

# Partnering with CFA



CFA is considered a highly trusted and respected emergency service by 94% of the Victorian community<sup>^</sup>

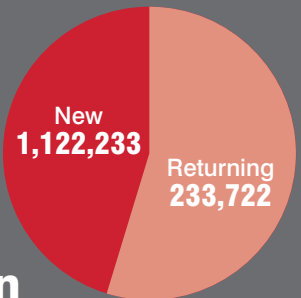
# 94%

## Our reach



### CFA website visitors

# 1,355,955\*



Time spent on home page **2:33min**

# 609,811

## likes /followers /subscribers



# 192,947,841 impressions

Face to Face



## Activities

# 102\* per week

# 59,000



## Members

57,000 volunteers and 2,000 staff) all across Victoria



## Email channels

MyCFA subscribers  
**30,000+**  
CFA Members email group  
**26,000+**

## About CFA

CFA is a volunteer and community-based fire and emergency services organisation. CFA's 59,000 volunteer and career members support Victorian communities through a wide range of front line services including prevention, preparedness, response and recovery activities.

## Our Vision

Our vision is to work together with communities to keep Victorians safe from fire and other emergencies.

CFA seeks to develop formal partnerships (sponsorships) with major corporate and community entities, focused on improving its community engagement and preparedness programs, as well as supporting volunteer development and funding community engagement resources.



## Contact

To further discuss partnership opportunities please contact: [partnerships@cfa.vic.gov.au](mailto:partnerships@cfa.vic.gov.au)

<sup>^</sup>CFA community expectations, needs and perceptions research 2015

\*Average over a 12 month period