

# The Fire Safety Pledge



## WHAT IS THE FIRE SAFETY PLEDGE?

The pledge is an online competition encouraging the public to take action to reduce their risk and better prepare for the threat of fire. The pledger can also select a local CFA brigade in which they wish to support.

CFA brigades can also win cash prizes by encouraging members of their community to take the pledge and select their brigade.

## PROPOSED COMPETITION PERIOD

October 8<sup>th</sup> - December 3<sup>rd</sup>, 2015 (8 weeks).

## BRIGADE COMPETITION PRIZES

Category	Description	Prize
Overall Brigade Winner	Awarded to the brigade with the overall most pledges assigned to them.	1 x \$1000
Per-Capita Brigade Winner	Awarded to the brigade with the most number of pledges per-capita/by population.	1 x \$1000
Pop <100 Brigade Winner	Awarded to the brigade serving a locality with a population of less than 100 people and assigned the most number of pledges.	1 x \$1000
Best Performing Brigade Per District	Prizes will be awarded to the best performing (per capita) brigade in each of the 21 CFA districts.	21 x prizes TBC

*A single brigade can win **only one** of the three major brigade competitions. Terms and Conditions will apply to all competitions. See [web-site](#) during competition period for details.*

## PUBLIC COMPETITION PRIZES



Category	Description	Prize
Community Pledge Competition Winners	Awarded to randomly selected members of the public who take the pledge.	5 x \$200 Bunnings vouchers

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## HOW DOES IT WORK?

A member of the public clicks on the web link <http://thefiresafetypledge.com.au/>

They are then introduced to the competition before being presented with a simple three step process including a series of actions available to reduce their risk or better prepare for fire (both in summer and fires in the home). The actions available are:

### THE PLEDGE

#### Step 1 - This summer, I pledge to:

- Check the Fire Danger Rating for my area each day
- Look for information and warnings about fires on hot, dry, windy days
- Talk with my family and friends about our risk and what we will do

#### Step 2 - At home, I pledge to:

- Test my smoke alarm monthly and change the battery each year at the end of daylight savings
- Watch the stove; never leave cooking unattended
- Check all electrical cords are in good condition and never overload power boards

#### Step 3 - Enter personal details

By selecting a **CFA brigade to support** (optional), you are showing support for the work local brigades do to protect lives and property.

Select a CFA brigade \_\_\_\_\_

I accept the Terms and Conditions

I agree to receive further correspondence from CFA on important local fire safety information

### SUBMIT MY PLEDGE

Thank you! We've just sent you an e-mail. Verify your account by clicking the button and you'll be in with the chance to win one of 5 x \$200 Bunnings vouchers.



Share on Twitter



Share on Facebook.



E-mail my friends

## INSTANT FOLLOW UP E-MAIL

The member of the public taking the pledge will then receive an instant e-mail asking them to click on a link in order to **verify their e-mail** address (ensuring competition integrity).

The e-mail will also contain follow up information assisting them to achieve the commitments made in their pledge. This will be customised based on their summer and/or house fire actions selected.



## HOW DO I GET INVOLVED TO HAVE A CHANCE AT WINNING THE BRIGADE PRIZES?

This competition is open for local promotion as the brigade sees fit. The brigades that do this well will be the ones contending for the brigade competition prizes (\$1000 across three different categories). It will be important to encourage your community to select **YOUR SPECIFIC BRIGADE** from the drop down box when they take the pledge. This will not be automatic based on where they live.

### Suggestions for local promotion by brigades:

- Share on Brigade Social Media pages (Facebook, Twitter etc.)
- Direct e-mails by individual brigade members to families, friends and contacts
- iPad/Tablet/Laptop stands at CFA Open Day, Ritchies supermarket displays, Bunnings BBQ events or other planned community engagement events over the competition period.
- Engage local media and local journalists to write a story
- Engage key local figures to promote (MPs, Mayor, business leaders, sporting clubs)

Being an online competition, the best avenues to promote are likely to be when your community is already online (e-mail, social media etc.).

## STATE-LED COMMUNICATIONS

One of the competition objectives is for CFA members to promote this competition to their own networks and contacts. State-led communications will largely focus on promoting the competition to CFA members. There will however be some public facing communications to assist.

### Public Promotion:

- Facebook (cfavic) - <https://www.facebook.com/cfavic>
- Twitter – CFA Updates [https://twitter.com/CFA\\_Updates](https://twitter.com/CFA_Updates)
- News & Media <http://news.cfa.vic.gov.au/>
- Web banner on public web-site <http://www.cfa.vic.gov.au/>
- Signature e-mail banner (CFA staff)

### Internal Communication:

These will be predominately online to support the nature of the competition:

- Facebook - CFA Members <https://www.facebook.com/cfamembers>
- Facebook - CFA Social Media Managers <https://www.facebook.com/groups/cfasocial/>
- Twitter - CFA Members [https://twitter.com/CFA\\_Members](https://twitter.com/CFA_Members)
- News & Media <http://news.cfa.vic.gov.au/>
- Brigade Magazine (Spring edition)
- Member Communications fortnightly News & Media e-mail
- The Engager (bi-monthly e-newsletter) to members with community safety interest
- Emails to key regional and district staff

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## FREQUENTLY ASKED QUESTIONS (FAQ's) FOR CFA MEMBERS

	Question	Answer
1	Why run a pledge?	There are various pledges that have worked well for a number of causes globally and CFA is always open to trying new initiatives that promote fire safety. This competition has 3 objectives: <ol style="list-style-type: none"> <li>1) Increase public awareness of the risk of fire</li> <li>2) Provide an opportunity for CFA brigades to connect with their communities</li> <li>3) Increase the number of subscribers to MyCFA to ensure more Victorians are receiving relevant fire safety information.</li> </ol>
2	What are some ideas to get people in my community to take the pledge and select our brigade?	It's completely up to you but here are some things to help get you started: <ul style="list-style-type: none"> <li>• Share on Brigade Social Media (Facebook, Twitter)</li> <li>• Direct e-mail to family, friends, colleagues and brigade contacts</li> <li>• iPad, tablet or laptop stands at your CFA Open Day or local event.</li> </ul> Don't forget you need the pledger to select <b>YOUR SPECIFIC BRIGADE</b> and to click on the <b>follow up e-mail</b> .
3	What if someone is in metro Melbourne, interstate or overseas? Can they still take the pledge?	Yes. The CFA brigade field is <b>optional</b> . The pledger can choose to take the pledge without nominating a brigade. Alternatively, they can select any CFA brigade that they identify with (i.e. where a friend is a member, where they holiday or where they grew up). It does <b>not</b> have to be their local brigade.
4	How do you ensure equity around the best performing brigade? (large brigades versus small brigades)	There are multiple prize categories to give as many brigades as possible a chance to win one of the allocated prizes. The competition categories are: <ol style="list-style-type: none"> <li>1) Overall most pledges</li> <li>2) Most pledges per capita, and</li> <li>3) Pop &lt;100 (brigades serving approx. population of less than 100)</li> </ol>
5	Why combine summer fire safety with home fire safety?	Both risks need to be included to cater for all CFA brigade and community types across Victoria.
6	How do I find out how many pledges my brigade has?	A 'Brigade Leader Board' (for the 3 different brigade competitions) will be listed on the Brigade Leader Board section of the <a href="#">website</a> . You can check your brigade's progress at any time.
7	Could the brigade competition be rigged by someone completing multiple entries?	Each pledge must enter a <b>unique e-mail address</b> and verify it by clicking a link in the follow up e-mail to be counted.
8	What if a brigade doesn't want to get involved?	There is no commitment required if a brigade does not wish to participate. There is <b>\$1000</b> to be won across multiple categories to provide an incentive for brigades to share locally.
9	Is there a hard copy option for those that are not online?	<b>No</b> . One of the objectives of this competition is to build on the subscriptions to MyCFA (an e-mail service which requires internet access). This competition is to complement the range of fire safety information available to the community. Given there is over \$3000 in cash prizes to be won by brigades the competition rules need to be kept very tight.

For all other enquiries please contact the team at [thefiresafetypledge@cfa.vic.gov.au](mailto:thefiresafetypledge@cfa.vic.gov.au)