

OPEN LETTER

An open letter to Australians venturing outdoors this summer

Dear Australia,

After an extraordinary year with COVID-19, this summer will also be like no other. Whereas in previous years we might have headed overseas, this year we will be limited to exploring Australia's great outdoors.

And quite frankly, there's no better place to be! Australia's a beautiful and adventurous country – with some of the most amazing biodiversity in the world.

While we are getting to know our own backyard, we also need to be aware of the venomous creatures that we might encounter who live there – the snakes, spiders, jellyfish and other creatures that also call this country home.

That's why this year, we are calling on all Australians to brush up on your first aid when you book your holiday at home.

Recent consumer research has revealed that while most people might think that they know what to do in the case of a venomous bite or sting, knowledge is often outdated or incorrect.

And it's important to get this right - applying the correct first aid in the moments between getting bitten or stung by a venomous creature and receiving professional care is critical – it could even be the difference between life or death.

That's why we are calling on all Australians to learn the correct application of first aid for venomous bites and stings.

The good news is that getting prepared is as easy as booking your holiday:

- Enrol in a first aid class and check your first aid kit is complete
- Download the [free app](#) *Australian Bites & Stings* for step-by-step first aid instructions at your fingertips
- Tell your family and friends

Together, we can take the sting out of this summer and keep everyone safe to enjoy Australia's great outdoors.

