

FIREFOXES Australia

Women Rising Together From Black Saturday



Creating a New Normal follows the extraordinary story of Firefoxes as they try to rebuild their community from a grassroots level. Featuring candid interviews about the rollercoaster ride of recovery it's a story of passion, vision, hope, love and leadership.

Founding Firefoxes, Jemima Richards and Kate Riddell, say the documentary gives a voice to women's stories and promotes the leadership roles they can fulfill in disaster recovery.

This story needs to be told. These women are incredibly strong, resilient & resourceful.
Filmmaker Helen Newman

"We hope the wisdom shared in this documentary will help other survivors recover from the trauma of disasters and inspire them to recognise the incredible power in simple things like women gathering to share and support each other" says Kate. *Creating a new normal* highlights what women can do and achieve when they work together to build stronger, more resilient and prepared communities for whatever may happen in the future.

FIREFOXES

Firefoxes Australia is a grassroots support group that emerged in the Kinglake Ranges in 2009 following the Black Saturday bushfires. In the years since, Firefoxes has touched the lives of thousands of women, men and children in Australian communities affected by fire, flood and cyclone. The success of Firefoxes is largely due to their commitment to continually ask women what they want or need to 'create a new normal and realise their dreams'.

Responses relate to the need to feel safe and connected, the desire to have fun (to laugh again, indulge, to form friendships), and to build a stronger, healthier, more informed self.

This sees Firefoxes attending retreats, skiing, sharing meals, participating in family fun days, learning new skills, horse riding, watching theatre shows, connecting with health services, organizing comedy events and much more.

Firefoxes also share their recovery journey with each other and in more recent times, with other communities in the hope that their stories will make the recovery journey easier.



Faces of FIREFOXES



The documentary was made possible because of a special grant from the Victorian Women's Trust. VWT have supported Firefoxes long term, both financially and with relationship building. VWT recognised the incredible value of documenting and sharing the wisdom of women throughout their journey of recovery and community (re)building.

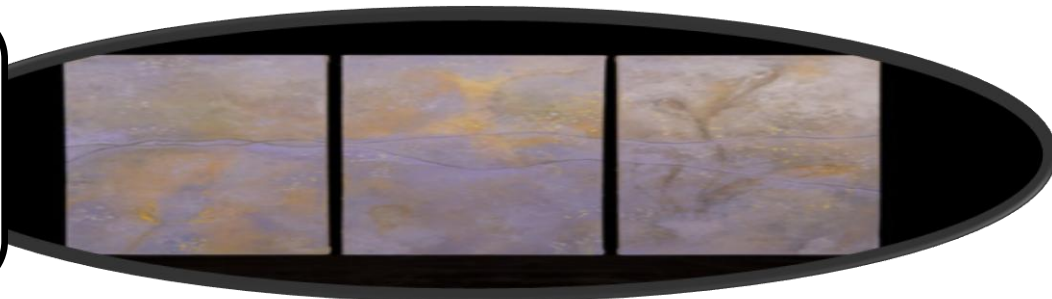
Encouraging women to create a "new normal" and to realise their dreams

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The artwork which forms the inspiration for the DVD cover comes from documentary participant and talented Kinglake artist Jesse Odgers. A full description of *Pathways for recovery – Homage* can be found at www.firefoxes.org.au



How can you help?

The documentary can't cover all recovery topics in detail in such a short time. This is 'chapter one', a conversation starter tackling emotional self-care, insurance, children's recovery, community building, trauma & much more.

Firefoxes needs your help to distribute the documentary throughout communities touched by disaster and trauma. They hope it will also reach all levels of Government, and inform and educate those supporting the recovery process, in order to rebuild communities person by person. It will also be available to view free of charge on the Firefoxes Australia website (www.firefoxes.org.au). This broad distribution is aimed at reaching those who know they are affected, those who don't realise just yet, and for others who may not think they qualify (due to location, level of loss, role they are playing, etc). This way, individuals can access the messages, but so too can groups if it is shown in a public forum. We hope that it is the start of some conversations and the deeper exploration for others on the recovery journey.



Valuable Tool

The simple, yet powerful messages are already being utilized by disaster affected communities around Australia & across the globe.

"This film clearly shows that connecting as women, with women, and for women is a powerful strategy for meaningful recovery both at the individual level and for the family and community. This wonderful new awareness and training resource will be widely shared and - one hopes - put to good use in support of women, men and children affected by disaster or trauma. Congratulations to Firefoxes for bringing disaster recovery to life in such a powerful way

Dr. Elaine Enarson (Researcher and Founder of the US-based Gender and Disaster Resilience Alliance)



Funded by the Victorian Women's Benevolent Trust.
Graphic design by Bron Milne @ Source Design



source design

Encouraging women to create a "new normal" and to realise their dreams