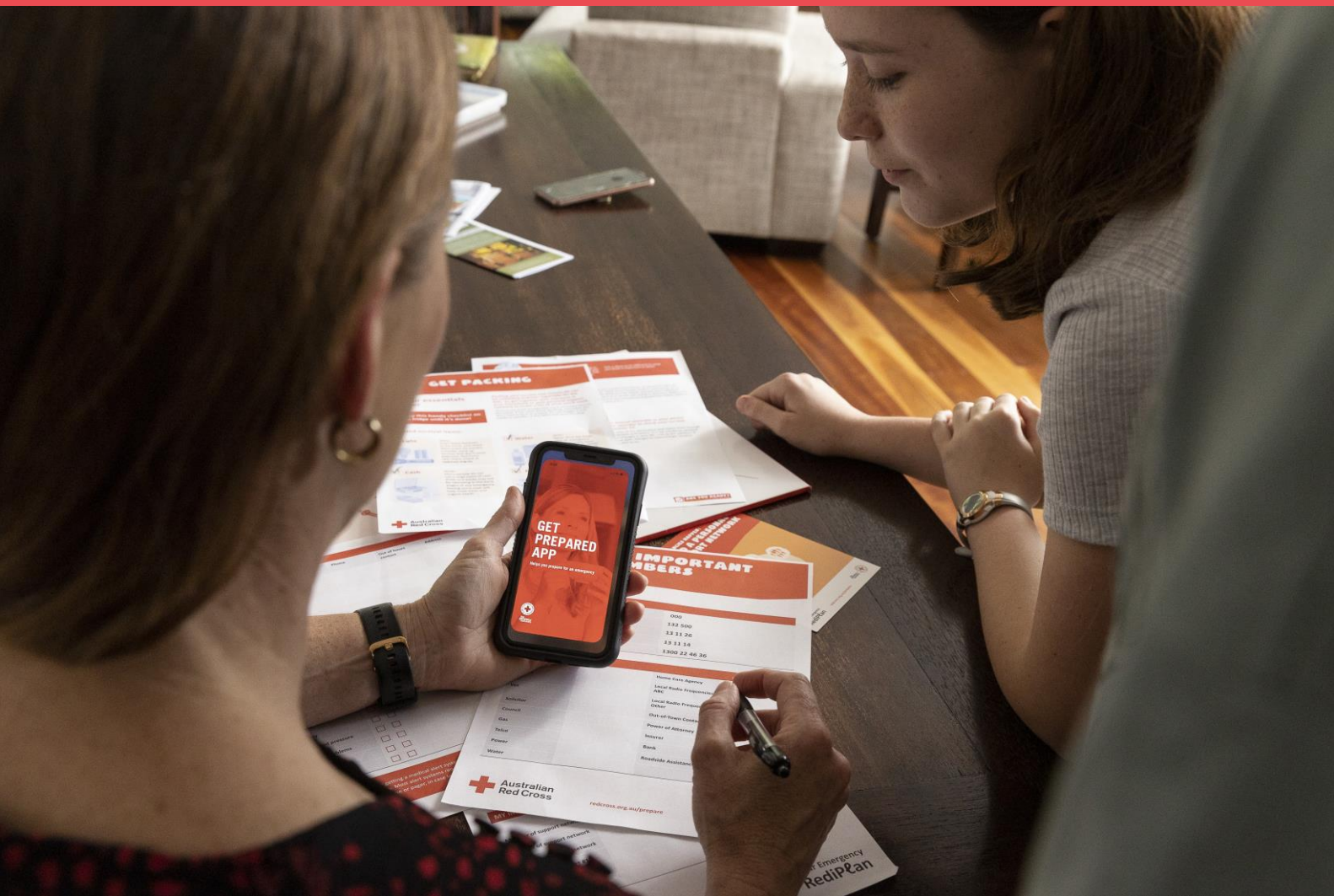


Emergency Ready Week 2022

Resilient Sydney Strategy Action 23 - Project Report
October 2022





Contents

Overview 3

Emergency Ready Week campaign statistics..... 3

Why this campaign matters 5

How Councils participated in Emergency Ready Week 2022 6

Overview

Emergency Ready Week is an annual event, created by the Australian Red Cross, that takes place in September to promote community emergency preparedness. Resilient Sydney partners with the Red Cross to widely promote the campaign through Councils across Greater Sydney and encourage local and community resilience. This campaign aims to improve emergency preparedness and to boost the uptake of people downloading and using the Get Prepared app to make a plan.

The campaign encourages communities to connect with local emergency services to start conversations within households to make preparedness plans. The campaign calls for people to setup support networks, prepare emergency plans and complete checklists to protect communities and their families during emergencies, delivering Action 23 of the [Resilient Sydney Strategy 2018](#).

Emergency Ready Week 2022 ran from 19 – 25 September 2022, shortly after [Get Ready Weekend](#), a similar preparedness initiative created by the NSW Rural Fire Service. Most Councils of metropolitan Sydney regularly take part in Emergency Ready Week as part of Action 23 of the Resilient Sydney Strategy, advocating for 100,000 ready Sydneysiders.

Resilient Sydney developed a communications kit to support Councils to promote Emergency Ready Week 2022 and create their own campaigns using the supplied assets, templated articles and social media posts.

The majority of Councils opted for social media and eNewsletter promotions, with some hosting in-person and online events, and others sharing media releases and printed Mayoral columns.

31 metropolitan Sydney Councils and the Western Sydney Regional Organisation of Councils (WSROC) took part in Emergency Ready Week 2022, a 94% coverage of Greater Sydney.



Emergency Ready Week statistics

Between 25 August 2022 and 7 October 2022, the [Get Prepared page](#), hosted on the Red Cross website, received the following traffic from the Greater Sydney region:

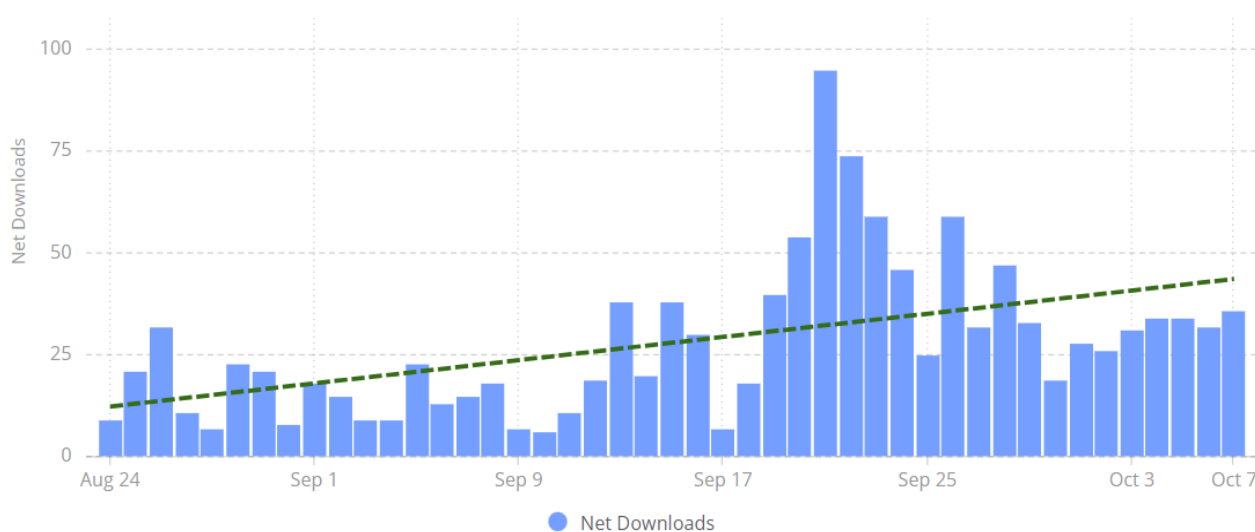
- **13,019 page views**
 - 12.56% bounce rate – meaning the number of visitors who exited the page after viewing it instead of clicking through to one of the links

- A low bounce rate like this shows that **87.44% of visitors** engaged with the content beyond the landing page – a huge success!
- **25,079 total page views** across the Get Prepared site
 - This figure reflects the total number of pages, such as the “Get in the know” page, the “Get connected page” and the “Find your nearest defibrillator” page, that were viewed over this period
 - The page that had the most secondary views following the landing page was **“Download the Get Prepared app”**, coming in at 2,117 views with a 5 min 41 sec average viewing time for visitors
- **11 min 26 sec** was the longest viewing time for a page
 - The “Heatstroke and heat exhaustion” page was the winner of the longest page viewing time, with 1,622 visitors to the page clearly finding the content informative.

Get Prepared app and RediPlan downloads by unique users:

- All time Get Prepared app downloads nationwide: **75,113**
- Get Prepared app downloads between 24 August – 7 October 2022: **1,250**
- RediPlan downloads between 24 August – 7 October 2022: **1,341**

The graph below shows the breakdown of downloads over the reporting period, with a clear spike during Emergency Ready Week, thanks to the campaigning by Councils.

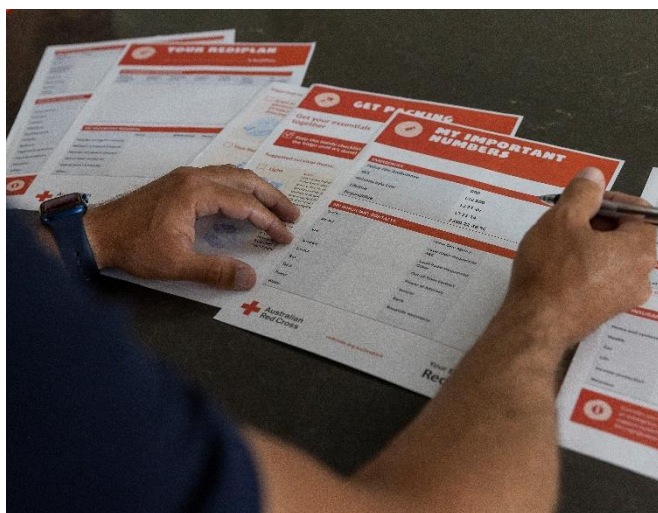


Why this campaign matters

The [Australian Red Cross](#) research, as outlined in the [Needs Assessment and Psychosocial support after Emergencies Framework](#), focuses on helping people to prepare for what happens next.

This advocacy targets the psycho-social approach to preparedness with a consequence focus. There is a link between how prepared people felt during a disaster event and how stressful their recovery process was after the event.

The research showed that **less stressed people recovered faster**, therefore meaning that the more prepared you are for an emergency, the easier it is for you to recover. The research highlights being prepared for emergencies **will make people feel more in control** and reduce the post-event destruction. It leads to a better and faster recovery outcome for households and communities.



Understanding the relevance, multiple benefits and value of being prepared, enables increased awareness and understanding of risks in Greater Sydney's diverse communities.

The Get Ready NSW 'Baseline Research, Benchmarking the Preparedness of NSW Households to Respond to Hazards' paper was [published in April 2021](#). The research was commissioned by the [NSW Rural Fire Service \(NSWRFS\)](#) to provide a quantitative analysis and insights into the preparedness of NSW households to respond and react to the threat of a bush fire, home fire, flood or storm.

The paper highlighted the top 3 barriers people experienced to being prepared:

1. **Cost** – loss aversion impacts people's efforts, despite how minimal the cost may be to prepare.
2. **Age** – particularly when faced with strenuous and risky preparedness activities, such as cleaning the gutters, fixing roof tiles and checking smoke alarms.
3. **Time** – people felt preparedness action would take a long time to complete with very little tangible benefit unless a hazard actually occurs. They are giving up time and effort for no promise of a benefit or reward.

The number of extreme weather events that require response services are increasing in Sydney. In the last year alone, there have been three significant flood events across NSW, resulting in tens of thousands of households needing to evacuate, and thousands of homes being declared uninhabitable due to water damage.

In times of crisis, it is Council that residents turn to for up-to-date information and support, and it was Council that continuously showed up for its community; from repairing roads and clearing mountains of waste, to managing recovery centres and working with NGOs to provide wrap-around support. This year, we encouraged Council to make their voice loud to their residents – **prepare now so you can recover faster when disaster strikes**.

As Sydney grows, there is a need for more people and organisations to understand the risks that arise from lack of preparedness. Through this campaign and working together, metropolitan Sydney Councils have been building resilience in their local areas.

How Councils participated in Emergency Ready Week 2022

In 2022, Councils developed creative approaches and translated materials into community languages to promote both Emergency Ready Week (Australian Red Cross) and Get Ready Weekend (NSW Government), linking their campaigns to other initiatives happening in their part of the city. **31 metropolitan Sydney Councils and the Western Sydney Regional Organisation of Councils** promoted Emergency Ready Week in 2022.



Bayside Council

Bayside Council had an excellent social media campaign, running extensive content in the lead up, and during, Emergency Ready Week. They also partnered with their local SES crew to activate an information stall at the Bayside Spring Fair, encouraging residents to get ready and become an SES volunteer for their community.

Additionally, they updated their [Community Safety Page](#) with their new Community Safety Strategy 2022-2026 and an embedded link to the Australian Red Cross 'Get Prepared' page.

Blacktown City Council

Blacktown City Council promoted Emergency Ready Week through a series of social media posts and an article in their Sustainable Living eNewsletter – reaching an audience of 6,300+ subscribed residents. The key message was the simplicity of getting prepared, highlighting four easy steps to take now:

1. Get in the know
2. Get connected
3. Get organised
4. Get packing



Blue Mountains City Council

Blue Mountains City Council used their new 'Get Ready Blue Mountains' Facebook page to let residents know about Emergency Ready Week. The page feeds into the Council's Emergency Dashboard; a well-used resource for residents leading up to, and during, disasters.

The BMCC used one of their Emergency Ready Week posts to direct residents with hearing impediments to a series of Auslan videos, educating the community on the range of disasters that can happen no matter where you live in Sydney.



Burwood Council

Burwood Council reached their residents through social media, posting on both Facebook and Instagram with the main call to action of the campaign: now more than ever, we need to get prepared for emergencies. The posts directed residents to the redcross.org.au/prepare page so they could download the app.

Further to their social media campaign, the Burwood Council team are in the process of updating their website to include Resilient Sydney content, with a permanent link to the Get Prepared page being embedded into the refreshed site.



Camden Council

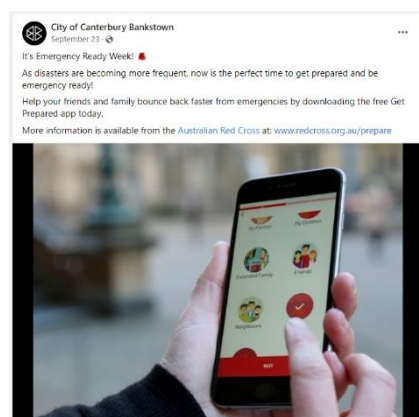
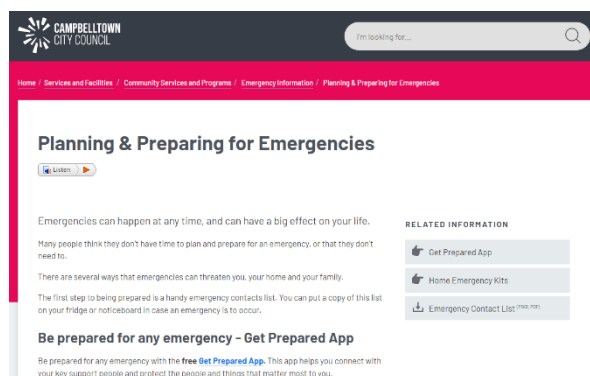
Camden Council encouraged residents to take control to avoid feeling overwhelmed in an emergency and encouraged residents to download the Get Prepared app so they can be prepared ahead of extreme weather events.

Camden Council ran an extensive social media campaign to get the message out to residents, with Mayor Therese Fedeli dedicating her weekly message #FromTheMayor to Emergency Ready Week and the importance of downloading the Get Prepared app, receiving 150 reactions, 29 comments and 19 post reshares from community members.

Campbelltown City Council

Campbelltown City Council reached a wide and diverse audience through their eNewsletter article, linking to their 'Planning & Preparing for Emergencies' webpage, and a Council Facebook post that had a significant reach to their residents.

The video shared in their Facebook post was originally created by our colleagues at Willoughby City Council, then co-branded by Campbelltown City Council, to help promote the steps residents can take to get prepared.



Canterbury-Bankstown City Council

Canterbury-Bankstown City Council promoted Emergency Ready Week to their residents via three social media platforms and through their 'Clean and Green Newsletter'.

Their Facebook post in particular received 1,833 impressions, encouraging residents to help their friends and family to bounce back faster by downloading the Get Prepared app.

City of Canada Bay

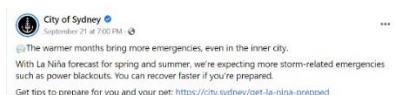
City of Canada Bay asked their residents, “Do you know what emergencies are likely to affect you”?

Through a series of social media posts, the Council encouraged residents to download the Get Prepared app to start creating their emergency plans as a way to reduce how much a disaster impacts their recovery.



City of Canada Bay @CanadaBay · Sep 19

It's @RedCrossAU Emergency Ready Week. Do you know what emergencies are likely to affect you? We can't stop disasters from happening but we can reduce how much they impact us by being prepared. Download the Get Prepared app to start your emergency plan:



City of Sydney



City of Sydney used the power of cute animals to drive engagement with their Emergency Ready Week campaign, asking the question, “Would you and your pet be prepared in an emergency?”.

The Council highlighted the La Niña forecast for summer and the hazards that come with it – such as high humidity and volatile storms, accompanied by damaging winds. Content was shared through a diverse range of eNewsletters, such as the City of Sydney News, Digest, Sustainable Apartments and Green Square EDMs, along with their own internal eNewsletter.

The City of Sydney reminded residents that even people living in a built environment experience emergencies.

City of Ryde

City of Ryde reached residents across a range of platforms, including social media, eNewsletters and a series of news articles on their website. The eye-catching article in their Smarter Cleaner Greener and City News eNewsletters prompted residents to ‘Download This!’, linking directly to the Get Prepared app download pages.

The Council ran an extensive social media campaign during, sharing resources and tips from the ‘Connect the Disaster Dots’ project, and encouraging residents to “prepare and stay safe”.

Download This!



Emergency Ready Week: 19-25 September

Do one simple thing to prepare for an emergency. Download Get Prepared, co-created by the Australian Red Cross and general insurer IAG, to keep your emergency plan close to hand.

DOWNLOAD FOR APPLE

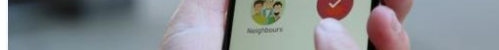
DOWNLOAD FOR ANDROID



Cumberland City Council

Cumberland City Council used a diverse range of platforms to promote Emergency Ready Week, covering social media, printed materials at their Merrylands Customer Service Centre and digital assets displayed on their foyer screens in libraries, communication centres and depots.

The headline question, “Are you ready for an emergency?” was accompanied by a clear call to action, encouraging everyone in Cumberland City to download the free Get Prepared app to stay safe and connected.



Georges River Council

Georges River Council posted on social media and published a Mayoral Column on the Council's website to promote Emergency Ready Week to their residents. The article was republished by the St George and Sutherland Shire Leader local newspaper.

In the Mayoral Column, Mayor Nick Katris implored residents to use this opportunity to get prepared by downloading the Get Prepared app, as climate change is a major challenge for everyone.



Hawkesbury City Council

Hawkesbury City Council promoted a range of fantastic emergency preparedness events for their community to attend during Emergency Ready Week, like the Pillowcase Project – a Red Cross disaster resilience program for kids, held at the Wilberforce Community Hub. This school holidays activity teaches kids the basics on emergency preparedness and gets them to design a grab-and-go pillowcase, which they then take home to create their own emergency ready kit.

Other activities included Peppercorn Project's Person-Centred Emergency Preparedness program and the 'Ready to Go' Bligh Park Community Services Project. Additionally, Council ran an extensive social media campaign, issued a media release and updated their website content and links.



Hornsby Shire Council

Hornsby Shire Council covered all of their bases with a campaign that spanned across digital, social media, printed, website, media articles, eNewsletters, and even a digital banner on their footbridge!

Like some other Councils, Hornsby Shire adapted a video from Willoughby Council urging residents to make simple home preparations for a disaster now and promoted it via Facebook.

Media releases by Hornsby Shire Council were picked up by local media outlets, helping to promote the app to an even wider audience across the North Shore.

Get Prepared flyers were handed out at a recovery event in Wisemans Ferry during the week; a timely activity given the next round of floods that rolled through the area shortly after.



Emergency Ready Week: 19 - 25 September



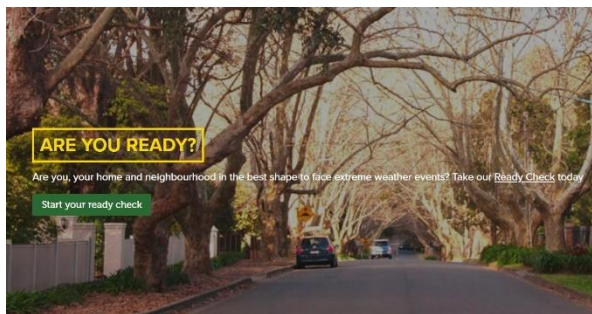
This week, 19 - 25 September, is Emergency Ready Week. A joint initiative by sustainability network Resilient Sydney and charity Australian Red Cross, it's a critical time for everyone to evaluate their current emergency plans.

The organisations co-created the 'Get Prepared' app to help communities adapt, survive and thrive in the face of emergencies.

The app provides a range of free, practical resources. For the safety of yourself and our community, take these three key actions for Emergency Ready Week: create an emergency plan, make a survival checklist and download the Get Prepared app.

Inner West Council

Inner West Council asked the question, "Are you ready for an emergency?". The Council reached a wide audience through their eNewsletter promotion, social media stories using the Red Cross story assets, an article on their website and updates to their 'Emergencies – Be prepared' webpage, which highlights the top threats to Inner West Council residents: storms, strong winds, hail, lightning, and dangerous road conditions.



Hunters Hill Council

Hunters Hill Council reached out to their community during Emergency Ready Week through a series of social media posts, a Mayoral Column in the local newspaper, the Weekly Times, and an eNewsletter article linking to their website.

In his Mayoral Column, Mayor Zac Miles told the community about local disasters that have affected Hunters Hill residents, such as power outages, localised flooding and fallen trees, and promoted the Get Prepared app as a simple way residents can be better prepared to deal with those emergencies.

Emergency Ready Week 2022 – Are you ready for an emergency?

15 September 2022

Disasters are becoming more frequent. Inner West Council is urging residents to prepare now for emergencies. Download the free Get Prepared app to create an emergency plan that's close to hand.

The more prepared you are for a disaster, the faster you recover. Inner West Council is urging residents to prepare now for times of crisis by downloading and completing an emergency plan on the Get Prepared app.

The app helps you connect with your key support people, accomplish simple tasks to make you and your loved ones safer, and create a household emergency plan.

Get Prepared is a free and easy to use, one-stop tool to help you prepare for any type of emergency. You can:

- establish a quick and easy network of support with your three key contacts review the risks relevant to where you live
- create checklists of actions to make an emergency plan
- save the emergency plan as a PDF to be printed and shared with others.



Related news

[view all news](#)

466-473 Princess Highway, Sydenham
Voluntary Planning Agreement

Draft Disability Inclusion Action Plan

Public notices



Get Ready

Do the [Ready Check on our Climate wise Communities site](#) then [download the Get Prepared app](#) to create your emergency plan and keep it on your phone.

Ku-ring-gai Council

Ku-ring-gai Council promoted Emergency Ready Week via their eNewsletter, linking directly to the Get Prepared Red Cross page, along with Ku-ring-gai Council's own "Ready Check" on the Climate Wise Communities site.

Lane Cove Council

Lane Cove Council ran two interactive, in-person 'Get Prepared' sessions with the Chinese Social Club, in collaboration with Willoughby City Council and the Australian Red Cross. The workshops supported elderly Chinese residents to download and become familiar with the app and the RediPlan, enabling them to list their emergency contact people and fill in their profiles on the app.

The campaign from Lane Cove Council also included eNewsletter articles, reaching a wide and diverse audience, along with a social media post and a printed article in their local newspaper, the Village Observer.



Let's Get Ready Together

This September is Emergency Ready Week



Lane Cove Council is supporting residents to become more resilient to disasters. As a participating Council in the Resilient Sydney program, we are collaborating with all the councils of Sydney to create a connected, inclusive and resilient city.

This September we're encouraging residents to take part in Emergency Ready Week, an Australian Red Cross initiative taking place from 19-25 September.

While climate change is a long challenge for all of us, getting prepared for an emergency or disaster is easy. As little as five minutes can bring big benefits, and being prepared can make an emergency less stressful, give you more control, and reduce the impact on you and those you love.

Red Cross suggests these four simple steps can make you better prepared for any emergency:

1. **GET IN THE KNOW** about your risks, where to get information, and how to manage stress.
2. **GET CONNECTED** to identifying emergency contacts.

In the app you can:

- establish a quick and easy network of support with your three key contacts
- review the risks relevant to where you live
- create checklists of actions to make an emergency plan
- save the emergency plan as a PDF to be printed and shared with others.

It's available on: iOS, Android and

[redcross.org.au/emergency](#)

Research shows that the more prepared you are



Liverpool Council

Liverpool Council alerted residents to Emergency Ready Week by posting on social media and sharing an article in their eNewsletter – reaching a subscribed audience of over 2,000 people. Council ensured to personalise the message by reminding residents of the forecast ahead for a wet and stormy summer, and that flooding will likely be on the cards for Liverpool. Now is the time to take control and get prepared, with a clear call to action to download the Get Prepared app.

Mosman Council

Mosman Council shared their campaign across both print and digital, with a section on Emergency Ready Week included in the Mosman Daily “Council Round-up” and an eNewsletter and website article providing further details on how residents can Get Prepared.

Council reminded residents to be prepared for the unexpected and to download the App to help them start the process of creating an emergency plan.

Council round-up

MOSMAN New Deputy Mayor

Councillor Roy Bredahl has been elected to the position of Deputy Mayor for a 12 month term. Councillor Bredahl previously held the position of Deputy Mayor from 2012 to 2015 and from 2016 to 2018, having been first elected to Mosman Council in 2012. In congratulating Councillor Bredahl on his election as Deputy Mayor for 2020-21, Mayor Carolyn Corrigan also thanked Councillor Simon Mennan for his contribution to the role over the past year.

Emergency ready week

Residents are being reminded to be prepared for the unexpected in the lead-up to Emergency Ready Week, from 19 to 25 September. As a member of the Resilient Sydney program, Mosman Council

aims to support residents to prepare for emergencies through the development of an emergency household plan.

To start the process, download the Get Prepared app from the App Store or Google Play to get ready to make an emergency plan for your household.

The plan should be discussed and shared with three key contacts who could potentially assist in an emergency. A survival kit checklist can also be downloaded.

Up-cycling clothes

Learn how to up-cycle clothes by using basic mending techniques and simple adaptations with slow clothing advocate Jane Milburn.

Jane has been advocating the slow clothing philosophy based on dressing for health and wellbeing for the past decade.

She is the author of *Slow Clothing: finding meaning in what we wear* and is a 2018 Churchill Fellow who shares strategies for individual and independent dress.

To find out how to play your part, register to attend the free three-hour session at Mosman Art Gallery on Thursday 20 October which starts at 6pm on events.mosman.nsw.gov.au



Author evenings

Mosman Library Services will feature two local authors speaking on interesting topics over coming weeks. Sophie Green will talk about her new novel *The Belknap River*. Country Choir, a warm-hearted story of fresh beginnings, unexpected friendships and the sustaining power of shared community.

The talk by author of *dis. Strim* Tuesdays at House will be 21 September. Then on 28 October Johanna de Vries will share a new book of *underling*. Resilient Sydney



North Sydney Council

North Sydney Council used social media platforms to share the message of Emergency Ready Week with residents, reminding their community that disasters are becoming more frequent and now is the time to get prepared. Residents can do one simple thing and download the Get Prepared app from the Australian Red Cross.

Northern Beaches Council

Northern Beaches Council’s digital campaign covered a few platforms in order to reach a wide audience. The Council shared information via social media platforms, asking residents, “Are you ready?” Their community eNewsletter, which received 298 unique clicks, also provoked thought by asking, “Ready for the next emergency?”.

The Mayor shared a message highlighting the importance to get prepared this Emergency Ready Week, telling residents that the Northern Beaches has experienced extreme weather this year and that we cannot become complacent.

Home / Council / News / Latest news / Are you ready for the next emergency?

Are you ready for the next emergency?

Your elected Council
About Northern Beaches Council
Claims
Council meetings
Committees and panels
Current works and projects
Employment
Forms
Grants
Have your say
Information access

News

Mayor's message
Latest news
Newsletters
Media releases
Publications
Rates and Council fees
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Thursday, 15 September 2022

Our community took a battering this year from wild weather events and flooding. For many of us, it showed just how quickly natural disasters can unfold and how we cannot become complacent.

Next week is Emergency Ready Week – a great opportunity to check how prepared you are for emergencies and disasters.

There are four simple steps you can take to ensure you are better prepared:

1. Get in the know: about risks and hazards, where to get information and how to manage stress.



Parramatta City Council

Parramatta City Council shared the message to residents to get prepared through an eNewsletter article, circulated widely to their community subscribers, encouraging residents to download the app and create an emergency plan.

Additionally, Council supported Get Ready Weekend by sharing a message on their social media from the NSW Rural Fire Service with an adorable mascot to help get the message across. Council encouraged residents to attend the bushfire season preparedness events within their LGA.

Penrith City Council

Penrith City Council had a wide-reaching and diverse digital campaign for Emergency Ready Week, sharing the message to residents across a range of platforms, including social media, website updates, media releases, internal council comms and staff newsletter, and a special edition Emergency Ready sustainability eNewsletter.

Additionally, Council provided a memo for the Councillor Bulletin, alerting Councillors to the importance of emergency preparedness. Finally, Penrith Council hosted an online 'preparing your household for emergencies' webinar with the Red Cross. Whilst attendance was low, engagement from participants was high, and the team are eager to iterate the sessions next year targeting specific community groups.



Randwick City Council

Randwick City Council posted on social media and included an Emergency Ready Week article in their Randwick News eNewsletter. The Council shared three easy ways residents could be better prepared for emergencies:

1. Download the Get Prepared app
2. Establish three key contacts and share your emergency plan with them
3. Use a survival kit checklist

Council then directed residents to check out the other resources available on the Red Cross Get Prepared website.

Strathfield Council

Strathfield Council had an expansive digital campaign, utilising various tools such as website banners and articles, social media and eNewsletters to residents.

The Council highlighted to residents that the more you are prepared, the faster you will recover, and that Council is urging residents to prepare now for times of crisis.



Sutherland Shire Council

Sutherland Shire Council used Emergency Ready Week and Get Ready Weekend to launch their new Disaster Dashboard for residents to use in times of crisis. Council has linked important services and streaming updates to the dashboard, including the link to download the Get Prepared app.

Additionally, Council posted on social media and provided a Councillor bulletin for their elected officials to share on their platforms.



Waverley Council

Waverley Council ran an extensive Emergency Ready Week campaign, with Mayor Paula Masselos even handing out Get Prepared flyers to residents at the Festival of the Winds event. Additionally, Council shared the message across social media platforms, internal staff comms and eNewsletters to their subscribed audiences.

Council's Alternate Local Emergency Management Officer, Lucas Atkinson, provided a quote for the campaign, telling residents, "Community safety relies on people being prepared and being connected".

Willoughby City Council

Willoughby City Council ran an extensive Emergency Ready Week campaign, covering in-person sessions along with digital promotions. Council promoted their newly released 'prepare for emergencies' video on social media and their website – a resource that has a particular focus on reaching the CALD community and has been adapted and used by several Councils in Sydney.

Willoughby Council ran a hands-on training session for the Get Prepared app with the Chinese Social Group, jointly presented with Lane Cove Council and Red Cross. Participant feedback highlighted 81% of participants found the app useful and 88% said they would encourage their friends and family to download and use it.





Wollondilly Shire

Wollondilly Shire covered all of their social media platforms with Get Prepared posts throughout Emergency Ready Week, also using the campaign as an opportunity to promote their new Resilient Wollondilly mobile recovery van! This fantastic resource, possible through a joint Commonwealth and NSW government grant, is currently being fitted out by Council to be used as an immediate outreach support to affected residents during and after a disaster.

When not in use for emergencies, it will be utilised for preparedness activities, like education and social support programs, aimed at increasing social connectedness and community capability.

Woollahra Council

Woollahra Council reminded residents to get prepared and create an emergency plan. The Council promoted Emergency Ready Week to residents via social media and through an article on their website. The main message warned residents that the unpredictable climate could mean finding yourself in an emergency, and that even a small amount of preparation can reduce stress and the resulting impact on your family.

The Council also used an Instagram story to get the message out to residents, with the images asking the question, "Are you prepared?"



WSROC urges residents to 'Get Prepared' for summer emergencies



Western Sydney Regional Organisation of Councils (WSROC)

WSROC released a detailed and impactful article on the importance of getting prepared ahead of a potentially disaster-heavy summer season. The ROC urged residents of Western Sydney to download the Get Prepared app, with WSROC President, Councillor Barry Calvert explaining, "We can't stop disasters from happening, but we can reduce how much they impact us by being prepared".

Thank you to the Councils of metropolitan Sydney that took part in Emergency Ready Week 2022, delivering Action 23 of the [Resilient Sydney Strategy](#). Thank you to Australian Red Cross for your continued support.

Contact details

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 au.linkedin.com/company/resilient-sydney

