

**Question on Notice
No. 1701
Asked on 12 November 2008**

MRS ATTWOOD asked the Minister for Emergency Services (MR ROBERTS)

QUESTION:

What efforts have been made to recruit new firefighters to the Queensland Fire and Rescue Service, including efforts to attract volunteers to the Rural Fire Service?

ANSWER:

The Queensland Fire and Rescue Service (QFRS) undertake on-going marketing activities to attract potential firefighter applicants.

Targeted marketing activities were carried out in Regional Queensland to attract potential applicants.

Local advertising was combined with Firefighter Recruitment Information sessions held in Cairns, Townsville, Mackay, Rockhampton and Gladstone. The QFRS Recruitment Team also visited Ingham and Mt Isa to assist and provide advice to local applicants.

QFRS have participated in Australian Defence Force (ADF) Transition Seminars in Brisbane, Townsville and Cairns to highlight firefighting as a career option for ADF personnel.

On-going marketing to Equal Employment Opportunity Target groups has resulted in double the number of women applying per month since the implementation of continuous recruitment process in January 2005.

The QFRS Recruitment Team recently participated in the Former Origin Greats (FOGS) Indigenous Employment Expo in Brisbane and the Vibe Alive Festival in Rockhampton to showcase firefighting as a career option for young indigenous as part of a longer-term attraction strategy.

A record number of recruits have been trained in 2008 with the latest group of 43 recruits graduating in December.

The QFRS Rural Operations has also developed a comprehensive recruitment kit which was released in November 2007 to encourage membership in rural fire brigades.

This is specifically designed to provide individual rural fire brigades with the resources they require to run their own recruitment campaigns. As each brigade has different requirements and resources, the aim is for brigades to tailor a campaign to suit their specific needs.

The recruitment kit has had good results with the creation of the new Mt Isa Rural Fire Brigade where the entire membership was recruited using the various campaigns available within the kit. This brigade became fully operational in July and currently has 20 members, six of those are Officers, 11 are firefighters and a further three are support members.

This recruitment campaign was coordinated by Rural Operations staff based in Charters Towers and Cloncurry and was fully supported by the local TV, radio and print media with a stall established at the Mt Isa Central Shopping Centre.

In other rural locations, public relations stories aiming to attract new volunteers are broadcast through the local media and recruitment displays are exhibited at various community events.