



Stakeholder Campaign Pack

November 2023

Be asbestos ready



Campaign overview

'We've got campaigns to ensure people don't go out in the sun, expose themselves to the sun for fear that they might get melanoma or skin cancer. This is no different. We must inform the community about where asbestos is located, what it looks like, what the dangers are.'

Bruce Barbour, former NSW Ombudsman, ABC 7.30 Report, 17 November 2010.

Asbestos is still present in millions of homes, as well as public and commercial buildings across Australia. In homes built before 1990, asbestos can still be found anywhere. This affects 1 in 3 homes nationwide.

This campaign asks the NSW community to Be Asbestos Ready. The campaign challenges complacency by reminding home renovators and tradespeople that the danger of asbestos is far from over.


The aim of the campaign is to raise awareness amongst the public and key trades about the health risks associated with exposure to asbestos fibres, where asbestos products can be found and prompt behavioural change – to plan for the possibility of asbestos and to contact a licensed asbestos professional.

Purpose of this stakeholder campaign pack

Following the launch of the NSW asbestos awareness campaign in April 2022, the purpose of this stakeholder pack is to provide consistent awareness messages for the NSW community during National Asbestos Awareness Week (20-26 November 2023) and beyond. We encourage stakeholders to continue to use these assets until 30 June 2024.

The stakeholder pack includes:

- A collection of assets for stakeholders to distribute through their communication and marketing channels.
 - » All files are supplied as final campaign assets, unless otherwise indicated (JPEGs, MP4s and Word docs).
 - » Working files are provided for print assets so they can be resized for publication and dual-branded with your logo, following our guideline.



This is a NSW government supported asbestos awareness campaign created by the NSW Environment Protection Authority (EPA) on behalf of the NSW Asbestos Coordination Committee (NACC). Materials in this pack are intended to direct traffic to the whole of government asbestos website - asbestos.nsw.gov.au

The 'Be asbestos ready' campaign will be running in NSW from November 2023 until June 2024.

CONTACT US

If you need any assistance or wish to check any of the information provided, please get in touch with the NSW EPA, Asbestos Coordination team.



**NSW EPA Asbestos
Coordination team**

e. asbestoscoordination@epa.nsw.gov.au
p. 131 555

Stakeholder pack contents

01 | Digital assets **5**

Social media video - DIY 8

Social media posts - DIY 9

Social media video - Tradespeople 13

Social media posts - Tradespeople 14

02 | Print assets **18**

Press Ads -DIY 19

Press Ads -Tradespeople 23

03 | Written assets **25**

eDM banner 26

Newsletter copy - DIY 27

Newsletter copy - Tradespeople 28

Email signature 29

01 | Digital assets

Social media video - DIY

Social media posts - DIY

Social media video - Tradespeople

Social media posts - Tradespeople

SOCIAL MEDIA OVERVIEW

Social media guide

The following pages provide pre-prepared social media posts, including images and copy to upload to your social media channels. The links below provide instructions on publishing campaign posts and advertisements on social media.

Share and manage posts on Facebook

<https://www.facebook.com/help/1640261589632787>

Create a page post in Facebook Ads Manager

<https://www.facebook.com/business/help/357923380922077>

RECOMMENDED HASHTAGS

Campaign

#beasbestosready #asbestos
#asbestosremoval #asbestostesting
#asbestossafety #beasbestosaware
#licensedasbestosprofessional
#asbestosprofessional

DIY

#renovation #homeimprovement
#homerenovation #renovationlife
#renovationideas #kitchenrenovation
#bathroomrenovation #diy #design
#doityourself #interiordesign #architecture
#instagood #diyproject #theblock #bunnings
#renovationplanning #planforasbestos
#mitre10 #diytutorial #lovediy

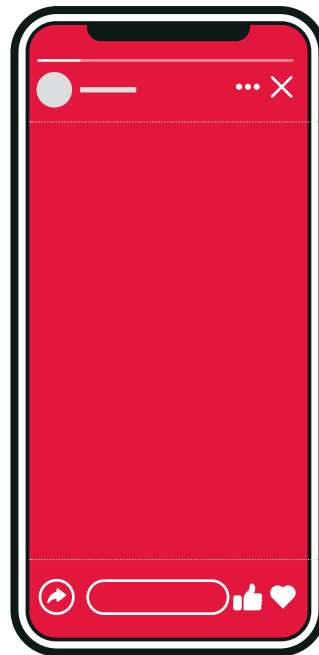
Tradespeople

#tradesmen #construction #plumber
#tradies #electrician #builder
#tradeswomen #plasterer #carpentry
#maintenance #roofer

SOCIAL MEDIA PLACEMENTS

Social media guide

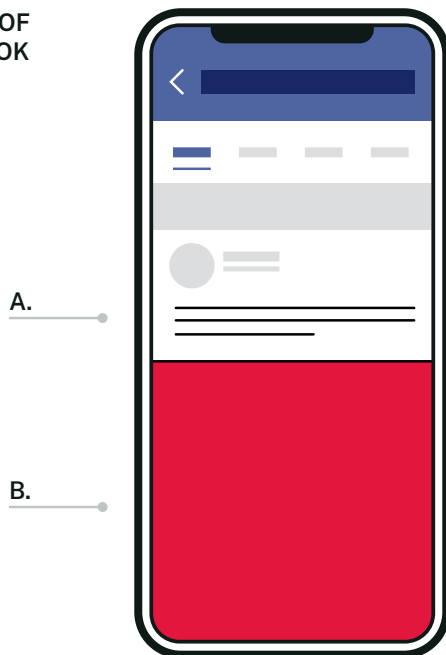
EXAMPLE OF A FACEBOOK /
INSTAGRAM STORIES POST



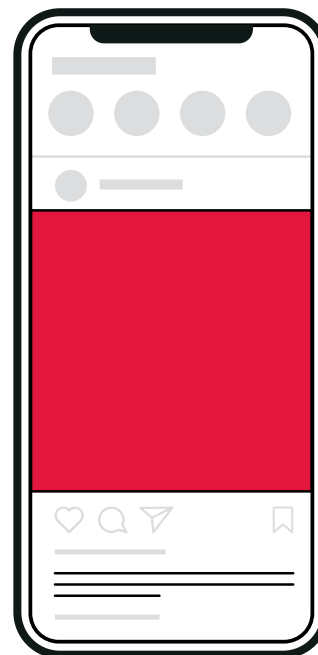
**SOCIAL MEDIA
PLACEMENTS
POST KEY**

- A. Caption
- B. Supplied visual

EXAMPLE OF
A FACEBOOK
POST



EXAMPLE
OF AN
INSTAGRAM
POST

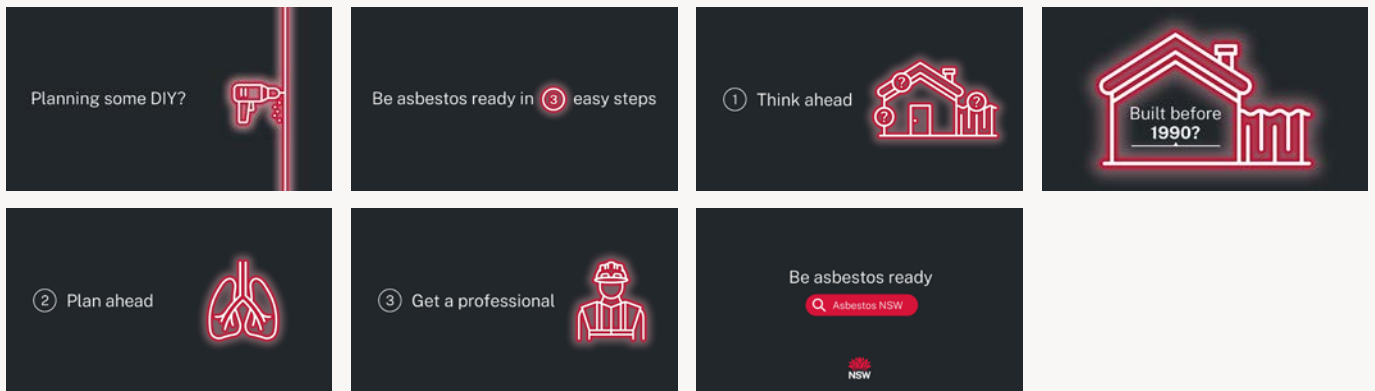


DIGITAL ASSETS

Social media video - DIY

POST 1 – VISUALS

Facebook / Instagram video storyboard



POST 1 – COPY

Facebook / Instagram video post caption:

Planning to get on the tools? One in three homes contain asbestos. Follow three simple steps to help you to stay safe.

Be asbestos ready. Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the DIY (general public) target audience. Posts include both video and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_DIY_Post01_FB/IG_Video_1920x1080

FORMAT

1x MP4 file

DIGITAL ASSETS

Social media posts - DIY

POST 2 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 2 – COPY

Facebook / Instagram post caption:

Doing some work around your home?
Be asbestos ready.

Think ahead: Is your home built before 1990?
You can't tell if materials contain asbestos just by looking at them.

Plan ahead: Asbestos is dangerous when disturbed, so you shouldn't remove it yourself. Having a plan helps you avoid delays and manage your budget.

Get a professional: A licensed asbestos professional will provide advice and help you proceed safely.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the DIY (general public) target audience. Asset options include a static image or an animated video for each format.

FILE NAME

EPA041_BeAsbestosReady_P02_Diy_Post02_FB/IG_Static_1080x1920
EPA041_BeAsbestosReady_P02_Diy_Post02_FB/IG_Static_1080x1080

EPA041_BeAsbestosReady_P02_Diy_Post02_FB/IG_Video_1080x1920
EPA041_BeAsbestosReady_P02_Diy_Post02_FB/IG_Video_1080x1080

FORMAT

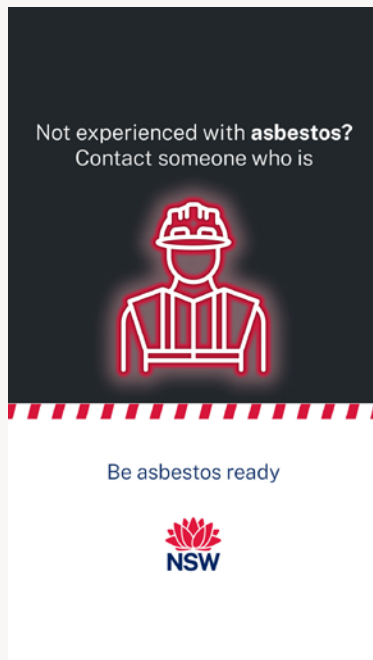
2x JPEG files
2x MP4 files

DIGITAL ASSETS

Social media posts - DIY

POST 3 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 3 – COPY

Facebook / Instagram post caption:

Planning a renovation? A licensed asbestos professional will provide advice and help you proceed safely.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the DIY (general public) target audience. Posts include both image and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_DIY_Post03_FB/IG_1080x1920
EPA041_BeAsbestosReady_P02_DIY_Post03_FB/IG_1080x1080

FORMAT

2x JPEG files

DIGITAL ASSETS

Social media posts - DIY

POST 4 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 4 – COPY

Facebook / Instagram post caption:

Planning ahead for asbestos will save you money down the track by avoiding any project delays or cost blow-outs.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the DIY (general public) target audience. Posts include both image and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_DIY_Post04_FB/IG_1080x1920
EPA041_BeAsbestosReady_P02_DIY_Post04_FB/IG_1080x1080

FORMAT

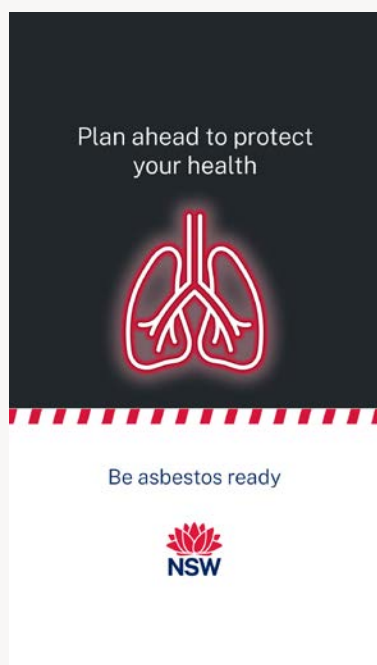
2x JPEG files

DIGITAL ASSETS

Social media posts - DIY

POST 5 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 5 – COPY

Facebook / Instagram post caption:

Don't risk your health or anyone else's. A licensed asbestos professional will provide advice and help.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the DIY (general public) target audience. Posts include both image and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_DIY_Post05_FB/IG_1080x1920
EPA041_BeAsbestosReady_P02_DIY_Post05_FB/IG_1080x1080

FORMAT

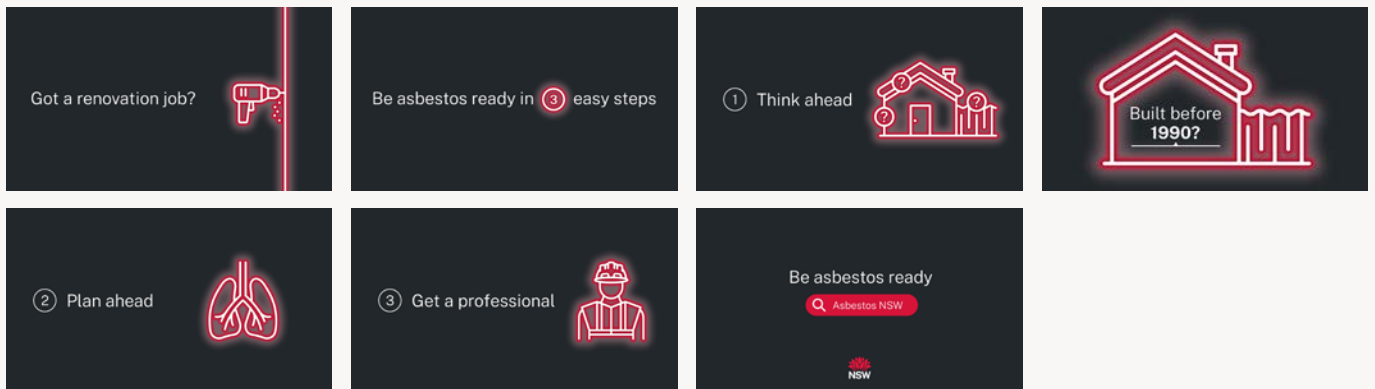
2x JPEG files

DIGITAL ASSETS

Social media video - Tradespeople

POST 1 – VISUALS

Facebook / Instagram video storyboard



POST 1 – COPY

Facebook / Instagram video post caption:

Planning to get on the tools? One in three homes contain asbestos. Follow three simple steps to help you to stay safe.

Be asbestos ready. Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the tradespeople target audience. Posts include both video and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_Tradespeople_Post01_FB/IG_Video_1920x1080

FORMAT

1x MP4 file

DIGITAL ASSETS

Social media posts - Tradespeople

POST 2 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 2 – COPY

Facebook / Instagram post caption:

If you're renovating a home built before 1990, be asbestos ready.

Think ahead: Is the home built before 1990? You can't tell if materials contain asbestos just by looking at them.

Plan ahead: Asbestos is dangerous when disturbed, so you shouldn't remove it yourself. Having a plan will save you money by avoiding delays and cost blow-outs.

Get a professional: A licensed asbestos professional will provide advice on how to protect everyone's health and help you proceed safely.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the tradespeople target audience. Posts include both image and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_Tradespeople_Post02_FB/IG_1080x1920

EPA041_BeAsbestosReady_P02_Tradespeople_Post02_FB/IG_1080x1080

FORMAT

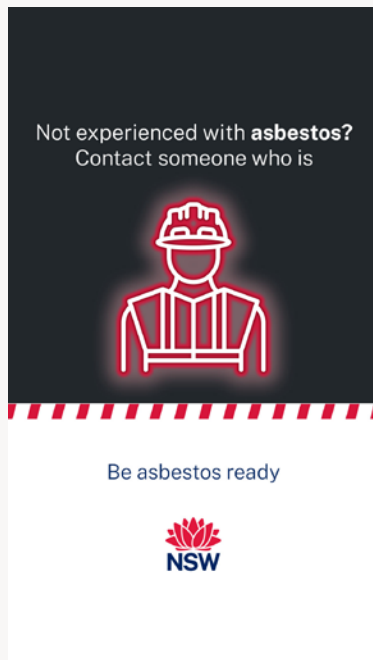
2x JPEG files

DIGITAL ASSETS

Social media posts - Tradespeople

POST 3 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 3 – COPY

Facebook / Instagram post caption:

If you're renovating a home built before 1990, a licensed asbestos professional will provide advice and help you proceed safely.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the tradespeople target audience. Asset options include a static image or an animated video for each format.

FORMAT

2x JPEG files
2x MP4 files

FILE NAME

EPA041_BeAsbestosReady_P02_Tradespeople_Post03_FB/IG_Static_1080x1920

EPA041_BeAsbestosReady_P02_Tradespeople_Post03_FB/IG_Static_1080x1080

EPA041_BeAsbestosReady_P02_Tradespeople_Post03_FB/IG_Video_1080x1920

EPA041_BeAsbestosReady_P02_Tradespeople_Post03_FB/IG_Video_1080x1080

DIGITAL ASSETS

Social media posts - Tradespeople

POST 4 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 4 – COPY

Facebook / Instagram post caption:

Planning ahead for asbestos will save you money down the track by avoiding any project delays or cost blow-outs.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the tradespeople target audience. Posts include both image and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_Tradespeople_Post04_FB/IG_1080x1920

EPA041_BeAsbestosReady_P02_Tradespeople_Post04_FB/IG_1080x1080

FORMAT

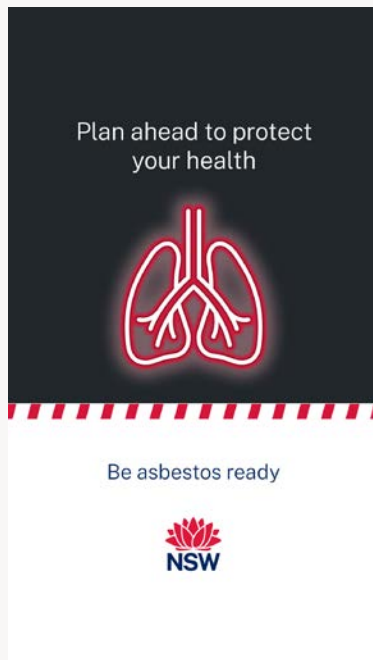
2x JPEG files

DIGITAL ASSETS

Social media posts - Tradespeople

POST 5 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



POST 5 – COPY

Facebook / Instagram post caption:

Don't risk your health or anyone else's. A licensed asbestos professional will provide advice and help.

Visit asbestos.nsw.gov.au

DESCRIPTION

Please post social media content proactively during the campaign period. Social media posts deliver awareness and education messages to the tradespeople target audience. Posts include both image and caption.

FILE NAME

EPA041_BeAsbestosReady_P02_Tradespeople_Post05_FB/IG_1080x1920

EPA041_BeAsbestosReady_P02_Tradespeople_Post05_FB/IG_1080x1080

FORMAT

2x JPEG files

02 | Print assets

Press Ads -DIY

Press Ads -Tradespeople

PRINT ASSETS

Press ad - DIY

Asbestos is in 1 in 3 homes across Australia

Is your home built **before 1990?**

Asbestos is dangerous to your health if damaged, disturbed or deteriorating.
Be safe and get help from a licensed asbestos professional.

Be asbestos ready


LEARN MORE


NSW
GOVERNMENT

DESCRIPTION

This press ad provides information DIYers need to know to keep safe from asbestos. It links to the asbestos.nsw.gov.au website or stakeholder organisation website for more detailed information.

FILE NAME

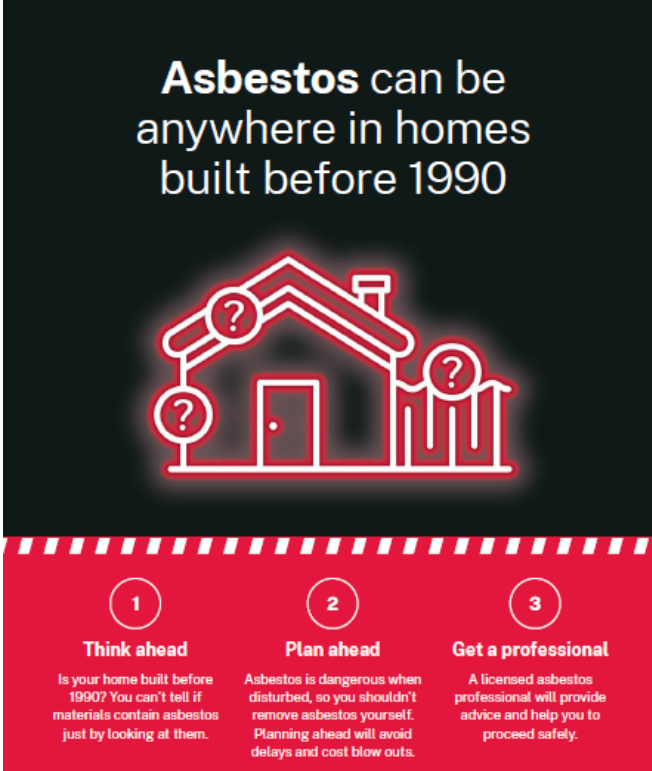
DBP335_Asbestos_1990_PressAd

FORMAT

1x Print-ready PDF and InDesign file

PRINT ASSETS

Press Ad - DIY



Asbestos can be
anywhere in homes
built before 1990



1
Think ahead
Is your home built before 1990? You can't tell if materials contain asbestos just by looking at them.

2
Plan ahead
Asbestos is dangerous when disturbed, so you shouldn't remove asbestos yourself. Planning ahead will avoid delays and cost blow outs.

3
Get a professional
A licensed asbestos professional will provide advice and help you to proceed safely.

Be asbestos ready



DESCRIPTION

This poster provides information DIYers need to know to keep safe from asbestos, in three steps. It links to the asbestos.nsw.gov.au website or stakeholder organisation website for more detailed information.

FILE NAME

DBP335_Asbestos_ThinkAhead_DIY

FORMAT

1x Print-ready PDF and InDesign file

PRINT ASSETS

Press Ad - DIY

Asbestos can be anywhere
in homes built before 1990

Be asbestos ready

LEARN MORE

NSW
GOVERNMENT

NSW GOVERNMENT BRAND ONLY

Asbestos can be anywhere
in homes built before 1990

Be asbestos ready

NSW
GOVERNMENT

LEARN MORE

Proudly working together to
manage asbestos

Dual-brand logo

CO-BRANDING OPTION

DESCRIPTION

This poster provides information DIYers need to know to keep safe from asbestos, in three steps. It links to the asbestos.nsw.gov.au website or stakeholder organisation website for more detailed information.

FORMAT

3 x Print-ready PDF and InDesign files
Available in A5, A4 and A0 sizes.
Minimum size A5

FILE NAME

Dual Brand
DBP261_A0_Asbestos_841x1189mm_Dual PRESS
DBP261_A4_Asbestos_210x197mm_Dual PRESS
DBP261_A5_Asbestos_148x210mm_Dual PRESS

NSW - Y ŷ
DBP261_A0_Asbestos_841x1189mm_PRESS
DBP261_A4_Asbestos_210x197mm_PRESS
DBP261_A5_Asbestos_148x210mm_PRESS

PRINT ASSETS

Press ad - DIY

Asbestos can be anywhere in homes built before 1990

1

Think ahead

Is your home built before 1990?
You can't tell if materials contain
asbestos just by looking at them.

2

Plan ahead

You shouldn't remove asbestos
yourself. Planning ahead will
avoid delays and cost blow outs.

3

Get a professional

A licensed asbestos professional
will provide advice and help you
to proceed safely.

Be asbestos ready



LEARN MORE



NSW GOVERNMENT BRAND ONLY

Asbestos can be anywhere in homes built before 1990

1

Think ahead

Is your home built before 1990?
You can't tell if materials contain
asbestos just by looking at them.

2

Plan ahead

You shouldn't remove asbestos
yourself. Planning ahead will
avoid delays and cost blow outs.

3

Get a professional

A licensed asbestos professional
will provide advice and help you
to proceed safely.

Be asbestos ready



LEARN MORE



Proudly working together to
manage asbestos

Dual-brand logo

CO-BRAND OPTION

DESCRIPTION

This poster provides information DIYers need to know to keep safe from asbestos, in three steps. It links to the asbestos.nsw.gov.au website or stakeholder organisation website for more detailed information.

FORMAT

3 x Print-ready PDF and InDesign files
Available in A5, A4 and A0 sizes.
Minimum size A5

FILE NAME

Dual Brand

DBOP261_A0_Asbestos_Red Advert_841x1189mm_Dual PRESS

DBOP261_A4_Asbestos_Red Advert_210x297mm_Dual PRESS

DBOP261_A5_Asbestos_Red Advert_148x210mm_Dual PRESS

NSW Gov Brand only

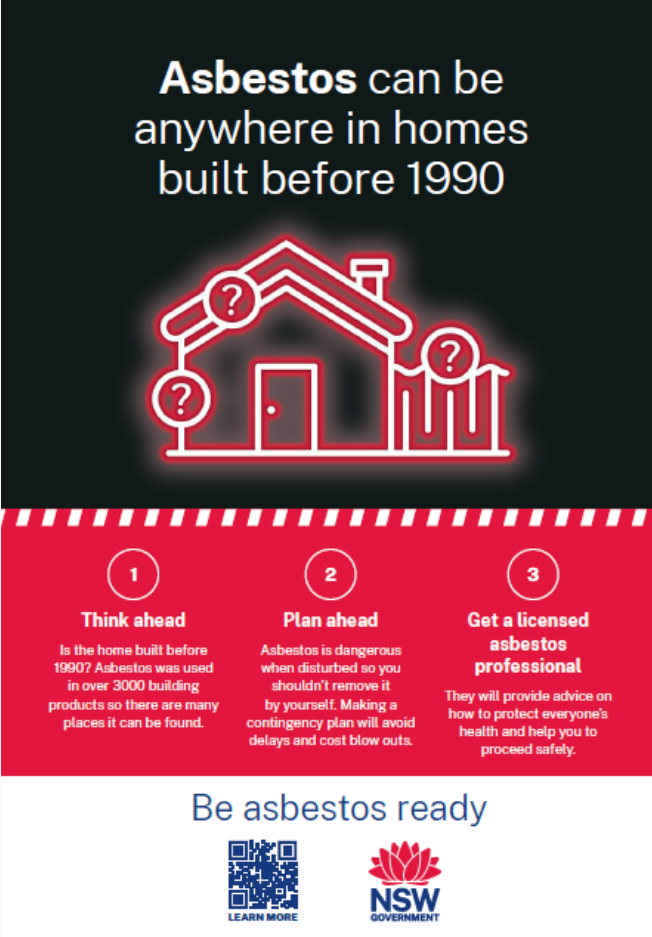
DBOP261_A0_Asbestos_Red Advert_841x1189mm_PRESS

DBOP261_A4_Asbestos_Red Advert_210x297mm_PRESS

DBOP261_A5_Asbestos_Red Advert_148x210mm_PRESS

PRINT ASSETS

Press ad - Tradespeople





Asbestos can be anywhere in homes built before 1990

1 Think ahead
Is the home built before 1990? Asbestos was used in over 3000 building products so there are many places it can be found.

2 Plan ahead
Asbestos is dangerous when disturbed so you shouldn't remove it by yourself. Making a contingency plan will avoid delays and cost blow outs.

3 Get a licensed asbestos professional
They will provide advice on how to protect everyone's health and help you to proceed safely.

Be asbestos ready

 [LEARN MORE](#) 

DESCRIPTION

This poster provides information tradespeople need to know to keep safe from asbestos, in three steps. It links to the asbestos.nsw.gov.au website or stakeholder organisation website for more detailed information.

FILE NAME

DBP335_A4_Tradies_Asbestos

FORMAT

1x Print-ready PDF and InDesign file
Minimum size A4

03 | Written assets

eDM banner

Newsletter copy - DIY

Newsletter copy - Tradespeople

Email signature

WRITTEN ASSETS

eDM banner



DESCRIPTION

This banner can be used as a header for an eDM newsletter (e.g. using MailChimp) to provide campaign brand consistency and accompany the supplied newsletter copy.

FILE NAME

EPA041_Asbestos_eDMBanner_1200x842.jpg

FORMAT

1x JPEG and Photoshop file

WRITTEN ASSETS

Newsletter - DIY

EXAMPLE



Example of an eDM banner and newsletter copy in bulk email program template.

COPY

Asbestos is found in 1 in 3 homes across Australia

If your home was built before 1990, it could contain asbestos. Asbestos can be found throughout the home, in walls, bathrooms, ceilings, floors, laundries, kitchens, roofs, fences and garages. Asbestos is dangerous when damaged, disturbed or deteriorating so you shouldn't remove it yourself. Four times more people die from asbestos related diseases annually than on our roads. If you're looking to renovate, planning ahead will help avoid delays and cost blow outs.

Be Asbestos Ready

Before you begin a renovation, please follow these three simple steps.

- 1. Think ahead:** Remember that asbestos was used in over 3000 building products and can be found throughout the home.
- 2. Plan ahead:** Exposure to asbestos fibres can cause cancer. Fibres from disturbed, damaged or deteriorating asbestos are easily inhaled and can be a health risk. There's no fast or easy way to remove it, so plan ahead to avoid delays and cost blow outs.
- 3. Get a professional:** Please don't risk your health, or anyone else's health. If you're renovating, start by contacting a licensed asbestos professional if you aren't trained to locate, manage or remove it.

For more information on asbestos safety, visit asbestos.nsw.gov.au

DESCRIPTION

The newsletter copy raises awareness of the prevalence of asbestos in Australian homes and the simple steps to take to stay safe when doing home renovations or maintenance. Use this newsletter copy, with the eDM banner, to send a bulk email program or publish in a company newsletter accompanied by a press ad.

FILE NAME

EPA041_BeAsbestosReady_Newsletter_Tradespeople_Copy
EPA041_Asbestos_eDMBanner_1200x842.jpg

FORMAT

1 x Word doc. file
1 x JPEG file

WRITTEN ASSETS

Newsletter - Tradespeople

EXAMPLE



Example of an eDM banner and newsletter copy in bulk email program template.

COPY

Asbestos is found in 1 in 3 homes across Australia

If you're renovating a home built before 1990, it may contain asbestos. Asbestos is dangerous when damaged, disturbed or deteriorating so you shouldn't remove it yourself. Four times more people die from asbestos related diseases annually than on our roads. If you're working on a property discuss with your client a plan to protect your health, avoid delays and cost blow outs, if asbestos is found.

Be Asbestos Ready

Before you begin a renovation, please follow these three simple steps.

- 1. Think ahead:** Australia has one of the highest rates of asbestos-related diseases in the world, including cancer. So, if the home you are working on was built before 1990, remember that asbestos might be found. It was used in over 3000 building products.
- 2. Plan ahead:** Asbestos is dangerous when disturbed, so you shouldn't remove asbestos yourself. Making a contingency plan in case asbestos is found will avoid delays and cost blow outs.
- 3. Get a licensed asbestos professional:** They will provide advice on how to protect everyone's health and help you proceed safely.

For more information on asbestos safety, visit asbestos.nsw.gov.au

DESCRIPTION

The newsletter copy raises awareness of the prevalence of asbestos in Australian homes and the simple steps to take to stay safe when doing home renovations or maintenance. Use this newsletter copy, with the eDM banner, to send a bulk email program or publish in a company newsletter accompanied by a press ad.

FILE NAME

EPA041_BeAsbestosReady_Newsletter_Tradespeople_Copy
EPA041_Asbestos_eDMBanner_1200x842.jpg

FORMAT

1 x Word doc. file
1 x JPEG file

WRITTEN ASSETS

Email signature



DESCRIPTION

These email signatures can be used as a sign off for emails under the sender's contact details. Please link the banner directly to asbestos.nsw.gov.au

FILE NAME

EPA041_BeAsbestosReady_P02_Email Signature_V1_600x200
EPA041_BeAsbestosReady_P02_Email Signature_V2_600x200

FORMAT

2x JPEG files



NSW Environment Protection Authority on behalf
of the NSW Asbestos Coordination Committee (NACC)
asbestoscoordination@epa.nsw.gov.au

asbestos.nsw.gov.au

Be asbestos ready

