



Bushfire Safety Campaign 2026

Background

QFD research shows many Queensland residents living in areas at higher risk of bushfire aren't properly prepared for a bushfire. This is often due to a perception of low bushfire risk which leads to complacency or self-exemption. The assumptions about when and where bushfires may occur present significant barriers to bushfire preparedness. Bushfires can happen anywhere, anytime and may escalate under certain weather conditions. And there are simple steps everyone can take now to protect their family and property.

Campaign goal

The campaign will run from 2 August 2026 until 10 October 2026 and will encourage Queenslanders who are living in locations at higher risk of bushfires to shift their risk perceptions and complete bushfire preparedness activities and a bushfire survival plan.

Audience

Queenslanders living or travelling in locations at high risk of bushfires and grassfires.

Key lines

The key messages delivered by the creative are:

Prepare your property now

- Clear gutters
- Trim trees
- Mow lawn
- Remove garden debris

Prepare a Bushfire Survival Plan

- Decide when to leave
- Pack an evacuation kit
- List emergency contacts
- Plan where you will go

Call to action

- Learn the steps at fire.qld.gov.au
- Get prepared now at fire.qld.gov.au

Media channels

- Online video including YouTube
- Radio and online audio
- Out-of-home (OOH) – roadside and retail
- Social (Meta, Reddit, Snapchat)
- Digital display
- Google Search and Google Ads

Further information

QFD's online [Bushfire Survival Plan](#) is a user-friendly, interactive tool that helps Queenslanders make informed decisions about what they will do during a bushfire emergency.

On the [QFD website](#) you can also learn how to prepare your property for bushfire season, discover bushfire risk factors, and understand fire danger ratings and the vital advice contained in bushfire warnings.

Show your support

We've developed this communications toolkit to help you promote the Bushfire Safety message with your communities and networks.

Your support in promoting these assets increases awareness, exposure and engagement among those in bushfire prone areas to help drive positive behaviour change in preparing for bushfires.

Contact

If you have any questions or need extra content, please contact the QFD Communications team on corporate.comms@qfes.qld.gov.au.

Creative materials

Campaign materials with general preparedness messages are available [here](#) to support communications activities and help you share this important information through your own communication channels. Please note that campaign materials cannot be used beyond 31 December 2026.

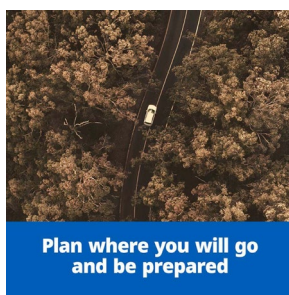
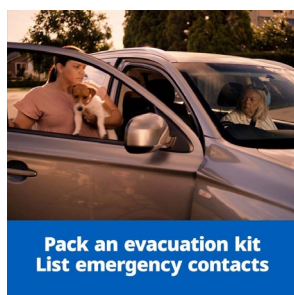
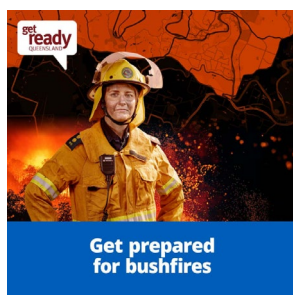
Social media posts

A selection of copy and images relating to bushfire safety are available for you to use on your own channels.

Carousel – Bushfire survival plan

Bushfires can happen anywhere, anytime. Prepare a Bushfire Survival Plan now, including an evacuation kit, emergency contacts and knowing where you'll stay.

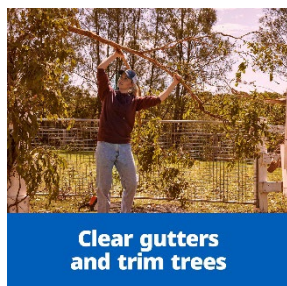
Get prepared now <https://qld.gov.au/bushfires>



Carousel – Prepare your property

Bushfires can happen anywhere and anytime. Take these simple steps now to prepare your property, like clearing gutters, trimming trees and mowing grass.

Get prepared now <https://fire.qld.gov.au/prepare/bushfires>



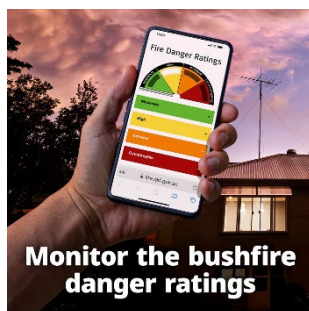
Static 1 – No history in the area



Bushfires can happen anywhere, anytime and can escalate under certain weather conditions. Get prepared for a bushfire before it's too late.

Learn more <https://fire.qld.gov.au/prepare/bushfires>

Static 2 – Monitor fire danger ratings



Fire danger ratings let you know how dangerous a fire would be if one broke out in your area. Monitor the danger.

Learn more <https://fire.qld.gov.au/prepare/bushfires>

Posters

Poster variations are available in A3.

