



NSW RURAL FIRE SERVICE



# OCTOBER 2013 NSW BUSH FIRES

<b>13-26 October</b>	<b>627</b> bush and grass fires	<b>164,053</b> hectares burnt	<b>1300+</b> firefighters deployed each day	<b>148</b> strike teams from nsw rfs deployed
<b>11</b> days of total fire ban	<b>19</b> section 44 'bush fire emergency' declarations	<b>630</b> aircraft taskings	<b>72</b> emergency alert telephone warning campaigns	<b>418,247</b> emergency alert messages sent
<b>5.7m</b> visits to nsw rfs website	<b>14.1m</b> pageviews on nsw rfs website	<b>1020</b> major fire updates posted to nsw rfs website	<b>340</b> website updates at emergency warning	<b>147,700</b> new facebook likes
<b>108.4m</b> facebook impressions	<b>45.6m</b> people reached via facebook	<b>24.2</b> twitter impressions	<b>470m</b> impressions of #nswfires on twitter	<b>18,300</b> retweets of nsw rfs content
<b>46,544</b> calls to bush fire information line	<b>18,041</b> calls handled by BFIL operators	<b>188,833</b> new downloads of fires near me app	<b>219,000</b> fires near me searches per hour at peak	<b>30+</b> media briefings screened live