

Do things the right way for safe  
removal and disposal of **asbestos**



STAKEHOLDER CAMPAIGN PACK

# National Asbestos Awareness Week 2022

THINK TWICE  
ABOUT ASBESTOS 

[asbestossafety.gov.au](https://asbestossafety.gov.au)

ASBESTOS  
AWARENESS  
WEEK  
November 21-27 2022

# Campaign overview

National Asbestos Awareness Week (21-27 November) 2022 (NAAW 2022) reminds Australians again to **Think Twice About Asbestos** and encourages home occupiers and tradespeople to 'do it the right way' by ensuring the proper and lawful disposal of asbestos.

Our focus this year is on preventing the intentional illegal dumping of asbestos and the often-unintentional improper disposal of asbestos waste in kerbside bins.

## The stakeholder campaign pack

The purpose of this pack is to achieve a nationally consistent awareness campaign during NAAW 2022. Through the use of consistent and recognisable imagery and messaging from stakeholders, we can make an impact and achieve our aim of eliminating asbestos-related diseases in Australia.

### THE PACK INCLUDES:

1. **Written assets** including copy for articles, letters, factsheets and newsletter content.
2. **Print assets** including posters and press ads.
3. **Social assets** including carousels, stories and organic and paid posts.
4. **Corporate assets** including email signature banner and virtual background for video conferencing.

# Getting behind the campaign -

## 3 simple actions to make an impact:

### 1 **Brand** these materials with your logo using the supplied design files.

Branding the materials with your trusted logo will add greater authority to the campaign and will help to build recognition among your networks.

ACCESS ASSETS IN INDESIGN  
AND/OR PHOTOSHOP FILES HERE

### 2 **Use** the corporate assets during NAAW.

Using the NAAW 2022 signature block banners and virtual background will help extend the reach of the campaign.

### 3 **Direct** people to your state or territory's asbestos information website.

Directing people who are seeking further information to your state or territory's asbestos information website (listed below) ensures that they receive the most relevant information. For organisations that have national reach, please use [www.asbestossafety.gov.au](http://www.asbestossafety.gov.au)

#### State and territory asbestos information websites:

National	<a href="#">Asbestos Safety and Eradication Agency</a>
ACT	<a href="#">Asbestos - WorkSafe ACT</a>
NSW	<a href="http://Asbestos.nsw.gov.au">Asbestos.nsw.gov.au</a>
NT	<a href="http://Asbestos.nt.gov.au">Asbestos.nt.gov.au</a>
QLD	<a href="http://Asbestos.qld.gov.au">Asbestos.qld.gov.au</a>
VIC	<a href="http://Asbestos.vic.gov.au">Asbestos.vic.gov.au</a>
TAS	<a href="#">Asbestos - WorkSafe TAS</a>
WA	<a href="#">Asbestos - Frequently asked questions   Department of Mines, Industry Regulation and Safety (commerce.wa.gov.au)</a>

# Written assets

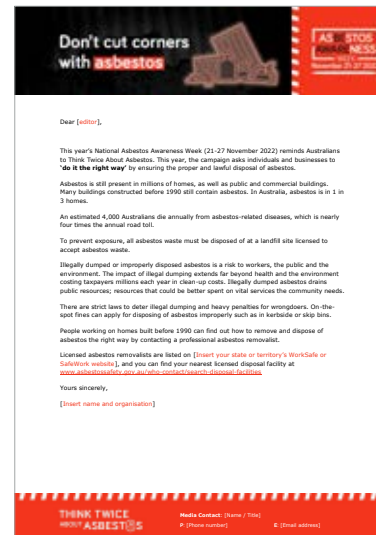
DOWNLOAD WRITTEN ASSETS



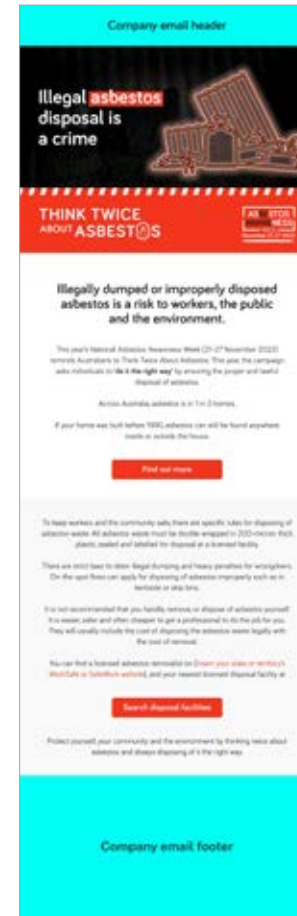
Fact sheet



Media release



Letter to the editor



eDM banners  
graphics for newsletters

Newsletters/eDMs  
for local government,  
owners/occupiers, trades

# Print assets

(Posters)

DOWNLOAD POSTERS 



Owner/Occupiers



Trades



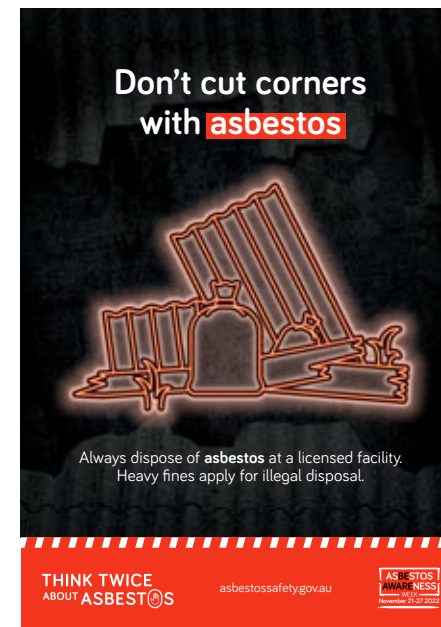
# Print assets

(Press ads)

DOWNLOAD PRESS ADS 



Owner/Occupiers



Trades

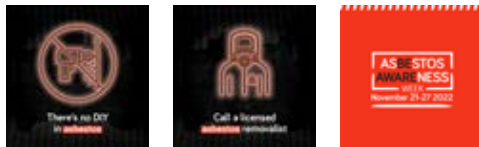


# Social media assets

## (Carousel)

DOWNLOAD SOCIAL ASSETS 

### Owner/Occupiers



#### Post copy:

It's easier, safer and often cheaper to have a licensed asbestos removalist do the job for you.

F1

**Headline:** Asbestos causes cancer

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F2

**Headline:** Call a pro

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F3

**Headline:** Think twice about asbestos

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)



#### Post copy:

Asbestos causes cancer. Protect council workers and your community by properly disposing of asbestos at a licensed facility

F1

**Headline:** Dispose safely

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F2

**Headline:** Heavy fines apply

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F3

**Headline:** Think twice about asbestos

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)



#### Post copy:

Always dispose of asbestos at a licensed facility. Find out how to safely and legally dispose of asbestos in your area.

F1

**Headline:** Heavy fines apply

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F2

**Headline:** Keep your community safe

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F3

**Headline:** Dispose safely

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

F4

**Headline:** Think twice about asbestos

**Description:** [asbestossafety.gov.au](http://asbestossafety.gov.au)

# Social media assets

## (Carousel)

DOWNLOAD SOCIAL ASSETS 

### Trades



#### Post copy:

Keep your workmates safe. Asbestos waste must be properly wrapped, sealed and labelled for disposal at a licensed facility.

#### F1

**Headline:** Remove and dispose safely

**Description:** [asbestossafety.gov.au](https://asbestossafety.gov.au)

#### F2

**Headline:** Call a pro

**Description:** [asbestossafety.gov.au](https://asbestossafety.gov.au)

#### F3

**Headline:** Think twice about asbestos

**Description:** [asbestossafety.gov.au](https://asbestossafety.gov.au)



#### Post copy:

Think about working with a licensed asbestos removalist to safely remove and dispose of asbestos on a job site.

#### F1

**Headline:** Remove and dispose safely

**Description:** [asbestossafety.gov.au](https://asbestossafety.gov.au)

#### F2

**Headline:** Avoid fines

**Description:** [asbestossafety.gov.au](https://asbestossafety.gov.au)

#### F3

**Headline:** Think twice about asbestos

**Description:** [asbestossafety.gov.au](https://asbestossafety.gov.au)



# Social media assets

(Posts - Organic)

DOWNLOAD SOCIAL ASSETS 

## Owner/Occupiers



### Post copy:

It's National Asbestos Awareness Week. Before beginning a DIY project, always check if your home was built before 1990 as many building materials used then contained asbestos.

To keep your family and community safe, follow our handy checklist.

### Call a pro

It's easier, safer and often cheaper to get a professional to do the job for you.

### Dispose safely

All asbestos waste must be properly disposed of at a licensed facility.

### Avoid fines

There are strict laws and heavy fines for illegal disposal.

Visit [asbestossafety.gov.au](https://asbestossafety.gov.au) to find out more.



### Post copy:

National Asbestos Awareness Week has begun. We'd like to remind you that there are heavy fines for illegal disposal.

Find out how to safely and legally dispose of asbestos in your area by visiting [asbestossafety.gov.au](https://asbestossafety.gov.au).



### Post copy:

It's National Asbestos Awareness Week. Asbestos that is not disposed of properly puts council workers and the community's health at risk.

Asbestos waste must always be disposed of at a licensed facility. There are heavy fines related to illegal disposal.

Visit [asbestossafety.gov.au](https://asbestossafety.gov.au) to find out more.

# Social media assets

(Posts - Organic)

DOWNLOAD SOCIAL ASSETS 

## Trades



### Post copy:

It's National Asbestos Awareness Week. Keep your workmates and community safe, think twice about asbestos before starting a job.

Use our handy checklist to plan ahead:

#### Dispose safely

All asbestos waste must be properly disposed of at a licensed facility.

#### Call a pro

Many homes built before 1990 contain asbestos. Contact a licensed asbestos professional for assistance.

#### Avoid fines

There are strict laws and heavy fines for illegal disposal.

Visit [asbestossafety.gov.au](http://asbestossafety.gov.au) to find out more.



### Post copy:

This National Asbestos Awareness Week we'd like to remind you to dispose of asbestos waste at a licensed facility.

Think about working with a licensed asbestos removalist as they have the training and the equipment needed for the safe removal and disposal of asbestos.

Visit [asbestossafety.gov.au](http://asbestossafety.gov.au) to find out more.

# Social media assets

(Posts - Paid)

DOWNLOAD SOCIAL ASSETS 

## Owner/Occupiers



### Post copy:

Keep your family and community safe. It is easier, safer and often cheaper to have a professional do the job for you.

**Headline:** Think twice about asbestos

**Description:** Visit our website for info

**CTA:** Learn more



### Post copy:

Always dispose of asbestos at a licensed facility. Find out how to safely and legally dispose of asbestos in your area.

**Headline:** Think twice about asbestos

**Description:** Visit our website for info

**CTA:** Learn more



### Post copy:

There are heavy fines for illegal disposal. Find out how to safely and legally dispose of asbestos in your area.

**Headline:** Think twice about asbestos

**Description:** Visit our website for info

**CTA:** Learn more

# Social media assets

(Posts - Paid)

DOWNLOAD SOCIAL ASSETS [↓](#)

## Trades



**Post copy:**

Asbestos waste must be properly wrapped, sealed and labelled for disposal.

**Headline:** Think twice about asbestos

**Description:** Visit our website for info

**CTA:** Learn more



**Post copy:**

If there's asbestos on a job site, think about working with a licensed asbestos removalist for safe removal and disposal.

**Headline:** Think twice about asbestos

**Description:** Visit our website for info

**CTA:** Learn more

# Social media assets

## (Stories)

DOWNLOAD SOCIAL ASSETS 

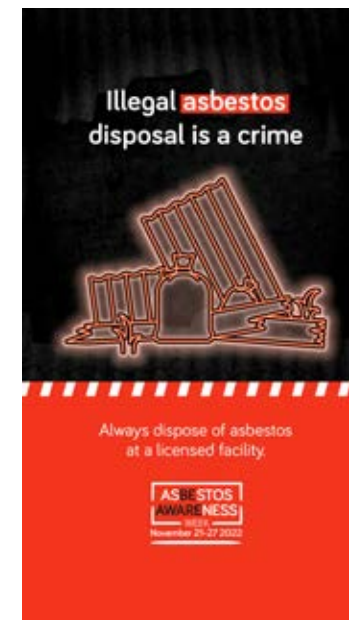
### Owner/Occupiers



CTA: [Learn more](#)



CTA: [Learn more](#)



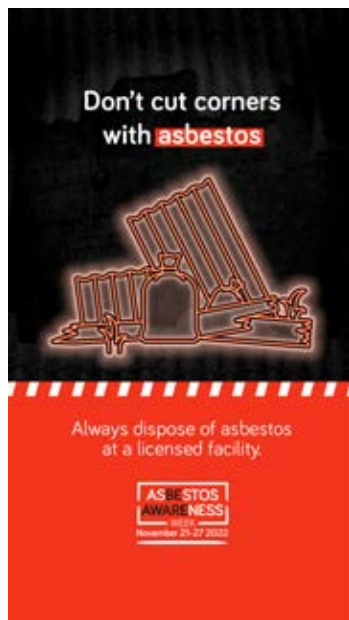
CTA: [Learn more](#)

# Social media assets

## (Stories)

DOWNLOAD SOCIAL ASSETS 

### Trades



CTA: [Learn more](#)



CTA: [Learn more](#)



# Corporate Assets

DOWNLOAD CORPORATE ASSETS [↓](#)

Signature block banner



Virtual meeting background





## CONTACT US

If you need any assistance or wish to check any of the information provided, please get in touch with the Asbestos Safety and Eradication Agency.

**Email:** [events@asbestossafety.gov.au](mailto:events@asbestossafety.gov.au)

**Phone:** 1300 326 148

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