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## South Australian homeowners are playing with fire this bushfire season

New research from insurer AAMI has revealed that 63 per cent of South Australians have not prepared their home for bushfire season, despite more than 42,800 being at high risk.

The research found widespread complacency that could put households at serious risk, particularly when it comes to preparation of their properties and having a vital bushfire survival kit—otherwise known as a "grab-and-go" bag—ready in an emergency.

AAMI Head of Natural Hazard Claims & Assessing Steve Hussey said with bushfire season upon us, time was quickly running out for at-risk households to prepare.

"Bushfires are unpredictable, fast-moving, and dangerous. If you're caught unprepared, you risk putting your life and your family's lives at risk," Mr Hussey said.

The research highlighted that even among the 37 per cent of households who had done some preparation ahead of bushfire season, many were overlooking crucial property maintenance steps.

Alarmingly, fewer than half of prepared homeowners were doing key tasks, including:

- Only 28 per cent said they had cleared their property of flammable debris.
- Only 36 per cent said they had implemented fire-resilient landscaping.
- Only 43 per cent said they had kept woodpiles or other flammable materials well away from their house.

"Most homeowners did say they were clearing gutters (91 per cent) and testing smoke alarms (77 per cent), which are two of the best, most effective ways to protect your home and family," Mr Hussey said.

"Now we urge bushfire-risk homeowners to complete the rest of their checklist—especially creating that bushfire survival kit or grab-and-go bag—before it's too late.

"These kits provide easy access to essential items that can help in emergencies, such as water, food, a blanket and a torch. They are something every home should have either in the garage or in the cupboard, ready to grab and go if needed.

"However, our research found only 23 per cent of South Australian households have a bushfire emergency kit ready to go."

South Australia Country Fire Service (CFS) Acting Director Community Risk and Resilience Leah Bertholini urged residents to have a bushfire plan ready early.

"With the fire danger season upon us, preparations for your home and property should be well underway for the season ahead," Ms Bertholini said.

"Know your bushfire plan, be ready to action it and have other options if your situation changes, and be prepared to leave early.



"We want the community to feel confident that they know what they'll do when a bad fire day approaches. This includes knowing where they'll go, when they will leave, and what they will take."

The CFS recommends these essential items when packing an emergency kit:

- 100 per cent woollen blanket
- Water and snacks
- Waterproof torch and spare batteries
- Battery powered radio and spare batteries
- First aid kit, any personal medication and sunscreen
- Protective clothing and overnight bag
- Mobile phone and charger
- Emergency contact numbers
- Personal documents

The CFS also encourage the community to subscribe to CFS warnings through the website, [cfs.sa.gov.au](http://cfs.sa.gov.au), download the Alert SA app, and check Fire Danger Ratings each day to ensure you're aware of what is happening in your community throughout the season.

[ENDS]

**Notes to Editor:**

The research findings were compiled through a national survey with a representative sample of 2,000 Australians aged 18+ and was conducted by Pure Profile in October 2025 on behalf of AAMI.

**For media contact:** Jarvis Schwager. E: [jarvis.schwager@suncorp.com.au](mailto:jarvis.schwager@suncorp.com.au) T: 0488 252 054