

# STAKEHOLDER PACK

Storm Awareness and Preparedness

TRANSLATED ASSETS

JANUARY 2025





**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](http://www.ses.nsw.gov.au) for more information and program updates, and [www.ses.nsw.gov.au/languages](http://www.ses.nsw.gov.au/languages) for resources in language.

# Storm

## Know Your Storm Risk

TRANSLATED ASSETS

JANUARY 2025



# VIDEO

## Available in your language

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

1. [Arabic](#)
2. [Assyrian](#)
3. [Chaldean](#)
4. [Mandarin](#)
5. [Cantonese](#)
6. [Greek](#)
7. [Italian](#)
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11. [Punjabi](#)
12. [Serbian](#)
13. [Spanish](#)
14. [Thai](#)
15. [Vietnamese](#)



# SOCIAL MEDIA TILES

## Available in your language

Social media tiles can be shared on platforms including: Facebook, Instagram, Instagram Stories and LinkedIn.

- |  |                                |
|--|--------------------------------|
| 1. <a href="#">Arabic</a>              | 9. <a href="#">Korean</a>      |
| 2. <a href="#">Assyrian</a>            | 10. <a href="#">Macedonian</a> |
| 3. <a href="#">Chaldean</a>            | 11. <a href="#">Punjabi</a>    |
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| 6. <a href="#">Greek</a>               | 14. <a href="#">Thai</a>       |
| 7. <a href="#">Italian</a>             | 15. <a href="#">Vietnamese</a> |
| 8. <a href="#">Khmer</a>               | 16. <a href="#">English</a>    |



# POSTER

## Available in your language

Posters can be printed and displayed in community areas and high visibility spaces.

1. [Arabic](#)
2. [Assyrian](#)
3. [Chaldean](#)
4. [Simplified Chinese](#)
5. [Traditional Chinese](#)
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16. [English](#)

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](http://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.

1. [Arabic](#)
2. [Assyrian](#)
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13. [Spanish](#)
14. [Thai](#)
15. [Vietnamese](#)
16. [English](#)

## Know your **storm risk**



Storms generate different dangers



Prepare for Storms



Storms can cause major damage



Prepare an Emergency Kit



# FACTSHEET / INFOGRAPHIC

## Available in your language

Factsheets can be viewed online or printed. They contain the most information of any asset and can be shared on platforms including: Facebook, Instagram, and LinkedIn, or printed and distributed by hand.

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13. [Spanish](#)
14. [Thai](#)
15. [Vietnamese](#)
16. [English](#)



# ADVERTORIALS

## Available in your language

Advertorials can be used in online advertising space like newsletters, newspapers or as social media posts on platforms like Facebook, Instagram, WeChat or WhatsApp.

1. [Arabic](#)
2. [Simplified Chinese](#)
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The advertisement features the SES logo at the top left. The main headline is "Know your storm risk" in white and orange text against a background of a stormy sky. The content is divided into three columns:

- Storms generate different dangers**: Includes text "Storms can happen anywhere and at any time." and "There are many natural signs of storm, for example:". It lists six types of dangers with icons: Damaging winds, Hail, Flash flooding, Thunder and lightning, Intense, heavy rainfall, and Large powerful waves, ocean surges, and coastal erosion.
- Storms can cause major damage**: Includes a photo of a person in a red safety vest near a white car. Below it, a list of potential 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**: Includes a list of preparation steps: "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.", and "Prepare an emergency kit." Below the list is a photo of a person on a ladder working on a roof.

English - EN

# PRINT ADS

## Available in your language

Print ads can be used in print advertising space like newsletters, newspapers, or printed as postcards.

1. [Arabic](#)
2. [Simplified Chinese](#)
3. [Traditional Chinese](#)
4. [Greek](#)
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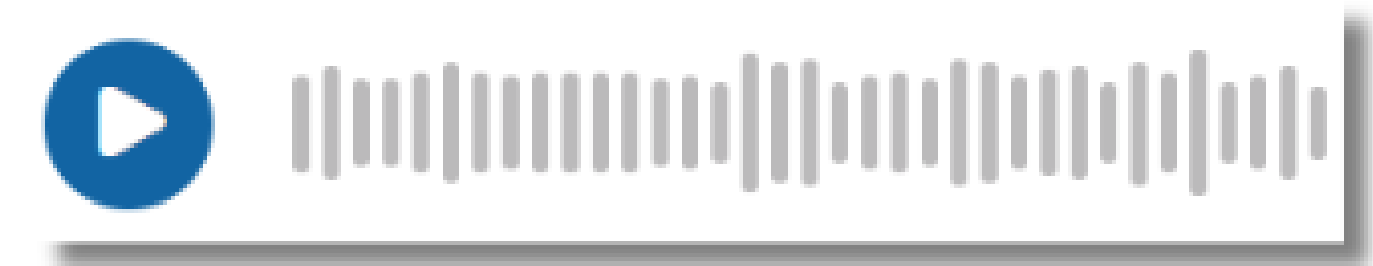
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# Storm

## Make Safe Decisions During a Storm

TRANSLATED ASSETS

JANUARY 2025



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# SOCIAL MEDIA TILES

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| 8. <a href="#">Khmer</a>               | 16. <a href="#">English</a>    |

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

# DIGITAL BANNER ADS

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16. [English](#)

## 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

## Available in your language

Factsheets can be viewed online or printed. They contain the most information of any asset and can be shared on platforms including: Facebook, Instagram, and LinkedIn, or printed and distributed by hand.

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15. [Vietnamese](#)
16. [English](#)

**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](http://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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@NSWSES NSWSES NSWSES

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9. [English](#)

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 has a white background and includes a smartphone image showing a map with warning icons, and three circular icons representing a warning triangle, a person securing items, and a smartphone with a refresh icon. The right column has an orange background and includes three circular icons representing a house, a steering wheel, and a telephone. The text provides specific safety instructions for each scenario.

**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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**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](http://www.ses.nsw.gov.au)



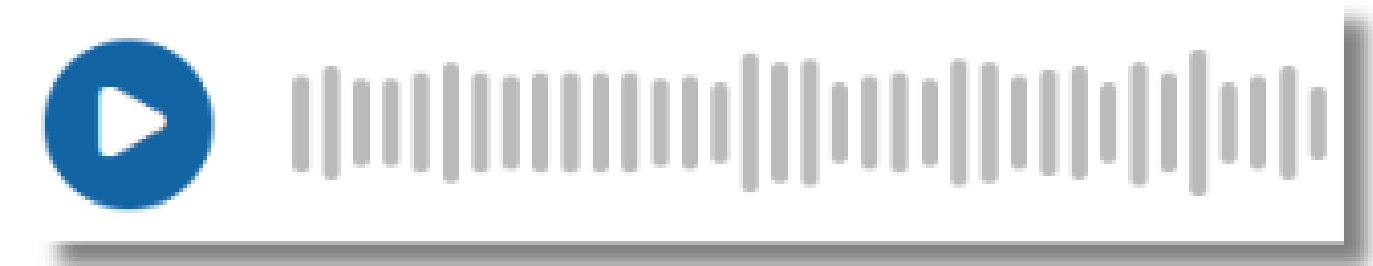
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| 6. Greek               | 13. Spanish    |
| 7. Italian             | 14. Thai       |
|                        | 15. Vietnamese |



# Storm

## Stay Safe After Storms

TRANSLATED ASSETS

JANUARY 2025

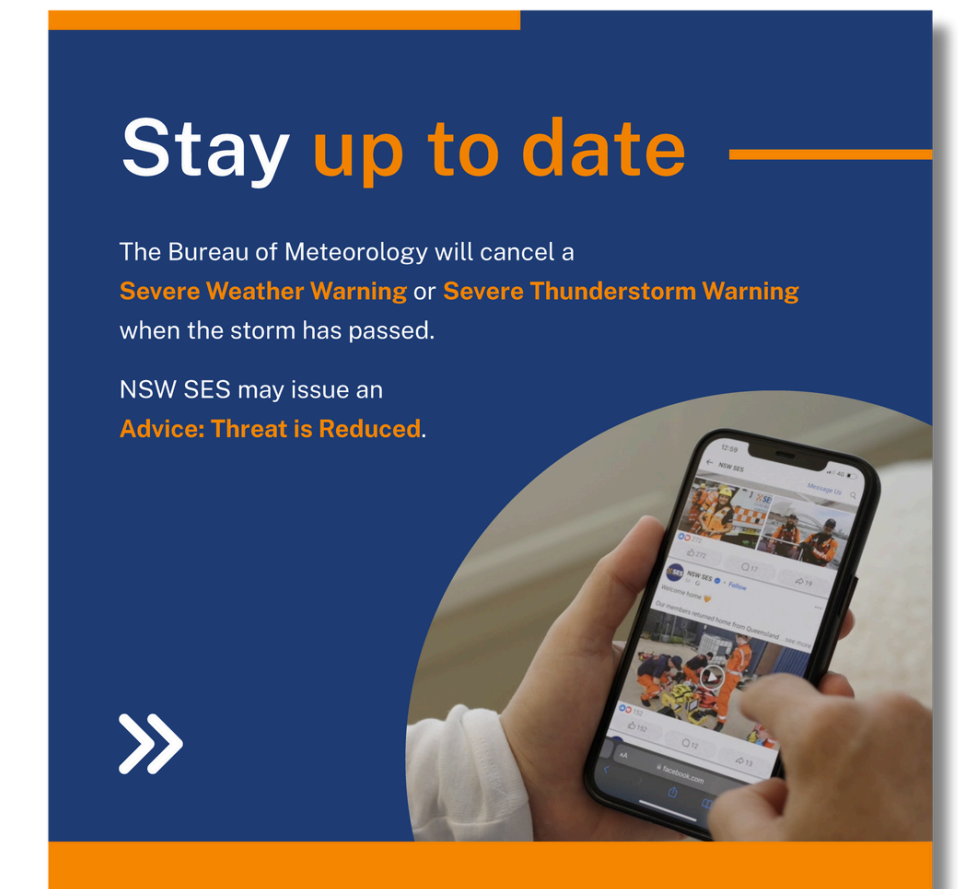


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**Stay safe after storms**

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



# FACTSHEET / INFOGRAPHIC

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15. [Vietnamese](#)
16. [English](#)

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
- arborist
- relevant tradespeople
- tiler
- plumber

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



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

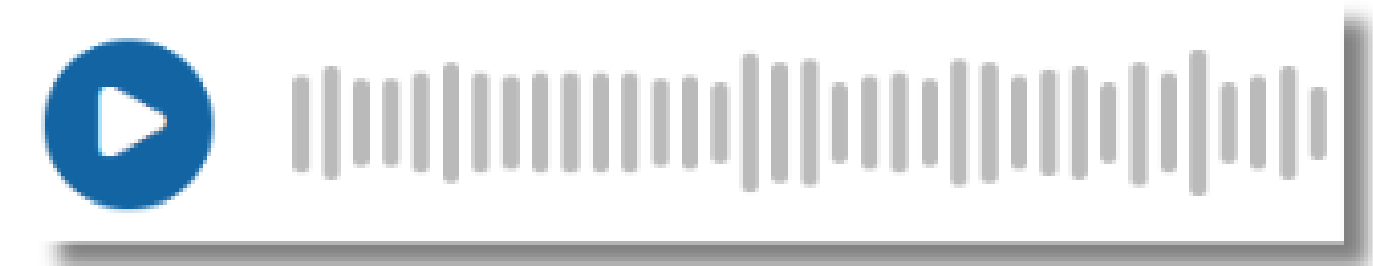
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# All Campaigns

Call to Action

TRANSLATED ASSETS

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15. [Vietnamese](#)



# TRANSLATED WEBSITE

## Available in your language

The NSW SES website is a central hub for all translated information. The website can be shared on social media like Facebook, Instagram, LinkedIn, WhatsApp and WeChat.

1. [Arabic](#)
2. [Assyrian](#)
3. [Chaldean](#)
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FOR MORE INFORMATION VISIT:

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