

STAKEHOLDER PACK

Storm Awareness and Preparedness

TRANSLATED ASSETS

SEPTEMBER 2024





Australian Government



**Flood, Storm and Tsunami: awareness and preparedness
for NSW Culturally and Linguistically Diverse Communities Project**

Jointly funded under the Australian Government – NSW Government National Partnership Agreement on Disaster Risk Reduction.

INTRODUCTION

The New South Wales State Emergency Service (NSW SES) is committed to ensuring risk awareness and risk preparedness information on flood, storm and tsunami is available to all communities of NSW, including multicultural communities.

As part of this commitment, we have created an extensive collection of translated resources in multiple languages to ensure that residents from culturally and linguistically diverse backgrounds are aware and informed of their hazard risks so they can take steps to mitigate them.

As a key stakeholder, you are receiving this stakeholder pack because of your connection and commitment to your communities. This pack includes translated communications material on storm awareness and preparedness in 15 languages.

We encourage you to share these resources across your networks, so your communities are informed about their storm risk and are equipped with the necessary information to make safe decisions and take appropriate action.



WHAT YOU CAN DO TO HELP

This stakeholder pack was developed for key stakeholders to share the free support, guidance and resources available for culturally and linguistically diverse (CALD) communities.

You can help by:

- Sharing the assets from this stakeholder pack with your community in-person or via social media and digital platforms.
- Directing people to www.ses.nsw.gov.au for more information and program updates, and www.ses.nsw.gov.au/languages for resources in language.

Storm

Know Your Storm Risk

TRANSLATED ASSETS

SEPTEMBER 2024



VIDEO

Available in your language

Videos can be shared on platforms including: Facebook, Instagram, Instagram Stories and LinkedIn.

1. [Arabic](#)
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3. [Chaldean](#)
4. [Mandarin](#)
5. [Cantonese](#)
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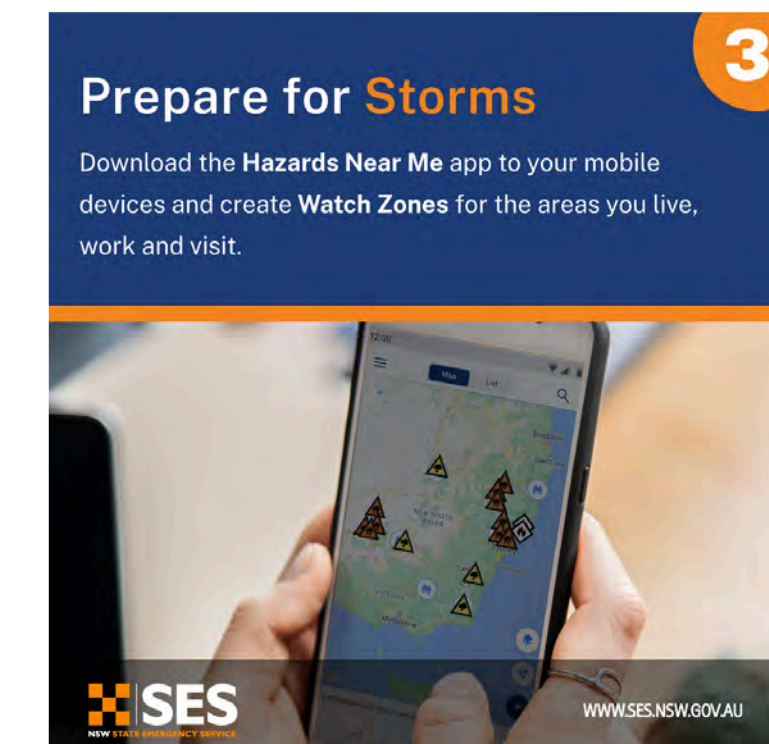


SOCIAL MEDIA TILES

Available in your language

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POSTER

Available in your language

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English - EN



Know your storm risk



Storms generate different dangers

- Thunder and lightning
- Intense, heavy rainfall
- Large powerful waves, ocean surges, and coastal erosion
- Damaging winds
- Flash flooding
- Hail

Storms can cause major damage

- damage houses, cars and other property
- cause trees, branches and powerlines to fall
- cause flash-flooding of roads and property, low-lying areas, causeways and creeks
- cause damage to and flooding of coastal areas
- cause loss of electricity, gas, communications and access to safe drinking water

Prepare for Storms

Download the **Hazards Near Me** app to your mobile devices and create **Watch Zones** for the areas you live, work and visit.

Keep your gutters, yard, balcony and roof clean and tidy, and in good repair.

Ensure that you have the right insurance.



www.ses.nsw.gov.au

In life threatening situations call Triple Zero (000)

For emergency help in flood, storm and tsunami, call the NSW SES on 132 500.

@NSWSES | NSWSES | NSWSES


DIGITAL BANNER ADS

Available in your language


Digital banner ads can be used on websites, social media platforms, mobile apps, search engines, email and other digital channels to reach and engage target audiences effectively.


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Know your **storm risk**

 Storms generate different dangers

 Prepare for Storms

 Storms can cause major damage

 Prepare an Emergency Kit



FACTSHEET / INFOGRAPHIC

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ADVERTORIALS

Available in your language

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SES
NSW STATE EMERGENCY SERVICE

Know your storm risk

Storms generate different dangers

Storms can happen anywhere and at any time.

There are many natural signs of storm, for example:

- Damaging winds
- Hail
- Flash flooding
- Thunder and lightning
- Intense, heavy rainfall
- Large powerful waves, ocean surges, and coastal erosion

English - EN

Storms can cause major damage

Storms can:

- damage houses, cars and other property
- cause trees, branches and powerlines to fall
- cause loss of electricity, gas, communications and access to safe drinking water
- cause flash-flooding of roads and property, low-lying areas, causeways and creeks
- cause damage to and flooding of coastal areas

Prepare for Storms

- Download the **Hazards Near Me** app to your mobile devices and create **Watch Zones** for the areas you live, work and visit.
- Keep your gutters, yard, balcony and roof clean and tidy, and in good repair.
- Ensure that you have the right insurance.
- Prepare an emergency kit.

SES
NSW STATE EMERGENCY SERVICE

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AUDIO CONTENT

Available in your language

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Contact NSW SES at media@ses.nsw.gov.au to utilise the extensive in language content we have for radio advertisement placement.

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Storm

Make Safe Decisions During a Storm

TRANSLATED ASSETS

SEPTEMBER 2024



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English - EN

Make safe decisions during a storm

SES
NSW STATE EMERGENCY SERVICE

Look and listen for weather warnings
These warnings will appear on the Hazards Near Me app.

Act safely
Secure or put away loose items in your yard or on your balcony, for example: trampolines, umbrellas, tables and chairs, and pet food bowls.

Monitor local weather conditions

- Ensure your neighbours, family and friends are aware of the current warnings.
- Listen to your local radio and TV for current weather updates.

Stay safe at home

Stay indoors, away from doors and windows.

Reconsider driving or traveling during storms.

Stay safe if driving
Slow down and drive to the conditions.
Pull over to seek shelter in a safe location, preferably away from trees, powerlines and low-lying areas.

Stay safe outside
Call NSW SES on 132 500 if you require emergency assistance or Triple Zero (000) if you are in a life-threatening situation.

In life threatening situations call Triple Zero (000)

For emergency help in flood, storm and tsunami, call the NSW SES on 132 500.

www.ses.nsw.gov.au

@NSWSES | NSWSES | NSWSES

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Make **safe decisions** during a storm

- Look and listen for weather warnings
- Act safely
- Monitor local weather conditions
- Stay safe at home
- Stay safe if driving
- Stay safe outside



FACTSHEET / INFOGRAPHIC

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Make safe decisions during a storm

Stay safe at home

- Stay indoors, away from doors and windows.
- Reconsider driving or traveling during storms.

Stay safe if driving

- Slow down and drive to the conditions.
- Pull over to seek shelter in a safe location, preferably away from trees, powerlines and low-lying areas.
- Check Live Traffic and listen to updates on your local radio station.

Stay safe outside

- Call NSW SES on 132 500 if you require emergency assistance or Triple Zero (000) if you are in a life-threatening situation.
- Find safe shelter, preferably indoors.
- Stay away from drains and waterways.
- Stay away from trees, powerlines and other objects that can fall or become airborne in wind.
- Be aware of the risk from lightning and avoid outside activities that can put you at risk.

In life threatening situations call Triple Zero (000) For emergency help in flood, storm and tsunami, call the NSW SES on 132 500.

www.ses.nsw.gov.au

@NSWSES NSWSES NSWSES

English - EN

Make safe decisions during a storm

Look and listen for weather warnings

Look and listen for storm weather warnings issued from the Bureau of Meteorology including Severe Weather Warnings and Severe Thunderstorm Warnings. The NSW SES will issue an Advice, Watch and Act or Emergency Warning. The level of warning is dependent on the impact and expected consequences of the storm. These warnings will appear on the Hazards Near Me app.

Act safely

- Secure or put away loose items in your yard or on your balcony, for example: trampolines, umbrellas, tables and chairs, and pet food bowls.
- Park cars under secure cover (garages, carports) away from trees, powerlines and low-lying areas.
- Ensure that your children and animals in your care are brought inside to safety.

Monitor local weather conditions

Ensure your neighbours, family and friends are aware of the current warnings. Listen to your local radio and TV for current weather updates. Follow all advice from emergency services.

In life threatening situations call Triple Zero (000) For emergency help in flood, storm and tsunami, call the NSW SES on 132 500.

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The advertorial features a dark blue header with the SES logo and the headline "Make safe decisions during a storm". Below the header, a photograph shows a man and a woman looking at a laptop. The main content is divided into two columns. The left column, on a white background, includes a smartphone image and three safety tips: "Look and listen for weather warnings" (with a warning icon), "Act safely" (with a person icon), and "Monitor local weather conditions" (with a smartphone icon). The right column, on an orange background, includes three more tips: "Stay safe at home" (with a house icon), "Stay safe if driving" (with a steering wheel icon), and "Stay safe outside" (with a phone icon). The text "English - EN" is located at the bottom right of the orange section.

SES
NSW STATE EMERGENCY SERVICE

Make safe decisions during a storm

Look and listen for weather warnings
These warnings will appear on the Hazards Near Me app.

Act safely
Secure or put away loose items in your yard or on your balcony, for example: trampolines, umbrellas, tables and chairs, and pet food bowls.

Monitor local weather conditions
Ensure your neighbours, family and friends are aware of the current warnings.

Stay safe at home
Stay indoors, away from doors and windows. Reconsider driving or traveling during storms.

Stay safe if driving
Pull over to seek shelter in a safe location, preferably away from trees, powerlines and low-lying areas.

Stay safe outside
Call NSW SES on 132 500 if you require emergency assistance or Triple Zero (000) if you are in a life-threatening situation.

English - EN

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SES
NSW STATE EMERGENCY SERVICE

Make **safe decisions** during a storm

- ✔ Look and listen for weather warnings
- ✔ Act safely
- ✔ Monitor local weather conditions
- ✔ Stay safe at home
- ✔ Stay safe if driving
- ✔ Stay safe outside

For more information
please scan QR code
www.ses.nsw.gov.au



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Storm

Stay Safe After Storms

TRANSLATED ASSETS

SEPTEMBER 2024

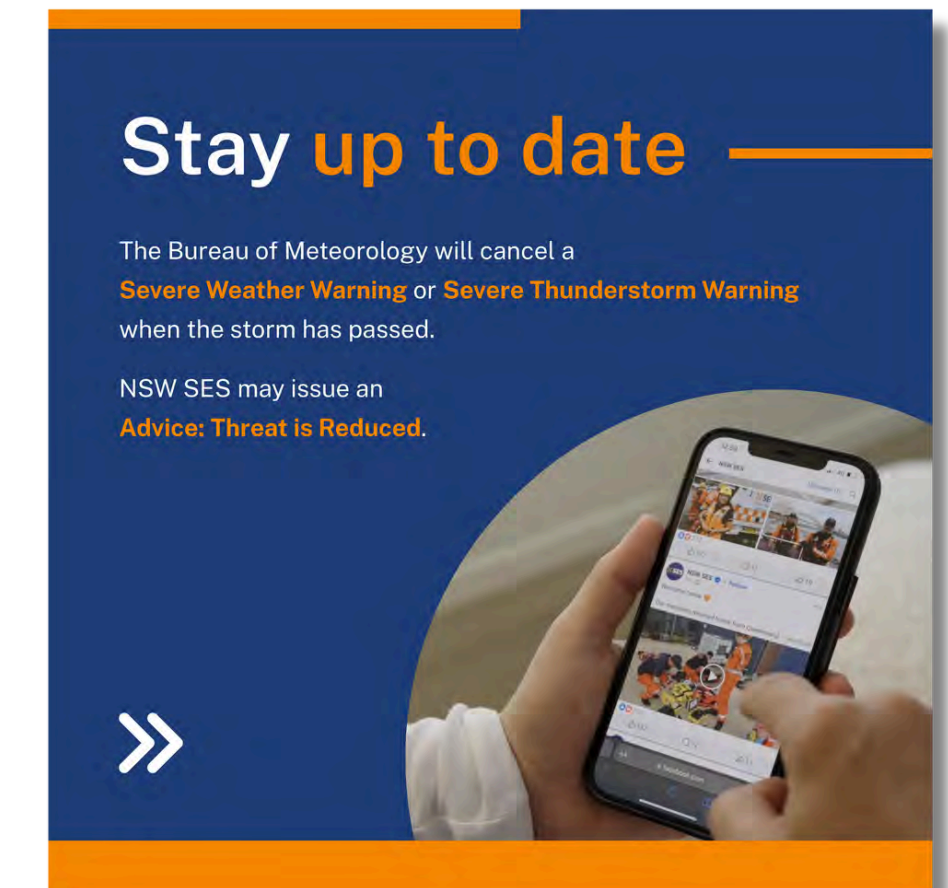
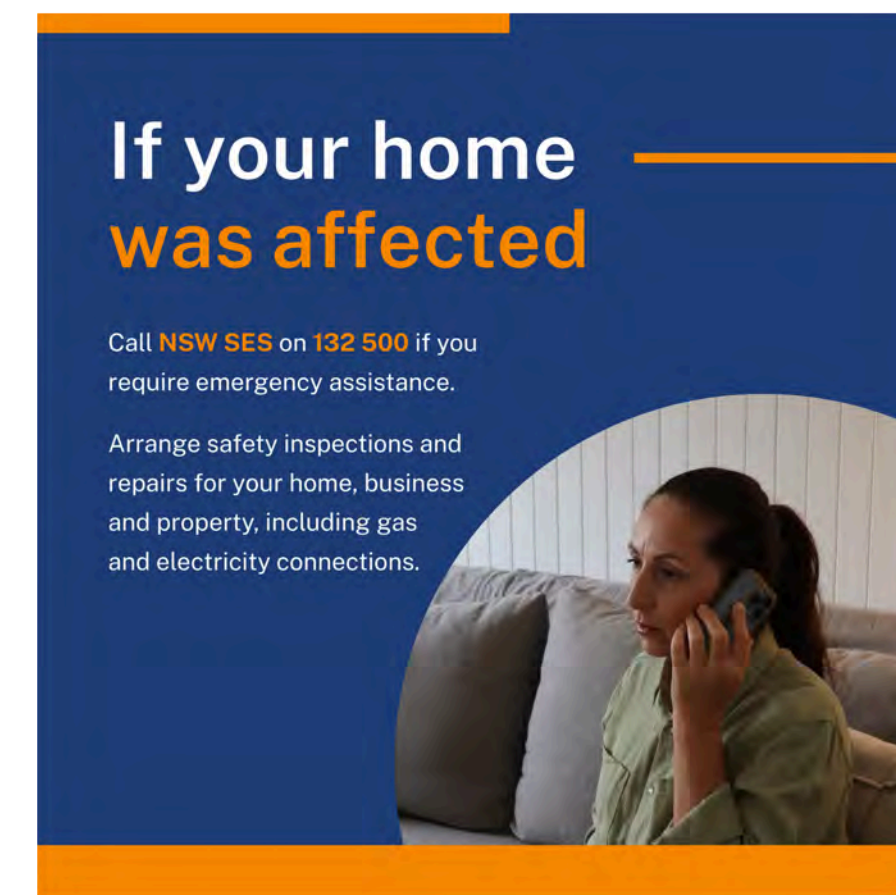
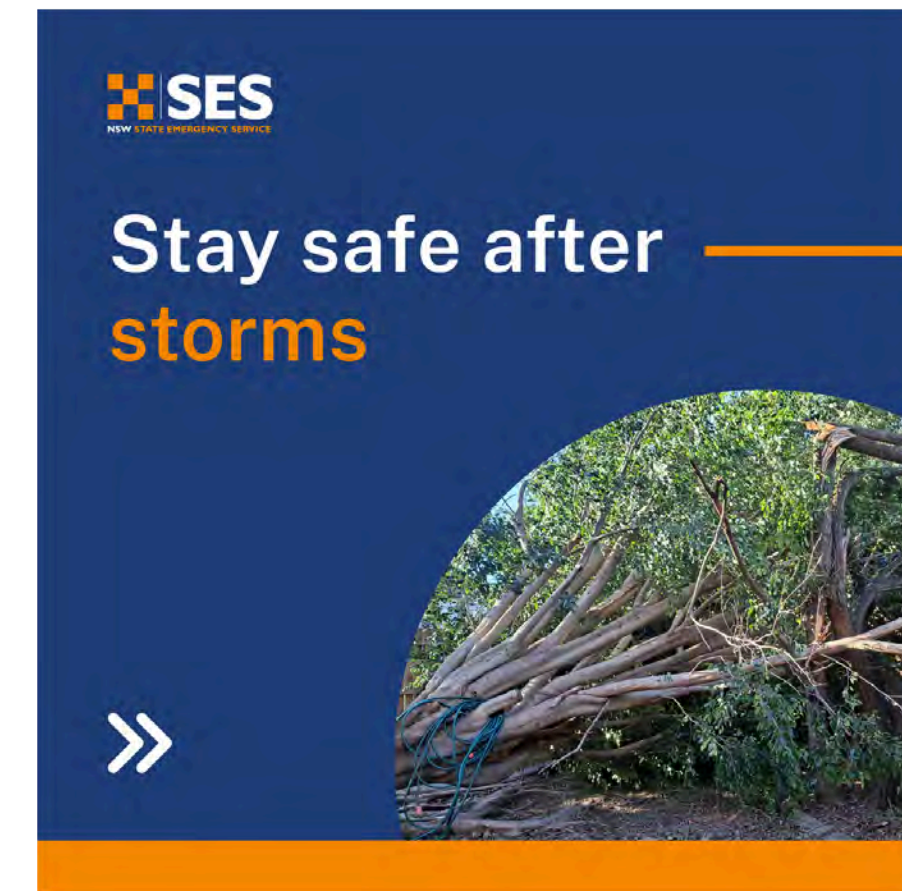


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Stay safe after storms

 Call NSW SES on 132 500 if you require emergency assistance.



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English - EN

SES
NSW STATE EMERGENCY SERVICE

Stay safe after storms

Stay up to date

The Bureau of Meteorology will cancel a **Severe Weather Warning** or **Severe Thunderstorm Warning** when the storm has passed.

NSW SES may issue an **Advice: Threat is Reduced**.

If you left the affected area, return with caution once the storm has passed.



If your home was affected

Call NSW SES on 132 500 if you require emergency assistance.

Arrange safety inspections and repairs for your home, business and property, including gas and electricity connections.

Contact professionals to assess damage to your property, for example:

- builder
- tiler
- arborist
- plumber
- relevant tradespeople

 If you rent, contact your landlord for any urgent repairs.

 Contact your insurance company.

In life threatening situations call Triple Zero (000)

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 @NSWSES  NSWSES  NSWSES



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All Campaigns

Call to Action

TRANSLATED ASSETS

SEPTEMBER 2024



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FOR MORE INFORMATION VISIT:

www.ses.nsw.gov.au/languages