



Balmoral Fire







southern grampians shire Balmoral

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Hamilton

To understand the connections that stemmed from the central hub of the Balmoral Bush **Nursing Centre:** 1) Understanding the flow of information from user groups using a "Pass the Parcel" approach. 2) Diffusion of bushfire preparedness information using SNA of 4 key staff

Strategy 1 Pass the Parcel Methodology:

CFA Presented fire safety presentations with 2 key groups from BBNC (note the sessions were more

Q&A

Tollets & Disabled

Strategy 1 Methodology:

 After each session, five parcels each containing five packs of fire safety information were

bbnc A

passed around using a then Pass the whole Parcel onto some we less Thank you "pass the parcel" RMIT CON

approach.

Action as a result of receiving a Parcel

9

6

1

1

1

4

5

2

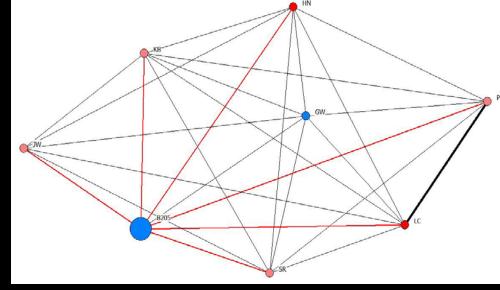
- I read some of the information (64%)
- I kept brochures to refer to later (42%)
- I shared the brochures (1%)
 - I talked to those I live with about fire safety (1%)
 - I talked to neighbours or community (36%)
 - I attended a fire safety session (1%)
 - I developed a fire plan (2%)
 - I made changes to existing plan (29%)
 - Reviewed plan but made no change (1%)
 - Collected some gear to have ready (1%)

- Strategy 2 staff connections
 - Methodology:
- Pilot survey with all staff following a bushfire session

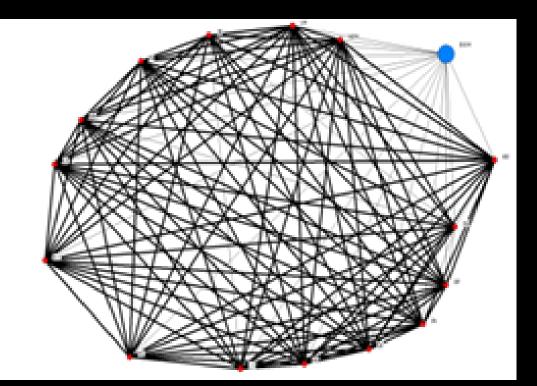
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34

 Four semi structured interviews with key staff and associated data collection.



Social Network Maps Highlighting connections



Conclusions and Recommendations:

- Harness the connections and trusted relationships of key staff
 Key prompts may encourage more conversation .
- Pass the parcel encourage local conversations and connections
 Tightly knitted community connections



RMIT | Centre for

Balmoral Fire Connect

A case study of social networks and the diffusion of bushfire preparedness information in a rural community.

Final Report

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