



**Australian Government**  
**Commonwealth Bureau of Meteorology**

# **Risk Communication**

## **An Australian Government**

### **Perspective**

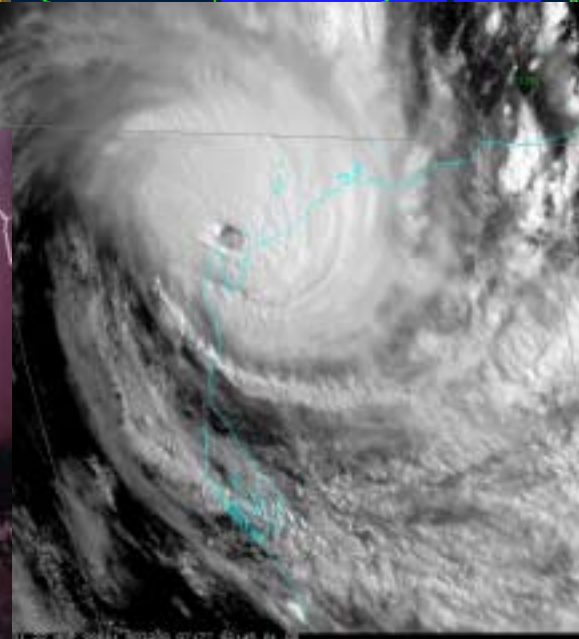
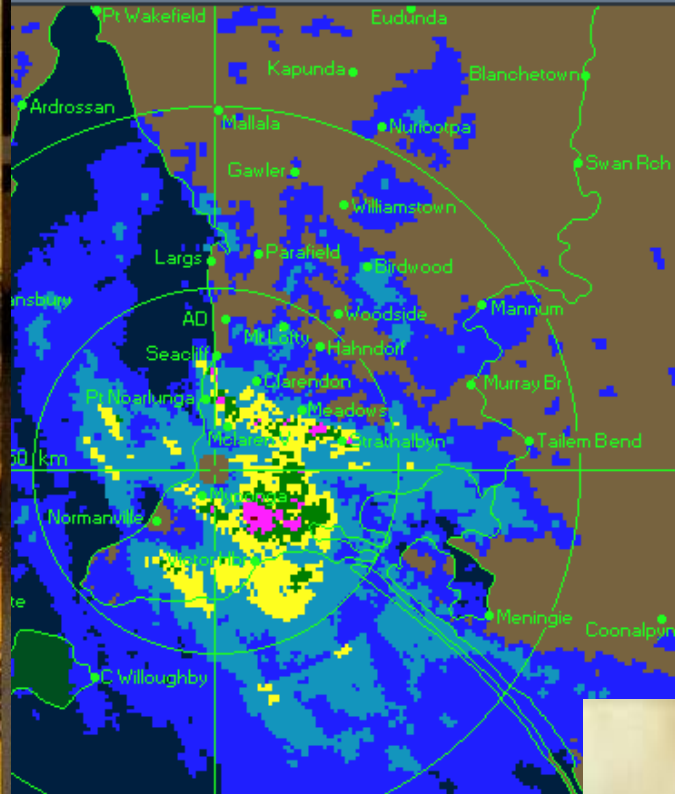
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**Dr Linda Anderson-Berry**

**Australian Bureau of Meteorology – Disaster Mitigation**

**WCRD – Effective and Successful Risk Communication**

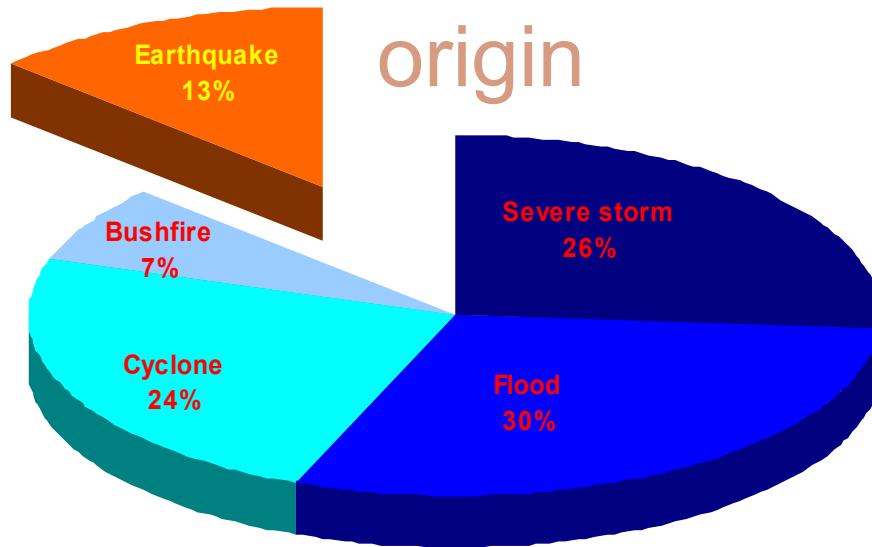
**January 20, 2005 – 10:00 –12:00**



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

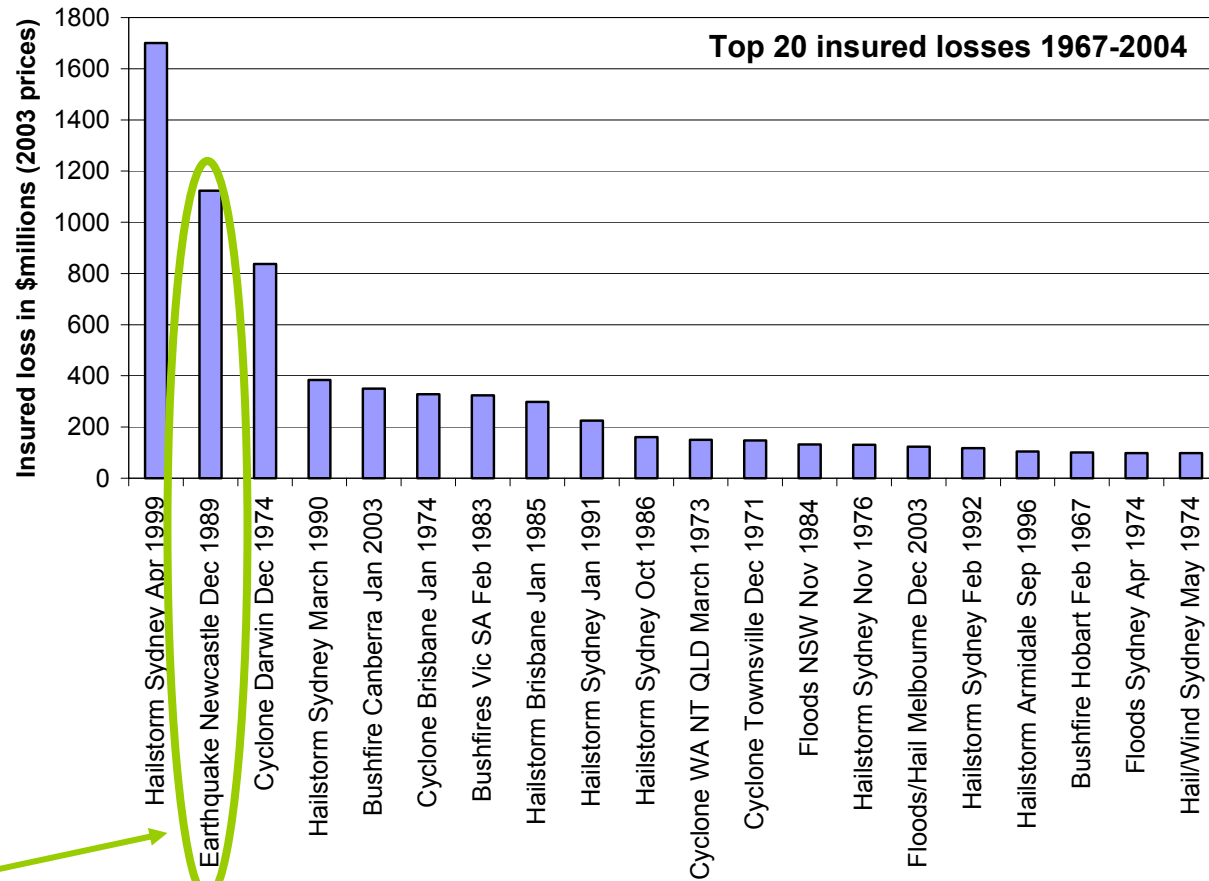
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87% as a consequence of  
'disasters' of meteorological  
origin



\*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](http://www.idro.com.au/disaster_list)



# Council of Australian Governments Review

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- 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

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- 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

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- 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

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

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





# COAG – New Disaster Mitigation Machinery

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- 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

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- 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

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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