

Minister Tony Piccolo

Minister for Emergency Services

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New campaign to attract Emergency Service volunteers

The Country Fire Service and the State Emergency Service will begin a new recruitment drive to entice young volunteers to bolster their organisations.

Emergency Services Minister Tony Piccolo said the *Targeted Volunteer Recruitment and Retention Project* kicks off this week which will include the production of eight video advertisements.

Mr Piccolo, visiting the Laura CFS/SES station, said that whilst the CFS had seen an increase in volunteer numbers lately, the SES had experienced a small decline.

"The number of CFS volunteers has increased by 405 since March, 2014 with 155 joining since January this year, but there is always the need to promote our volunteer emergency services to new people," Mr Piccolo said.

"The videos will target people who many not have considered volunteering for the CFS and SES, like those with culturally and linguistically diverse backgrounds, youth, women and also highlight the non-operational roles available in the two services."

Two versions of the videos will be produced. A 30-second version will be used as a television commercial and the 90-second version for online use and at public events.

"Creative concepts are currently being developed by an Adelaide-based advertising and marketing firm together with the South Australian Fire and Emergency Services Commission's Volunteer Services Branch," Mr Piccolo said.

"Last year, VSB secured a \$430,000 grant through the Natural Disaster Resilience Program to produce this new campaign.

"The videos will have strong creative input from CFS and SES volunteers and will be complemented with publications and resources targeting employers of emergency services volunteers."

Four of the videos will feature CFS volunteers while the other four will use members of the SES.

"Another important element of the project includes building links with businesses to support and encourage them to promote volunteering in their organisations, with an event planned for later in the year," Mr Piccolo said.

"Supportive employers are critical to the CFS and SES and we want to highlight the benefits of employing our volunteers and the valuable skills they bring to organisations."

The announcement forms part of the State Government's Country Cabinet visit to the Mid North, the first Country Cabinet this year.

A community BBQ and forum will be held on Sunday evening in Peterborough where all Cabinet Ministers will hear the issues of concern to local residents.

Premier Jay Weatherill, as part of his agreement with the Member for Frome Geoff Brock, will host three Country Cabinet visit across the State each year.