



MEDIA INVITATION: The largest most diverse showcase of fire and emergency management equipment, expertise, and research at AFAC19

Dear {{ first_name | fallback:"Editor" }}, You're invited to attend the region's largest fire & emergency management conference, AFAC19 powered by INTERSCHUTZ. Local and international emergency services leaders will come together under the theme of this year's conference A shift to the new norm: riding the wave of change. For the first time, AFAC19 will run concurrently with the Institution of Fire Engineers (IFE) National Conference and the Australian Disaster Resilience Conference and will once again open with the Bushfire and Natural Hazards CRC Research Forum, highlighting the many and varied segments that make up Australia's emergency management industry. In addition to the 120 expert speakers, the event will feature the largest exhibition ever, with nearly 200 companies showcasing the latest innovative products and services that help protect our country against natural disasters, an Expo Stage program with over 30 practical presentations, and world-first announcements and displays currently under embargo.

Event: AFAC19 powered by INTERSCHUTZ When: Tuesday 27 – Friday 30 August 2019 Where: Melbourne Convention and Exhibition Centre

PHOTO / BROADCAST OPPORTUNITIES Free media passes available – simply reply to this email with your full name, position and publication title/s. Highlights for media: Press conference: Launch of the Australia Seasonal Bushfire Outlook 2019 Wednesday 28th August, 11 am (AEST) The Australia Seasonal Bushfire Outlook 2019 will be released by the Bushfire and Natural Hazards CRC as part of AFAC19 powered by INTERSCHUTZ. Senior representatives from the Bushfire and Natural Hazards CRC, the Bureau of Meteorology and fire agencies from across Australia will provide information about the bushfire risk in Victoria, NSW, the ACT, Queensland, Tasmania, South Australia and Western Australia this fire season. Ministerial announcement and media address: Exclusive details of an innovative partnership to design a first-of-its-kind response vehicle in Australia. Wednesday 28th August, 11.30 am (AEST) on the exhibition show floor. NOTE: All details of the Minister's announcement are currently under embargo, however media resources will be provided on the day. Daily Live Demonstrations NOTE: Live demonstrations can be set up outside allocated times and pre-arranged for broadcast. Portable RAWs (Remote Automated Weather Station) ESS Weathertec Wednesday, 28 August, 3.00pm Thursday, 28 August, 11.30am Direct from Canada, the FTS Quick Deploy portable weather station is the fire community's most widely used weather station for prescribed burns and temporary monitoring applications. It offers the same scientific-grade accuracy and reliability as our full fixed RAWs in a portable form, which can be set up completely in 15 minutes by one person, with no tools and no technical training. Note to Media: demonstrations can be organised to correspond with live-cross broadcast opportunities, including weather segments. Images above: supplied Land and air extractions Australasian Road Rescue Organisation (ARRO) Severe car crash extrication simulation Wednesday 28 August 1.30pm Thursday 29 August 1.00pm Edge Training & Simulation Flight crew extrication from a helicopter Wednesday 28 August 1.30pm Thursday 29 August 1.00pm Images above: supplied Plus, rescue equipment, security systems, fire station equipment, disaster relief technologies, and dozens of vehicles ranging from vintage fire trucks, to the new Tesla Model X recently deployed for use by Victorian Police. Images above: supplied Images: All images (not noted as supplied) can be found on the AFAC Flickr page and can be used royalty-free. Conference speaker and interview opportunities: Dr. Robert Glasser, Australian Strategic Policy Institute and former Head of the UN Office for Disaster Risk Reduction (UNISDR) Building Australia's resilience in the era of disasters Josephine Reynolds The UK's first full-time female firefighter Using My Voice Andy Pittman Director, Centre of Excellence for Climate Extremes, Order of Australia (OA) 2019 Progress, potential and challenges for predicting future weather and climate extremes Bronwyn Weir Lawyer, co-author of the Shergold Weir report, legal advisor to the Victorian Cladding Taskforce Improving compliance and enforcement in the building sector through cultural change Dr Lance O'Sullivan Medical Innovator, former New Zealander of the year Positive Disruptive leadership All speakers are available for interview on request. View the full program here. Exhibiting companies may also provide media spokespeople– view list here Interviews available before, during and after AFAC19. Let us know your preferences and we will endeavour to schedule interview times. Free media passes available – simply reply to this email with your full name, position and publication title/s. Once your request is approved, you will receive an email. Bring photo ID with you to the registration desks upon entry to AFAC19 and they will supply you with your media pass and lanyard. For more information: <http://www.afacconference.com.au/media/> Looking forward to hearing from you. Media contacts: Zadro Elizabeth Williams, Group Account Director | elizabeth@zadroagency.com.au +61 2 9212 7867 | +61 411 201 354 Yvette Schlegelmilch | Account Manager yvette@zadroagency.com.au +61 2 9212 7867 | +61 423 954 224

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