected meaningfully with both the next generation and the wider community, reinforcing that preparedness is a shared responsibility across all ages.



Ministers, State MPs and elected officials

Get Ready Queensland was proud to welcome strong support from elected officials, including Ann Leahy, Minister for Local Government and Water and Minister for Fire, Disaster Recovery and Volunteers, at both launch events. Their attendance highlighted their role as leaders in sharing key Get Ready Queensland messages, encouraging all Queenslanders to prepare ahead of the next severe weather season.. At the Brisbane launch, Minister Ann Leahy and local MPs, including Dr Christian Rowan, joined the event, highlighting the Queensland Government's commitment to disaster preparedness and community resilience. In Townsville, the launch was supported by Adam Baillie MP, Acting Mayor Ann-Maree Greaney, Member for Mundingburra, Janelle Poole, Member for Thuringowa, Natalie Marr and Councillor Andrew Robinson, who helped emphasise the importance of local leadership in empowering communities to prepare, respond and recover. Their presence reinforced the collaborative effort between government, agencies, and communities.

Queensland Reconstruction Authority

Regional Resilience Officers (RROs) played a key role in supporting South West Queensland events during GRQ Week 2025, bringing their expertise and strong local knowledge to the forefront of community engagement. QRA staff attended all four events in the region, leading engaging big map sessions that attracted residents from up to 70 km away to discuss floodwaters, catchments, and regional impacts.

In Brisbane, QRA staff provided a strong on-the-ground presence, supporting the launch event through bump-in and bump-out activities and engaging with the community throughout the day. In Townsville, QRA Media staff assisted with the media conference and supported event logistics, including bump-in and bump-out, community engagement, and coordination of the seniors morning tea.



HIGH IMPACT EVENTS

Get Ready Queensland Week featured a total of 18 events across the state. While not every event is listed here, this summary highlights the high-impact activities that made a significant difference in engaging communities and promoting disaster preparedness.

Cairns Multicultural CARMA Festival Saturday 4 October

The CARMA Multicultural Festival celebrated the vibrant diversity of the community of Cairns, bringing together people from all cultural backgrounds for a day of connection, learning, and fun. Attendees enjoyed GRQ's interactive panic buy game, cultural performances, and opportunities to engage with local organisations. This event also served as a priming engagement for the upcoming line-up of CALD-focused initiatives, setting the stage for deeper community connections and engagement.



Townsville launch event Tuesday 7 October

The Townsville launch event was a vibrant and engaging community activation, welcoming 200 students from Townsville Grammar North Shore to connect with emergency services, local agencies, council representatives, and Get Ready Queensland. Set in an interactive outdoor environment, the event provided hands-on experiences and insights into disaster preparedness. A highlight of the day was an intergenerational morning tea, where senior students had the unique opportunity to sit alongside long-term local elders, engaging in meaningful conversations to explore lived experiences and gain valuable perspectives from the community's history.



Mareeba Tuesday 7 October

GRQ staff, alongside Mareeba and Cairns Regional Councils, the SES, and local communities, joined forces to deliver vital disaster preparedness information to multicultural workers living and working in Queensland. These sessions not only provided critical knowledge to keep participants safe while in the country, but also equipped them with practical skills they can carry back home. This collaboration demonstrated the power of local partnerships in building resilience across diverse communities.



Brisbane launch event Tuesday 7 October

The Kenmore launch was an energising and highly interactive event, engaging over 600 students in a dynamic outdoor activation scheduled in 20-minute intervals to maximise participation. Students had the unique opportunity to explore Get Ready Queensland campaigns through a hands-on workshop led by the IIFFI Campaign Manager, tailored specifically for film and TV students. Adding to the excitement, JT made a special visit to the school, delighting attendees and creating a memorable highlight of the day. The event successfully combined practical learning, creative exploration, and community engagement, leaving students inspired and informed about disaster preparedness.



Thargomindah Community Day Wednesday 8 October

The Thargomindah Community Day was a remarkable display of community spirit, with the entire town shutting up shop to attend the afternoon event with JT. Residents of all ages, including local children, gathered for a sausage sizzle facilitated by Council, enjoying the chance to connect and celebrate together. Emergency services set up interactive displays, providing hands-on learning about preparedness, while JT delighted the crowd by meeting locals in person and even joining students for a lively game of football. The event perfectly blended fun, education, and community connection, leaving a lasting impression on everyone involved.

The community came together to create a vibrant, oversized "Welcome to Thargo" sign for JT, showcasing their excitement and local pride for his visit.



Innisfail Get Ready Movie Night Wednesday 8 October

Get Ready Queensland Week in Innisfail brought the community together for a fun and interactive Movie Night, combining entertainment with important preparedness messaging. Families and residents enjoyed a night under the stars while learning practical tips on how to prepare for emergencies, making disaster readiness engaging and accessible for all ages. The event highlighted the power of community connection, showing that preparing for disasters can be both informative and enjoyable.



Cunnamulla School Event Thursday 9 October

The Cunnamulla School event was a powerful demonstration of regional resilience and community spirit, bringing together three schools at a single location for one unified activation. The local community, especially those who played pivotal roles in the flood response earlier this year, were deeply involved, underscoring the theme of preparedness in a lived reality context. The day commenced with a Welcome to Country and smoking ceremony led by Elder John John, where participants breathed in smoke as a symbol of cleansing and connection.



Hinchinbrook Get Ready Seniors Lunch Friday 10 October

Over 160 local seniors came together for the Hinchinbrook Seniors Lunch as part of Get Ready Queensland Week, enjoying a welcoming community atmosphere while learning about disaster preparedness after such a severe weather season. The Manager of GRQ, alongside the Local Mayor, presented practical tips and guidance on how seniors can prepare for emergencies, followed by an engaging Q&A session that allowed attendees to ask questions and share experiences.



WEATHER DOESN'T PLAN, BUT YOU CAN



Statewide impact: GRQ advertising campaign engages Queenslanders

Get Ready Queensland's statewide advertising campaign returned in 2025, building on the success of the 2024 campaign by reusing existing creative assets. Launched to coincide with Get Ready Queensland Week, the campaign featured Ambassador Johnathan Thurston and reinforced the clear, action-oriented message, "*Weather Doesn't Plan, But You Can.*"

Running across television, radio, print and digital channels, the campaign reached Queenslanders in metropolitan, regional and remote communities. Key stakeholders, including local governments areas (LGAs) and the Department of Transport and Main Roads, amplified the campaign by promoting the GRQ online planning tool on variable message signs along state-controlled roads and on high-traffic advertising screens in locations such as King George Square and the Queen Street Mall.

To support inclusivity and broaden community engagement, the campaign again delivered radio advertisements translated into three languages: Vietnamese, Mandarin and Cantonese. In addition, selected social media content was translated into Punjabi, Vietnamese and Simplified Chinese to better reach more vulnerable culturally and linguistically diverse communities. The primary objective remained driving audiences to the Get Ready Queensland Online Household Emergency Plan, a practical tool that empowers Queenslanders to take tangible steps to prepare for disasters.

In parallel, **Get Ready@Work** was launched to large employers and all LGAs across Queensland as a workplace resilience initiative. The program supported organisations, through a media and communications kit and dedicated landing page and QR code, to promote disaster preparedness within their workforce, recognising that employers play a critical role in reaching individuals, families and communities.

Early results demonstrate the continued impact of this approach. During October 2025, thousands of households across the state used the tool to create an emergency plan, with participation recorded in all 78 local government areas.

These results highlight the campaign's ability to not only raise awareness but also drive measurable behaviour change. From the start of Get Ready Week through to the end of November 2025, the online plan page recorded more than 345,000 visits, with 80 per cent of traffic originating from Queensland.

Post-campaign survey results showed that 69 per cent of Queensland respondents reported having an emergency plan in place, representing a seven per cent increase on the previous year. The campaign's strong call to action, "*Make your emergency plan today,*" continues to directly encourage and track preparedness actions across the state.

The 2025 campaign demonstrates the value of collaboration, data-driven insights and innovative outreach in strengthening disaster preparedness across Queensland. The campaign was supported through Disaster Relief Funding and the generous sponsorship of Suncorp, Get Ready Queensland's major partner since 2020, ensuring the initiative continues to set a benchmark for statewide engagement and community impact.

THE REGIONAL APPROACH



Building on the success of previous regional initiatives, Get Ready Queensland (GRQ) amplified its efforts in 2025 to engage communities across North Queensland, Far North Queensland, and South West Queensland. By strategically positioning team members throughout these regions, GRQ maximised its on-ground presence and strengthened connections with semi-rural and regional communities.

This enhanced regional focus brought GRQ closer to communities, empowering local councils to boost their disaster resilience capabilities and inspiring greater commitment to use GRQ funding for impactful preparedness initiatives. Broad investment throughout the state fostered genuine buy-in and supported meaningful behaviour change across multiple local government areas.

In one memorable activation, local councils arranged for a helicopter flight over Cunnamulla's flood-affected areas, giving JT a striking aerial perspective of the event's purpose and recent flood impacts. On the ground, 200 students welcomed JT by spelling out "GRQ" on the school oval, a demonstration of community engagement. Additional hands-on activities, including the interactive kitchen fire simulator provided by the Queensland Fire Department, allowed students to engage directly with disaster preparedness themes, blending education, action, and excitement.

Following the school event, GRQ and JT participated in a morning tea at the local aged care facility, meeting with elders and hearing their stories. This engagement deepened community connections and highlighted the value of bringing together culture, education, and lived experience to strengthen resilience.

Through these regional activations, GRQ reinforced the importance of community-led preparedness and showcased how collaboration between schools, councils, emergency services, and local residents can create lasting impact across Queensland.

SNAPSHOT OF STATEWIDE GRQ-LED EVENTS



Saturday, 4 October

9:00 AM – 11:00 PM | **Cairns**
CARMA Multicultural Festival: Sitting at stall with Centacare

3:00 PM – 5:00 PM | **Cairns**
Mahamuni Buddhist Society of Cairns: Present emergency services and Get Ready – Red Cross Pillowcase

Tuesday, 7 October

9:00 AM – 11:00 AM | **Kenmore**
Launch at Kenmore State High School: JT attending

9:00 AM – 11:30 AM | **Townsville**
Launch at Townsville Grammar: With Townsville Regional Council

10:00 AM – 12:00 PM | **Cairns**
Multicultural Playgroup: Birdie Books

4:00 PM – 7:30 PM | **Mareeba**
Costa Agri Exchange: Council, emergency services and GRQ present

Wednesday, 8 October

1:00 PM – 3:00 PM | **Thargomindah**
School Event: JT attending

1:15 PM – 3:00 PM | **Cairns**
Trinity Bay School: Meeting with newly arrived students

4:30 PM – 8:30 PM | **Innisfail**
Get Ready Movie Night

5:00 PM – 7:00 PM | **Cairns**
Disaster Cooking and Self Care: Cooking with long-lasting ingredients and breathing exercises

Thursday, 9 October

9:00 AM – 11:00 AM | **Cunnamulla**
School Event: JT attending

10:00 AM – 12:00 PM | **Cairns**
Bhutanese Elders Group: Emergency services and GRQ present

4:00 PM – 6:00 PM | **Cardwell**
Community Lunch and Networking Workshop: Building Community

Friday, 10 October

11:00 AM – 1:00 PM | **Cairns**
African Community: Emergency services and GRQ present

12:00 PM | **Ingham**
Hinchinbrook Get Ready Seniors Lunch: Lunch targeted at seniors with LDMG members and QHealth

1:00 PM – 4:00 PM | **Quilpie**
Community Event: Big Map Exercise

Saturday, 11 October

10:00 AM – 2:00 PM | **Charleville**
Get Ready Amazing Race: Led by Murweh

10:00 AM – 2:00 PM | **Brisbane**
Emergency Services Expo, Mt Gravatt: Led by Brisbane

MEDIA PERFORMANCE

Get Ready Queensland Week 2025 achieved strong media coverage across the state, with peak engagement on 7 October (Launch) and notable performance across AM radio, newspapers, and social media, particularly Facebook, reaching tens of thousands of Queenslanders and generating significant advertising value.

REPORTS: **285** • REACH: **2.02 MILLION** • ASR: **\$287.83K**

Key Media Highlights

What worked best

Launch Events (7 October)

- Generating the highest volume (88 mentions), the largest potential reach (620,389), and the highest advertising space rate (ASR) value (AUD 106,791).

Media types

- AM Radio drove the highest volume of mentions (80), showing strong conversation and local engagement.
- Newspapers delivered the largest potential reach (1,310,874) and the highest ASR (AUD 128,690), highlighting their effectiveness in visibility and advertising value.

Outlets

- Facebook had the highest volume of mentions (71), indicating strong social engagement.
- ABC Radio Brisbane provided the largest potential reach (134,700), effectively getting the message to a broad audience.
- ABC North Queensland achieved the highest ASR (AUD 33,975), demonstrating high-value coverage in the region.

Locations

- Brisbane drove both potential reach (1,080,358) and ASR, reinforcing the city as a key media market for exposure and impact.
- Townsville led in volume (24 mentions), showing strong local engagement.

Full Report Here: [Dashboards - Isentia](#)





Three Steps Queensland SES Want You Ready For Severe Weather

Get Ready Queensland Week runs from 6 to 12 October and is a time for Queenslanders to take steps to prepare their family and property against severe weather.

This year's theme is 'Weather doesn't plan, but you can.'

Research shows people who are prepared for severe weather recover faster than those who rely solely on outside help.

Get Ready Queensland and Queensland State Emergency Service (SES) today by following these three steps:

1. Know your risk
2. Make an emergency plan
3. Pack an emergency kit



Weather Doesn't Plan, But You Can. Get Ready Queensland Week Kicks Off

Get Ready Queensland Week has officially launched and runs from October 6 to 12. This Get Ready Queensland Week, people all over the state are preparing for extreme weather, and you should too. Queensland is impacted by more natural disasters than anywhere else in Australia.

The weather doesn't plan, but you can. That's the message Get Ready Queensland Ambassador Johnathan Thurston and A/Deputy Commissioner Chris Stream shared with Queenslanders today at a multi-agency launch at Kenmore State High School.

It's easy to be prepared by following Get Ready Queensland's three Steps to Get Ready:

Autism Test

START TEST

Get ready and plan before rain returns

By Fishlock

With Queenslanders are urged to prepare for the start of this disaster season, with the Bureau of Meteorology warning of a "higher risk" of severe weather.

Warnings came during the launch of Get Ready Queensland week, an initiative to prepare regional Queenslanders for the upcoming season.

South and North Queensland experienced a "flood" season last year which caused a significant amount of damage to the region.

Emergency preparedness manager Natascha said predicted North Queensland the "strongest" experiencing above-normal rainfall, thunderstorms, a cyclone, heatwaves one to have a significant impact on the heavy flooding, we've had houses

"During the warmer months, severe thunderstorms are more common, bringing heavy rainfall, damaging winds, large hail and the risk of flooding."

Get Ready Queensland ambassador Johnathan Thurston said knowing risks, making a plan and packing a kit were the best ways to prepare for the worst.

"All good sports teams have a game plan, and all good households should have a plan to get ready for floods, cyclones, storms and bushfires," he said.

"These are the easy actions for every Queenslanders to make sure they are best prepared for our state's unpredictable weather."

Townsville district disaster co-ordinator Graeme Paine said preparation paid off in the long run.

"We've seen significant flooding, we've had houses

damaged, we've had thousands of houses at risk," he said.

"Those people that plan, those people that prepare, they tend to respond better, and they tend to recover quicker."

Queensland Fire Department northern region assistant commissioner Michael O'Neil said every disaster was different.

Queensland Reconstruction Authority resilience and recovery general manager Jimmy Scott said recent severe weather should act as a wake-up call for North Queenslanders.

"The 2024 disaster season was a graphic illustration of the Get Ready Queensland message — weather doesn't plan, but you can," he said.

"Don't leave your disaster planning to the last moment."

- EMERGENCY KIT**
- First aid kit
 - Essential toiletries
 - Can opener
 - Important documents
 - Water for three days
 - Non-perishable food for three days
 - Phone and portable charger
-
- Wipes
 - Sturdy gloves
 - Battery operated radio
 - Hand sanitiser
 - Torch
 - Tissues
 - Spare batteries
 - Face mask



SOCIAL MEDIA PERFORMANCE

Social media reach for Get Ready Queensland Week has significantly increased year-on-year. GRQ continues to build an engaged following, increase reach and generate brand value.

2025



849,835 impressions
on social media
^957% from 2024



22,976 engagements
with social media
^1.4k% from 2024



44,895 followers
on social media
^217% from 2024



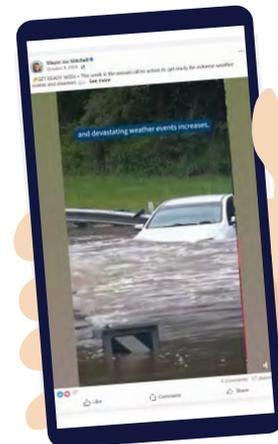
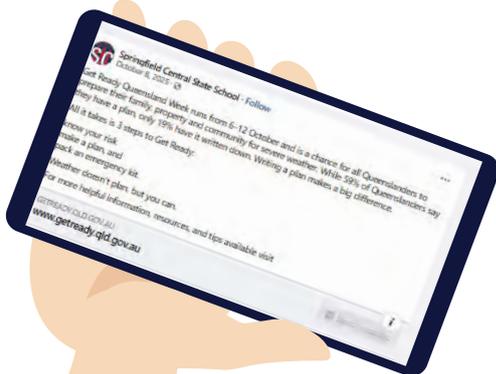
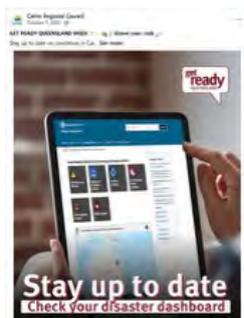
509 pieces
of content shared
^55.2% from 2024

STAKEHOLDER POSTS

In 2025, stakeholder support across social media strengthened significantly, with a notable uplift in the use of GRQ toolkit social media tiles and the introduction of new, creative activations by partner agencies.

Organisations such as QRIDA launched engaging “Get Ready With Me” content for Get Ready Queensland Week, while Energex and Ergon Energy produced their own video assets featuring b-roll, practical tips, preparedness advice and staff

participation. This collective effort amplified campaign reach, refreshed the messaging, and demonstrated strong cross-agency commitment to promoting disaster preparedness across Queensland.



THE JT EFFECT

As a trusted Queensland icon, JT helped amplify GRQ Week 2025 by cutting through crowded media and social feeds, extending the campaign's reach well beyond traditional government channels.

His involvement drove strong engagement across social media, sparked conversation online, and helped bring new audiences into the GRQ message, particularly families, regional communities and younger Queenslanders.

Throughout the week, JT's presence elevated community events, media moments and local activations, drawing people in and creating opportunities for meaningful, face-to-face conversations about being prepared. Whether through

digital content, event appearances or campaign storytelling, JT helped normalise preparedness and make it feel relevant, achievable and worth paying attention to.

The JT effect isn't just about profile, it's about trust. By leveraging JT's credibility and genuine connection to Queensland communities, GRQ Week was able to deliver preparedness messages at scale, with authenticity, and with impact.



Social posts
14,590 views



Reels
330,500 views

