



Stakeholder Pack

Asbestos Awareness Campaign

November 2024 – June 2025



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NSW Asbestos Coordination Committee (NACC)

The NSW Asbestos Coordination Committee (NACC) works to improve the management, monitoring and response to asbestos issues in NSW through collaboration and programs.

Several NSW state agencies and other organisations collaborate through the NACC and is proudly supported by the NSW Environment Protection Authority.

The Asbestos Awareness campaign is supported by the NACC, with the intention to direct people to the NSW Asbestos website asbestos.nsw.gov.au.

For any assistance with the information provided, contact the NSW EPA Asbestos Coordination Team

E: asbestoscoordination@epa.nsw.gov.au

P: 131 555

Asbestos Awareness Campaign

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

The campaign continues to challenge complacency from DIYers, volunteer handypeople and tradespeople that the danger of asbestos is still very present.

The campaign aims to raise awareness of the health risks associated with asbestos exposure, where someone could encounter it, and has a stronger focus this year to encourage people to contact a licensed asbestos professional.

A statewide advertising campaign will run in 2 bursts:

- November-December 2024
National Asbestos Awareness Week is 25 Nov - 1 Dec 2024
- February – April 2025

Stakeholders play an important role raising awareness of asbestos risks in their local communities and amplifying the campaign through owned channels.

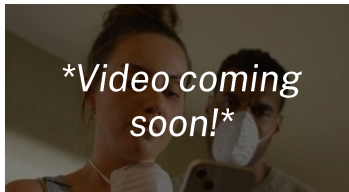
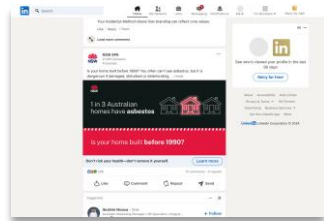
This stakeholder campaign pack contains a variety of creative assets that can be used in your owned and local communications channels. Additional will assets (video, radio) will also be made available in early November 2024.

We encourage you to begin rolling out these assets from November 2024 (especially for *National Asbestos Awareness Week*) and continue using these assets **until 30 June 2025**.

[Download assets](#)

Campaign Assets Overview

Social Media



Email



Print



Radio



Radio coming soon!

Stakeholder Campaign Assets – Social Media

Social Media Images

- Meta Portrait 1080x1350
- Meta Story Post 1 & 2
- Meta Square 1080x1080
- LinkedIn Horizontal 1200x628
- LinkedIn Square 1200x1200
- LinkedIn Vertical 960x1200

Social Media Post Supporting Copy

Did you know 1 in 3 Australian homes have asbestos?

You can't tell if materials contain asbestos just by looking at them. Asbestos is dangerous if damaged, disturbed or deteriorating.

Don't try to remove it by yourself, get a licensed asbestos professional.

Social Media Post Click-Thru Link <https://www.asbestos.nsw.gov.au/>

Social Media Post Recommended Hashtags

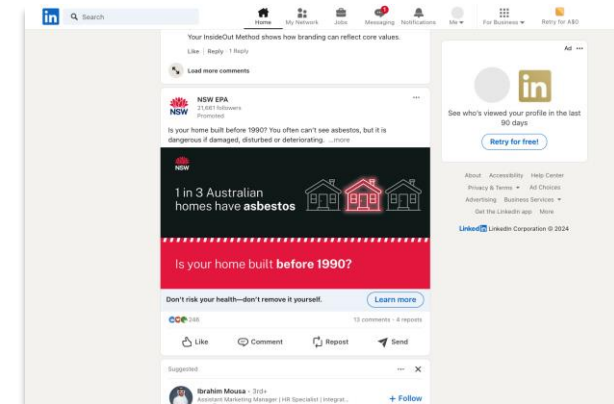
Campaign: #asbestosawareness #beasbestosready #asbestos #asbestossafety #planforasbestos

DIY: #diy #renovation #homeimprovement #kitchenrenovation #bathroomrenovation #interiordesign #renovationideas #diyproject #planforasbestos

Tradies: #tradies #construction #plumber #tradesmen #electrician #builder #tradeswoman #plasterer #carpentry #maintenance #roofer



Meta Stories Example



LinkedIn Example

Stakeholder Campaign Assets – Email

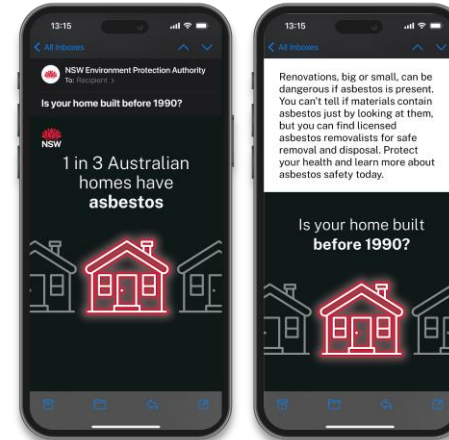
Email Images

- EDM Banner 600x730
- EDM Content Block 600x600
- EDM Signature Banner

Email Supporting Copy

Is your home built before 1990? Renovations or DIY projects can be dangerous if asbestos is present. You can't tell if materials contain asbestos just by looking at them, but you can get a licensed asbestos professional to identify, safely remove and dispose of it.

EDM Click-Thru Link <https://www.asbestos.nsw.gov.au/>



EDM Example



Email Signature Example

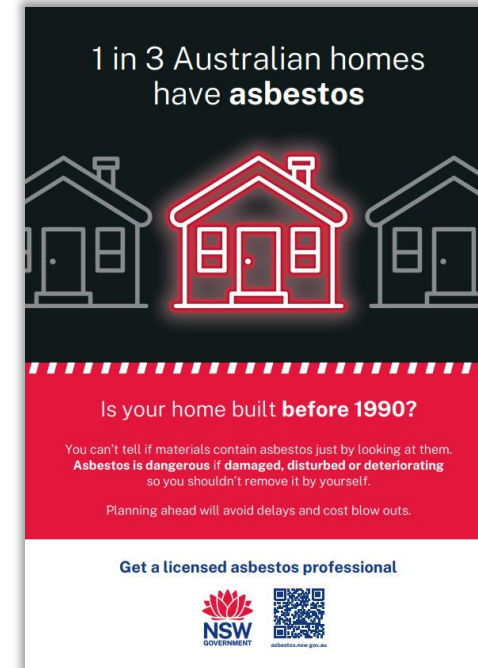
Stakeholder Campaign Assets – Print

Print-Ready PDFs

- Portrait A0
- Portrait A4
- Portrait A5
- Quarter Page Vertical 134x188
- Landscape A4
- Landscape A5
- Third Page Horizontal 270 x 124



Quarter Page Vertical Newspaper Example



Portrait



Landscape

Stakeholder Campaign Assets – National Asbestos Awareness Week (25 Nov – 1 Dec 2024)

Social Media

- Meta Portrait 1080x1350
- Meta Portrait Stories 1080x1920
- LinkedIn Horizontal 1200x620
- LinkedIn Vertical 960x1200



Email

- Email Signature Banner



Print

- A4 Portrait
- A4 Landscape



Thank You

