

Press Release

FOR IMMEDIATE RELEASE

National Explore Safe Day: A New Initiative to Promote Outdoor Safety, Launching December 1st

Australians are invited to save the date for **National Explore Safe Day** on December 1, 2024, an initiative designed to promote safety and responsibility in the great outdoors. This groundbreaking event is spearheaded by **Trail Hiking Australia**, in collaboration with **Explore Safe**, both led by Darren from Trail Hiking Australia.

Despite the increasing popularity of hiking, a growing concern is the disconnect between enthusiasm and safety awareness. Overconfidence, the influence of social media, fragmented information, and educational shortcomings can lead to risky behaviour and unpreparedness.

"I've been bushwalking most of my life and I prepare for every hike as if it's my first," says Darren, founder of both **Trail Hiking Australia** and **Explore Safe**. "The beauty of Australia's landscapes is unparalleled, but its remoteness and danger are just as real. Every year, our emergency services dedicate thousands of hours to rescuing unprepared day-trippers and hikers. **National Explore Safe Day** is about giving adventurers the tools and knowledge to stay safe and enjoy nature responsibly, reducing the burden on our emergency services."

National Explore Safe Day serves as a crucial reminder that preparation is key to a successful outdoor adventure. Whether it's bushwalking, hiking, or simply exploring the great outdoors, safety should always be the top priority. This initiative aims to bridge the gap between Australia's passion for exploring and the basic safety measures needed to protect adventurers from harm.

Every year on **National Explore Safe Day**, Australians will be encouraged to:

- **Select the right adventure:** Familiarise yourself with the trail and ensure you have the necessary skills. Choosing a trail that suits everyone in your group is crucial. Consider the fitness levels and outdoor experience of each person when planning your adventure.
- **Plan ahead and prepare** for your outdoor adventures. This includes researching the route, checking official sources, checking weather conditions, and packing essential gear like a map, compass, first-aid kit, personal locator beacon (PLB) and adequate food and water.
- **Respect the environment and others:** Stick to designated trails, minimise impact on the environment, and be courteous to fellow hikers.
- **Stay informed about potential risks and hazards** in the bush. Understand the terrain, weather conditions, and wildlife in the area.
- **Share tips and resources** to promote outdoor safety. Encourage others to prioritise safety and share their knowledge and experiences.
- **Let someone know:** Inform a friend or family member about your chosen trail, estimated duration, and expected return time. This way, someone can raise the alarm if you're overdue. If you get lost, injured, or encounter an emergency, informing someone beforehand allows them to raise the alarm promptly.

“Every day, our emergency services risk their lives for bush rescues. Sadly, many of these rescues involve hikers who aren’t prepared,” Darren explains. “It’s not just about having the right gear. It’s about understanding the risks and embracing the responsibility we all have to be prepared. You wouldn’t hand your car keys to someone who’s never driven; you wouldn’t dive without a licence. Why should we venture into the bush without preparation and knowledge?”

National Explore Safe Day aims to raise awareness about the importance of planning and provide Australians with the tools they need to enjoy their outdoor adventures safely, ensuring that every hike is not only memorable but safe. We encourage everyone to get involved and be a part of this movement:

- **Educate Others:** Use National Explore Safe Day to spread awareness about outdoor safety. Share tips, resources, and the importance of responsible exploration with your friends, family, and fellow adventurers.
- **Join Us in the ExploreSafe Community:** Participate in online campaigns focused on outdoor safety. Share your **#ExploreSafeDay** moments and help spread the word. Let’s make safety a priority, together!

Stay Safe, Explore More, and Always #ExploreSafe

About Trail Hiking Australia and Explore Safe

Trail Hiking Australia is a platform that offers resources and guides for Australian hikers, helping them plan safe and enjoyable outdoor adventures. **Explore Safe** is a safety-focused initiative aiming to raise awareness about the risks associated with outdoor activities and provide educational resources to promote responsible exploration.

For more information, visit:

www.trailhiking.com.au

www.exploresafe.au

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