



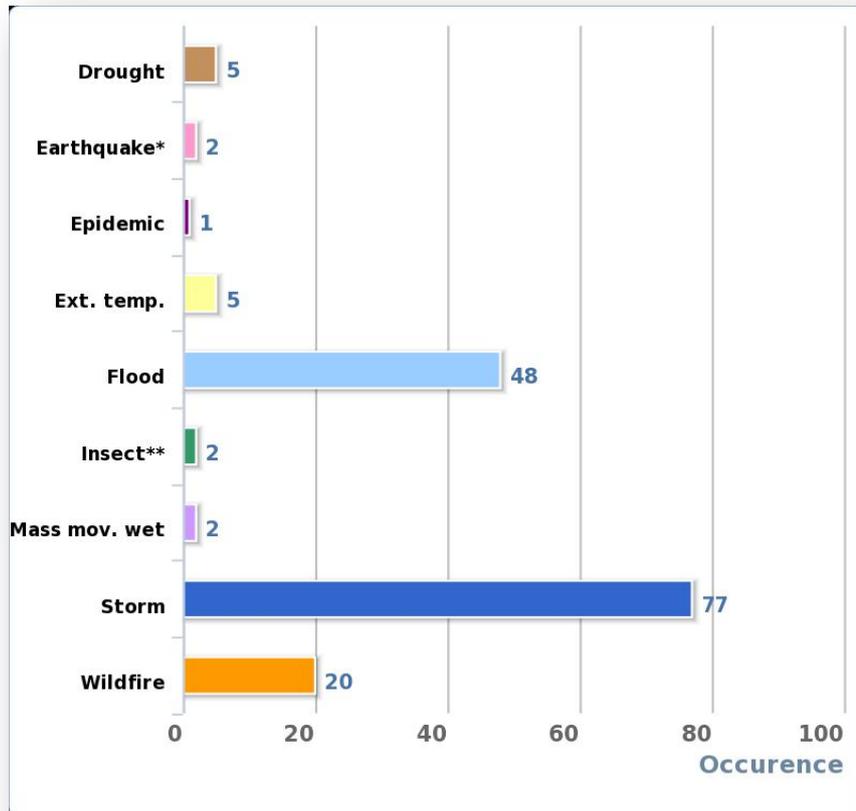
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## A storm in a teacup? Probably not!

The recent Brisbane storms may well herald what seems to be a growing occurrence in Australia. Based on statistical data of over 18,000 mass disasters in the world from 1900 to present, the WHO Collaborating Centre for Research on the Epidemiology of Disasters (CRED) has been maintaining an Emergency Events Database EM-DAT. The statistical story on Australia is particularly interesting.

From 1980 to 2010, Australia has suffered 162 natural disasters which have affected over 16 million people. Of those disasters, close to 50% were storms\*.

### Natural Disaster Occurrences Reported 1980 to 2010\*



Even more interesting was the fact that, in terms of average disasters per annum\* (based on data from 1998 to 2010), fires rated at 0.65 per year, floods at 1.55 per year and storms were the dubious winner at 2.48 on average per year.



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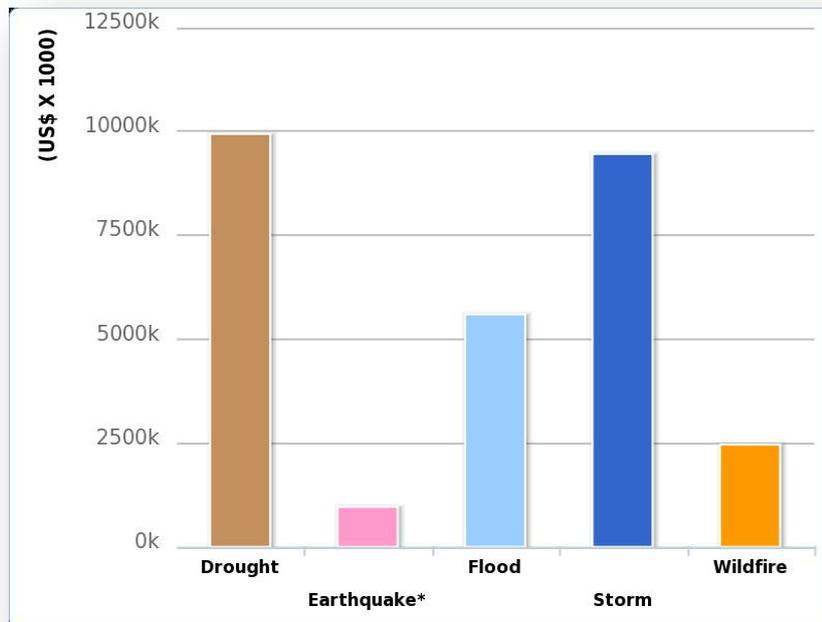
In addition, the estimated economic damage caused by storms was second only to that of drought.

### Economic Damages caused by Storms\*

Disaster	Date	Cost (US\$ X 1,000)
Storm	1999	1,500,000
Storm	2006	1,180,000
Storm	2010	1,330,000
Storm	2010	1,390,000

### Statistics by Disaster Type

#### Estimated economic damages reported by disaster type (US\$ X 1,000)\*



\*Source of data: "EM-DAT: The OFDA/CRED International Disaster Database, Universit catholique de Louvain, Brussels,Bel. Data version: v11.08 and Prevention Web.

Of course over time, these statistics may change but it begs the question is the industry and its clients 'storm ready'?

Oliver Threlfall, CEO of one of Australia's leading disaster restoration businesses, Steamatic believes that by and large the industry is storm ready however, "people get caught out in two areas" he adds.

*"The first is mitigating the damage to prevent further damage occurring and the second is understanding what is restorable and what is not. All too often we are called in weeks after the event and it's usually too late, whereas calling experts*



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*in early can save most valuable and sentimental contents. Most items can be saved following such disasters - provided the correct expertise and technology is utilised."*

*"In some cases, it may be considered more expedient to dump contents and pay the replacement value but this may well be increasing claims quantum unnecessarily. In the Brisbane floods of 2010, we urged the Queensland Government to consider restoration rather than wholesale dumping because most genuine claimants are attached to their personal property and possessions and prefer to have them restored if possible" Threlfall said.*

*"Provided we get to the site within the first few days of the occurrence, we are usually able to mitigate further damage, commence the drying process and rescue undamaged items" Threlfall stated.*

In highlighting Steamatic's capabilities to assist in the event of storms, Threlfall focused specifically on:

- **Rapid Structural Drying:** using state of the art desiccant dehumidification
- **Document and media restoration:** via Steamatic's expansive vacuum freeze drying technology (the largest in the Southern Hemisphere)
- **Electronics restoration:** which saves computer equipment (including hard drives) and expensive electronics and telecommunications equipment
- **Contents restoration:** including cleaning, restoration and secure storage and
- **Mould treatment, Odour removal and Hygiene restoration:** certified technicians, world leading technology and 25 years experience are a powerful combination in assisting people to get back into their homes or businesses quickly and at the same time, stemming claims costs.

*"The best advice we can give people who suffer storm damage is to make sure there is no danger to life from gas or electricity, stop the water source, move items to a dry area and document the damage either by photographs or video, then seek professional restoration advise" emphasised Threlfall.*

He went on to say that *"of course your most important resource will be your Insurer or Intermediary but Steamatic runs a close second in ensuring the home or business is back in action as soon as possible."*

Further information can be obtained by contacting Steamatic's National Marketing Director, Mark Silveira on 03 95876333 or by accessing [www.steamatic.com.au](http://www.steamatic.com.au)