



NATURAL HAZARDS Children's Program



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FACT SHEET

- More than 30,000 volunteers to SES organisations around Australia.
- SES respond to more than 500,000 incidents per year nationally.
- Funding for the SES Li'l Larikkins Natural hazards Children's Awareness and Education Program has been provided through the Federal Attorney-General's Department (AGD) 2010 – 2011 National Emergency Management Program.
- Research through the Bushfire CRC '*Briony Towers – Children's Perception of Bushfire Risk: Implications for Education*' has shown that educating children is a promising avenue to pursue.
- The program consists of a 10 x 30 second national advertising campaign, national PR launch and integration into school and local community programs by the SES.
- Editorial support by major children's television programs (Network TEN, Toasted TV and Totally Wild).
- Primary school resource kit mailed to every primary school in Australia commencing in February 2011.
- Further information for media or how to prepare and respond to natural hazards is available from the SES website in your State or Territory at [www.SES.\[your State/Territory\].gov.au](http://www.SES.[your State/Territory].gov.au)

Ends

November 2010



About Li'L Larikkins

- Li'L Larikkins is about a group of friends having big adventures solving little mysteries in their small outback bush town. Mischievous, fun and bold, these Li'L Larikkins are pint-sized dynamos with energy to burn and adventure blazing in their hearts.
- Every day is an unforgettable adventure when three kids and a baby team up with a crazy Irish rabbit, a dog who thinks he's a superhero, a koala and a kangaroo. The Li'L Larikkins gang, 10 year old Amy, her brothers Trev and Bob and friend Jimmy, and their pets manage to find adventure around almost every corner.
- Join these Li'L Larikkins in the outback town of Tabletop. No matter what happens, the Li'L Larikkins will always save the day, even if it is by accident.
- With every adventure growing from the smallest of beginnings, and wrapping up just in time for dinner, life for our heroes is packed with excitement and comedy everywhere they turn.

About the Ettamogah Group

The Ettamogah Group is an independently owned media and entertainment group of companies with an array of strategically correlated products ranging from animation, consumer goods, and themed restaurants to digital media. Li'L Larikkins is a 26x24min 3D Animation series created by the Group for airing on Network Ten. Ettamogah LMD, licensing arm of the Group, handles the rights for all the Group's animation concepts.

Ettamogah LMD has licensed the Li'L Larikkins characters to the Australasian Fire and Emergency Services Authorities Council (AFAC), to use for the safety awareness campaign.