



Watch for the Warnings – Australian Warning System Campaign

Background

From 1 November 2023, Queensland is implementing the Australian Warning System (AWS) across five hazards (bushfire, heatwave, flood, cyclone and storm) changing the way people are alerted to natural disaster events.

The new AWS means that warnings will be consistent across the country and across hazards, making it easier to follow and understand. Every warning will have an icon that tells you what the hazard is, a colour that identifies the warning level, and actions people need to take to be safe.

Target Audience

We want to share this message with all Queenslanders as everyone may be affected by one or more hazards in their local area or while travelling.

Timing

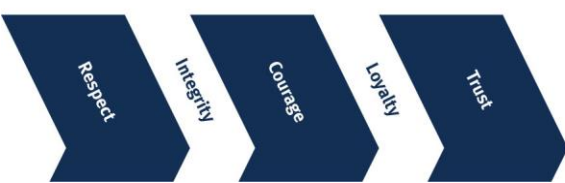
To support the change, QFES will run an Australian Warning System advertising campaign from 12 November 2023 until mid-February 2024.

Key Messages

- Queensland is a state of extremes.
- It's important to Watch for the Warnings.
- Yellow means Advice. An incident has started. There is no immediate danger. Stay up to date in case the situation changes.
- Orange means Watch and Act. There is a heightened level of threat. Conditions are changing and you need to start taking action now to protect you and your family.
- Red means Emergency Warning. This is the highest level of warning. You may be in danger and need to take action immediately. Any delay puts your life at risk.
- Find out more qfes.qld.gov.au/aws

Media Channels

- Catch-up TV
- Online video
- YouTube
- OOH
- Meta
- Digital display
- Radio – including translated ads in Mandarin, Punjabi, Hindi, Vietnamese, Cantonese and Korean
- Digital audio



Show your support

As Queenslanders, we're aware we live in a state of extremes. The current bushfire season shows how important it is for the public to know what's happening and what to do during hazards and emergencies.

Queensland Fire and Emergency Services needs your help to raise awareness of these new warnings. You can do this by sharing campaign information and materials through your communications channels.

Campaign materials

Download campaign assets from the [Communications Toolkit](#).

Videos

Video files are available in our Communications Toolkit. (Please note that videos are only available for use until February 2024).

You can also share the campaign videos online.

15 second <https://youtu.be/xQyN7Hag-qM>

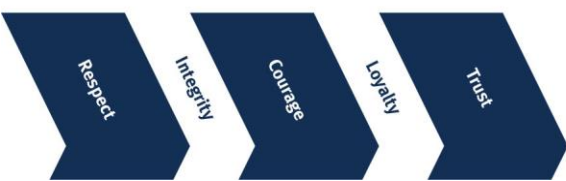
30 second <https://youtu.be/QvQjQf7uXcc>

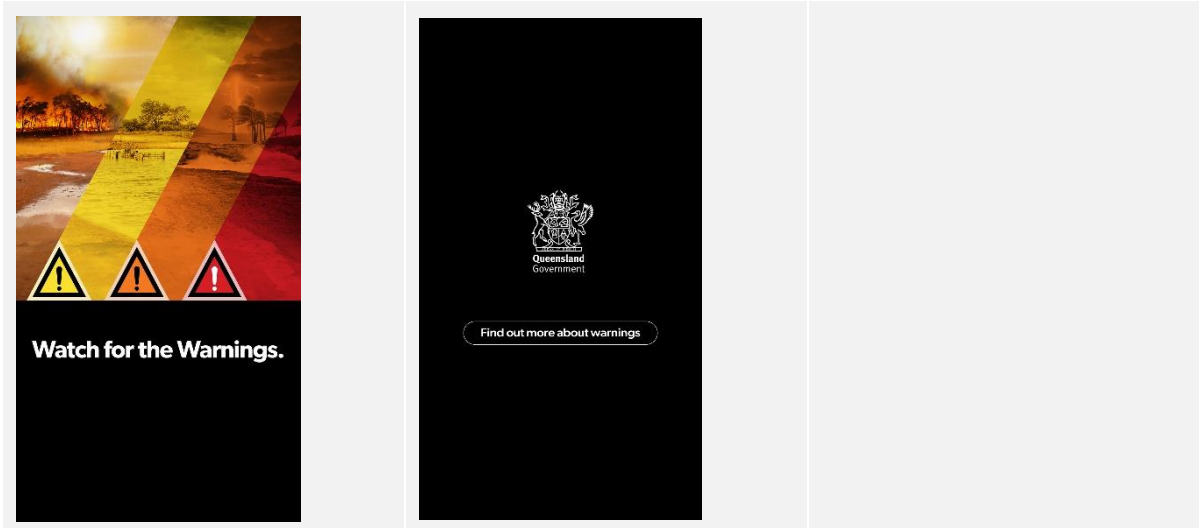
Social media

Images that can be used in your social feed, stories and carousels are available in the Communications Toolkit.

Suggested copy: Queensland is a state of extremes. That's why it's extremely important to Watch for the Warnings. Then take action.

CTA URL: qld.gov.au/aws



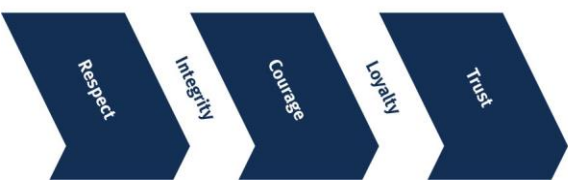


Facebook/Insta In-feed

<p>Watch for the Warnings</p>		<p>Queensland is a state of extremes. That's why it's extremely important to Watch for the Warnings. Then take action.</p> <p>CTA URL: qld.gov.au/aws</p>
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Facebook Carousel (Set of five to be used together)

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Internal assets

A range of additional assets are also available.

- Email signature
- OOH in various sizes
- Screensaver
- Posters
- Pull up banner

For more information

If you would like more information or have any queries, please contact Shannon McBride on 07 3635 3402 or shannon.mcbride@qfes.qld.gov.au.

