



**MEDIA RELEASE
For Immediate Use
20 May 2008**

Recent Natural Disasters – What Impact Would a Similar Event Have in WA and Are We Prepared?

IFAP's second International Crisis and Emergency Management Conference, running tomorrow and Thursday this week, will address these issues and more. The timing of WA's premier Crisis and Emergency Management event is fortuitous, given recent global events which are prominent in the news.

The conference, following the theme "Strategies for the Future", boasts an impressive list of local, interstate and international experts on Prevention, Preparation, Response and Recovery from natural and human-induced disasters.

The conference will feature two keynote speakers who will focus specifically on cyclonic events. Mr Ian Mickel from the Shire of Esperance will present the topic of "The Perfect Storm" and the preparedness of his shire for an event such as a natural disaster as witnessed in Burma, and Mr Neil Clarke (former Lord Mayor) of Johnstone Shire in Queensland will provide a "lessons learnt" perspective of Tropical Cyclone Larry.

At an international level, Senior Assistant Commissioner Derek Pereira from the Singaporean Ministry of Home Affairs will also feature as a keynote speaker addressing their National Emergency Management Strategies for the Future.

As a result of lessons learnt speakers will draw on their experiences from past disasters and emergency events conveying their strategies for the future. This will enable delegates to ensure their own crisis and emergency management plans are up to date and they are able to deal with as many of the potential issues they may be exposed to as effectively as possible.

Greg Pobar, IFAP's General Manager, Accident/Incident Response Solutions, said "The Crisis and Emergency Management fraternity in WA has undergone (and continues to undergo) a period of significant change which will undoubtedly have an influence on the local capacity to respond to a crisis event. As such, the conference is a significant milestone in bringing some of the issues and opportunities for improvement to light".

Proudly sponsored by Rowland, the event will feature a trade exhibition alongside the conference, providing delegates and other guests with direct access to crisis and emergency products and services.

For more information visit www.verticalevents.com.au/CEMC2008.

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Notes to Editors

- 1. Crisis and Emergency Management Conference & Exhibition**
IFAP's second International Crisis and Emergency Management Conference is scheduled for May 21-22 at the Novotel Langley Hotel following the theme "Strategies for the Future". The conference is designed for anyone with a role in the prevention, preparedness, response or recovery of a crisis or emergency.
www.verticalevents.com.au/CEMC2008
- 2. IFAP**
IFAP is an independent, not-for-profit, member-based organisation that has been providing leading safety and risk management solutions to the workplace for over 35 years. IFAP trains over 18,000 people a year and offers a wide range of training and consulting services throughout its six training centres and in-company anywhere in Australia and even overseas. IFAP specialises in the following areas: Occupational Safety and Health; Workers' Compensation and Injury Management; Safety Culture and Systems Behavioural Based Safety; Construction and Equipment Skills; Sea Survival and Emergency Response; Crisis and Emergency Management and Fire Safety.
www.ifap.asn.au
- 3. Rowland**
Rowland is a national business advisory group, with corporate reputation management and engagement as its cornerstone. As one of Australia's leading communication firms, the group has diversified to comprise: Rowland Communication; Rowland Professional Development; Rowland Creative; and, Rowland Business Consulting.
www.rowland.com.au