



Australian Government
Commonwealth Bureau of Meteorology

Risk Communication

An Australian Government

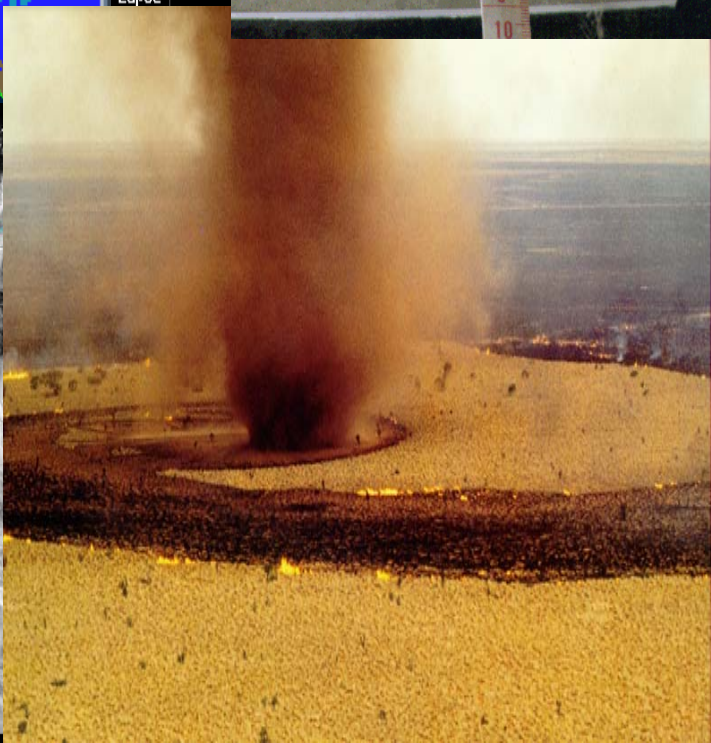
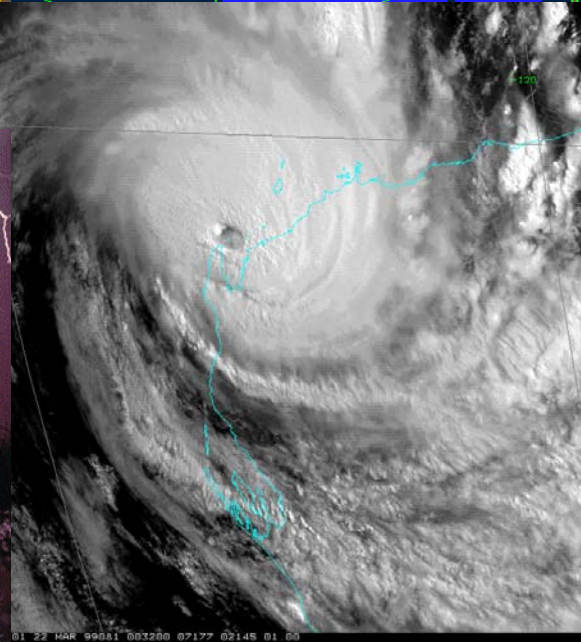
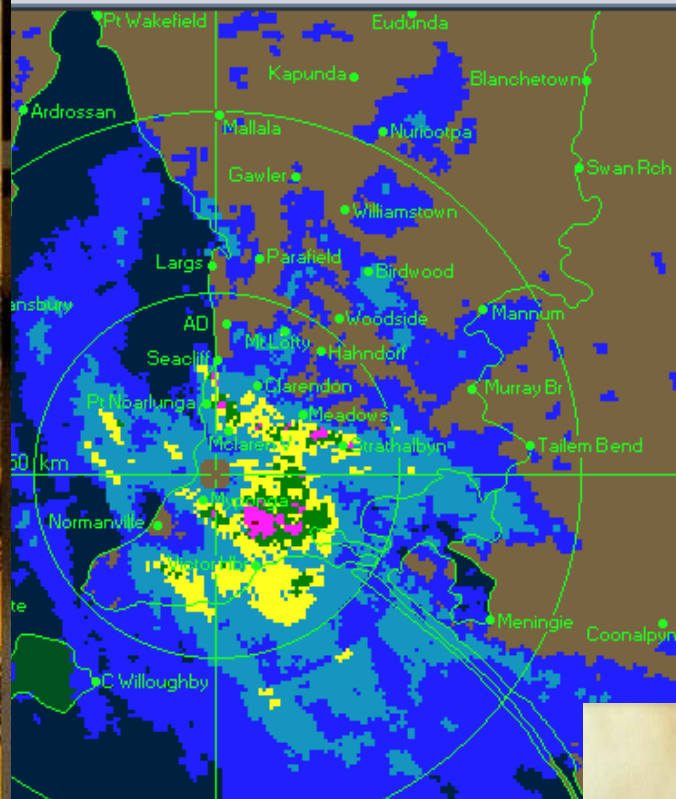
Perspective

Dr Linda Anderson-Berry

Australian Bureau of Meteorology – Disaster Mitigation

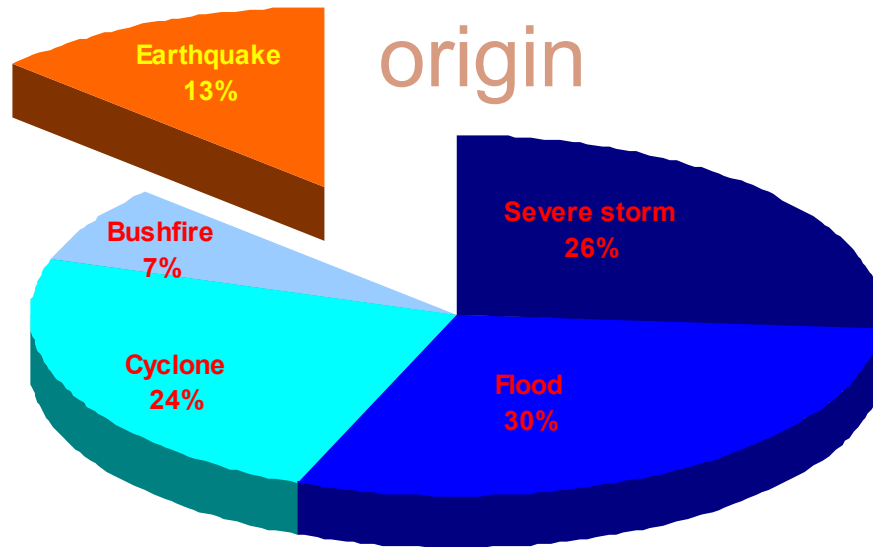
WCRD – Effective and Successful Risk Communication

January 20, 2005 – 10:00 –12:00



Natural disaster Losses cost Australia < \$1billion / year

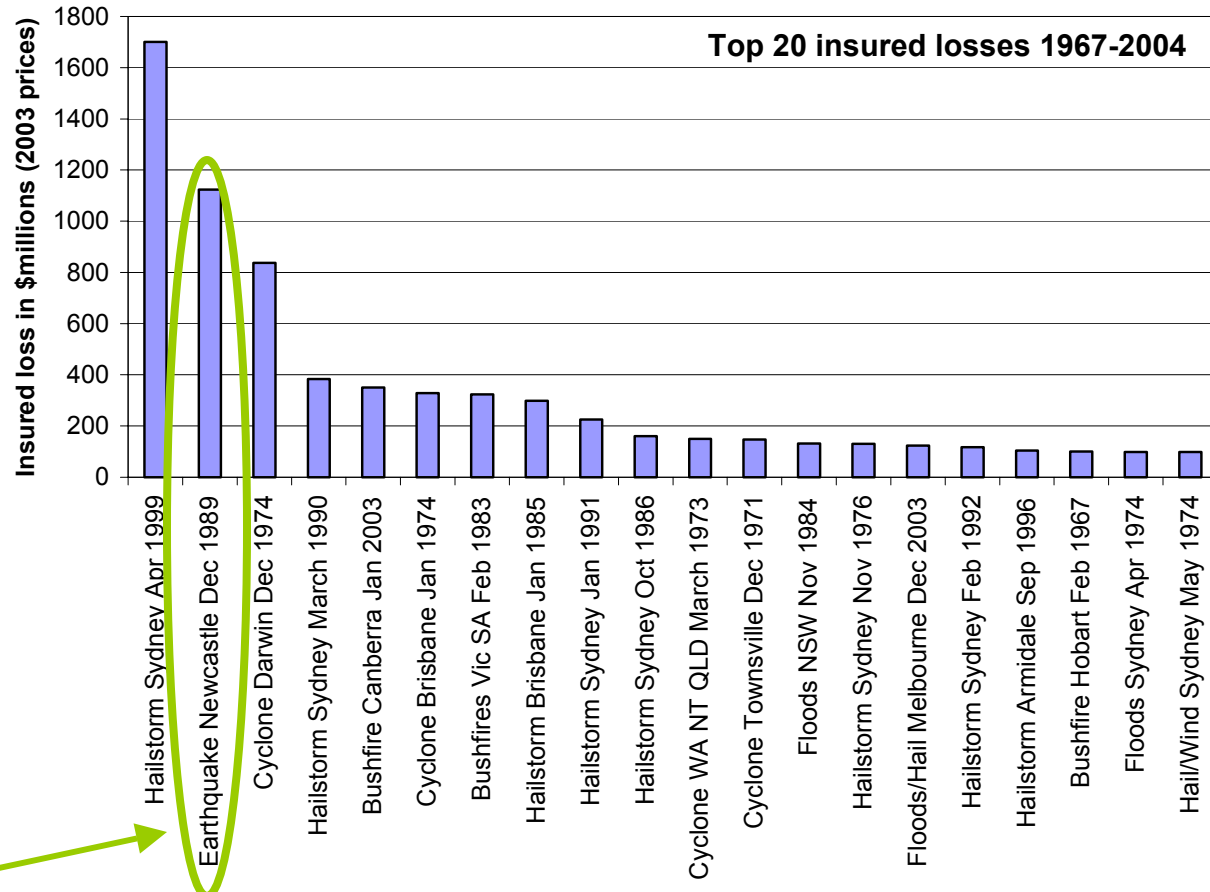
87% as a consequence of
'disasters' of meteorological
origin



*Annual average 1967 -99 (BTE 2001)



Top 20 insured losses from 1967 to 2004. All but the 1989 Newcastle earthquake are weather related



The only non-weather related 'disaster'

Source: www.idro.com.au/disaster_list



Council of Australian Governments Review

- All levels of Australian Government
 - Commonwealth
 - State / Territory
 - Local
- Reviewed
 - Cost of disasters to the Australian community
 - Australia's approach to managing, responding to, and mitigating natural hazard impact and losses



Council of Australian Governments Review

- 12 Reform commitments
- 66 Recommendations
- Agreed and supported at the highest levels at all levels of Australian Government
- Reshaped Australia's approach and attitude to MITIGATING the effects of Natural Hazards
- **DISASTER RISK MANAGEMENT**



COAG – New Disaster Mitigation Machinery

- Risk Assesses
 - Identified
 - Quantified
- Communicated
 - To aware
 - Prepared
 - Empowered community
- At all levels of social aggregation –
 - Commonwealth government (national policy)
 - Households



COAG – New Disaster Mitigation Machinery

- National consistency
- Multi-Agency
- Multi- level (Government)
- Cooperative

**Risk communicated in the context
of the Total Warnings Process**



COAG – New Disaster Mitigation Machinery

- National Risk Assessment
 - Identified, Quantified, Assessed
 - Geosciences Australia – Bureau of Meteorology, CSIRO, Researchers etc
- Communicated
 - Formal and Informal networks
 - Bureau of Meteorology and others
- Aware Informed Community
 - Emergency Management Australia, Multi government agencies, educators etc
- Empowered Community
 - Good policy framework



Effective Risk Communication

The community's ability to make informed decisions

- At all societal levels
 - Across all time scales
 - Long-term – Immediate

Effective risk communication will be measured in how Australian communities are empowered to take loss minimising actions



Effective Risk Communication

The community's ability to make informed decisions

C Alma G De Leon - Philippines

“It is the decisions they make – not the situation they are in that will determine their destiny”

Thank you