

# WILDFIRE READINESS AND PREVENTION

September 2023 – April 2024

Before you light, always check the local  
fire danger level at [checkitsalright.nz](https://checkitsalright.nz)

Approximately

**3%**

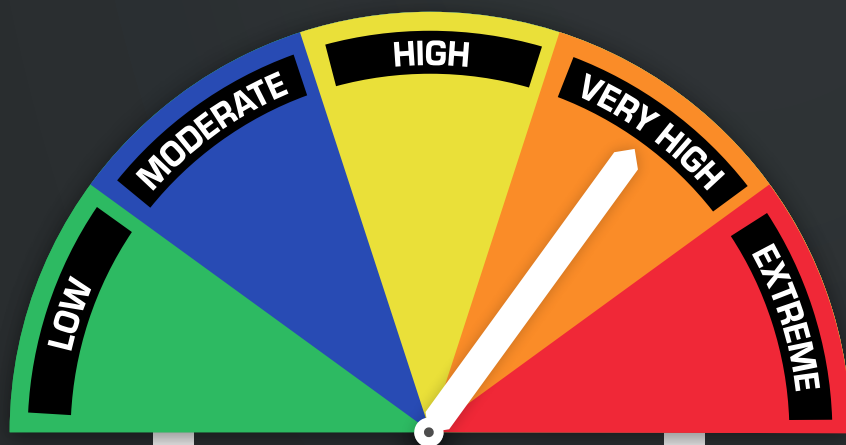
of wildfires develop  
into large scale events

**98%**

of wildfires are caused by  
people in New Zealand

Annually there are

**4,500** wildfires in New Zealand  
(based on 5-year average)



## THE PROBLEM

The risk and impact of wildfire is increasing in New Zealand due to climate change, but also how and where we are living.

We're seeing an increase in the frequency of significant wildfires in New Zealand over the last 3-4 years.

Large wildfires like the 2017 Port Hills, 2019 Tasman, 2020 Lake Ohau, 2021/2022 Waiharara fires are occurring every 1-2 years, resulting in significant impact and losses. In addition, many of these significant wildfires are happening in the shoulder months rather than the typical summer period.

## THE CAMPAIGN

Preventing wildfires and increasing our communities' preparedness continues to be the focus of our Wildfire Readiness and Prevention campaign. We will:

- Push real-time, local fire danger status to people in key locations through various online channels and digital outdoor billboards if the fire danger is high, very high or extreme
- Deliver real-time and localised fire danger level and fire season information across MetService's desktop and app platforms
- Drive the public to [checkitsalright.nz](https://checkitsalright.nz)
- Inform rural and semi-rural communities about how they can maintain a 'defensible space' around their home and buildings
- Engage with key stakeholders to help get important outdoor fire safety messages to our target audiences.

In addition, our media team is continuing to pitch wildfire safety stories to media, provide our people for interviews and publicise fire season changes, using the opportunity for further education.