Risk Communication
An Australian Government Perspective

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WCRD – Effective and Successful Risk Communication
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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