

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



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

State and territory asbestos information websites:

National	Asbestos Safety and Eradication Agency
ACT	Asbestos - WorkSafe ACT
NSW	Asbestos.nsw.gov.au
NT	Asbestos.nt.gov.au
QLD	Asbestos.qld.gov.au
VIC	Asbestos.vic.gov.au
TAS	Asbestos - WorkSafe TAS
WA	Asbestos - Frequently asked questions Department of Mines, Industry Regulation and Safety (commerce.wa.gov.au)

Written assets

DOWNLOAD WRITTEN ASSETS



Don't cut corners with asbestos

Asbestos waste and disposal – do it the right way

Illegally dumped or illegally disposed asbestos is a risk to workers, the public and the environment.

- To prevent exposure, all asbestos waste must be disposed of at a landfill site licensed to accept asbestos waste.
- There are strict laws relating to illegal dumping and heavy penalties for wrongdoers.
- On the spot fines can apply for disposing of asbestos in kerbside bins.
- 97% of the Australian population lives within 40 metres from a kerbside bin.
- Asbestos waste must be double-wrapped in 200-micron thick plastic, sealed and labelled for disposal and the licensed facilities often require prior notice or bookings to be made.
- It is not recommended that you handle, remove or dispose of asbestos yourself. It is easier, safer and often cheaper to get a professional to do the job for you.
- Asbestos that is not disposed of properly puts waste management workers and the community at risk of exposure to asbestos fibres.
- A licensed asbestos removalist has the training and the equipment needed for the safe handling, removal and disposal of asbestos. They will usually include the cost of disposing of the asbestos waste legally with the cost of removal.
- Licensed asbestos removalists are listed on your Work Health and Safety Regulator's website (WorkSafe or SafeWork in your state or territory).
- Search for a licensed disposal facility at asbestosaustralia.gov.au

Impacts of not doing it the right way:

- Individuals/businesses:** risks to future health, fines and penalties
- Workers and the public (e.g. waste management workers, neighbours):** fear of exposure and risks to future health
- Local governments:** clean-up costs
- Regulatory authorities:** investigation and law enforcement
- Government:** long term health costs
- The environment:** soil contamination

THINK TWICE ABOUT ASBESTOS asbestosaustralia.gov.au

Fact sheet

Don't cut corners with asbestos

[Insert date / XX November 2022]

National Asbestos Awareness Week 2022: Think twice about asbestos disposal – do it the right way.

In 2022, National Asbestos Awareness Week (21-27 November) reminds Australians to **Think Twice About Asbestos**. This year, the campaign asks individuals and businesses to **'do it the right way'** by ensuring the proper and lawful disposal of asbestos.

An estimated 4,000 Australians die annually from asbestos-related diseases, which is nearly four times the annual road toll. Asbestos is still present in millions of homes, as well as public and commercial buildings. Many buildings constructed before 1990 still contain asbestos. In fact, across Australia, asbestos is in 1 in 3 homes.

[Insert organisation name] is one of hundreds of organisations working towards an Australia free of asbestos-related diseases.

"Australia still has one of the highest death rates of asbestos-related diseases in the world," said [Insert Title / Name].

To prevent exposure and eliminate asbestos-related diseases in Australia, all asbestos waste must be disposed of at a landfill site licensed to accept asbestos waste.

This is why we are asking all Australians to do it the right way when it comes to asbestos disposal.

Alarmingly, research has shown that over a third of those who have encountered asbestos during a DIY project or renovation admitted to illegal and dangerous disposal – mostly in their own or a neighbour's household bin.

Also alarming, is the illegal dumping of asbestos waste in the environment or at sites not licensed to accept asbestos waste.

"Both the intentional illegal dumping of asbestos and the often-unintentional improper disposal of asbestos waste in kerbside bins has serious and far-reaching consequences," [Insert Title, Name, Organisation] said.

Illegally dumped or improperly disposed asbestos is a risk to workers, the public and the environment.

THINK TWICE ABOUT ASBESTOS Media Contact: [Name / Title] P: [Phone number] E: [Email address]

Media release

Don't cut corners with asbestos

Dear [editor],

This year's National Asbestos Awareness Week (21-27 November 2022) reminds Australians to **Think Twice About Asbestos**. This year, the campaign asks individuals and businesses to **'do it the right way'** by ensuring the proper and lawful disposal of asbestos.

Asbestos is still present in millions of homes, as well as public and commercial buildings. Many buildings constructed before 1990 still contain asbestos. In Australia, asbestos is in 1 in 3 homes.

To prevent exposure, all asbestos waste must be disposed of at a landfill site licensed to accept asbestos waste.

Illegally dumped or improperly disposed asbestos is a risk to workers, the public and the environment. The impact of illegal dumping extends far beyond health and the environment costing taxpayers millions each year in clean-up costs. Illegally dumped asbestos drains public resources, resources that could be better spent on vital services the community needs.

There are strict laws to deter illegal dumping and heavy penalties for wrongdoers. On-the-spot fines can apply for disposing of asbestos improperly such as in kerbside or skip bins.

People working on homes built before 1990 can find out how to remove and dispose of asbestos the right way by contacting a professional asbestos removalist.

Licensed asbestos removalists are listed on [Insert your state or territory's WorkSafe or SafeWork website], and you can find your nearest licensed disposal facility at www.asbestosaustralia.gov.au/who-should-research-disposal-facilities.

Yours sincerely,
[Insert name and organisation]

THINK TWICE ABOUT ASBESTOS Media Contact: [Name / Title] P: [Phone number] E: [Email address]

Letter to the editor

Company email header

Illegal asbestos disposal is a crime

THINK TWICE ABOUT ASBESTOS

Illegally dumped or improperly disposed asbestos is a risk to workers, the public and the environment.

This year's National Asbestos Awareness Week (21-27 November 2022) reminds Australians to **Think Twice About Asbestos**. This year, the campaign asks individuals to **'do it the right way'** by ensuring the proper and lawful disposal of asbestos.

Across Australia asbestos is in 1 in 3 homes.

If your home was built before 1990, asbestos can still be found anywhere inside or outside the house.

[Find out more](#)

To keep workers and the community safe, there are specific rules for disposing of asbestos waste. All asbestos waste must be double-wrapped in 200-micron thick plastic, sealed and labelled for disposal at a licensed facility.

There are strict laws to deter illegal dumping and heavy penalties for wrongdoers. On the spot fines can apply for disposing of asbestos improperly such as in kerbside or skip bins.

It is not recommended that you handle, remove or dispose of asbestos yourself. It is easier, safer and often cheaper to get a professional to do the job for you. They will usually include the cost of disposing of the asbestos waste legally with the cost of removal.

You can find a licensed asbestos removalist on [Insert your state or territory's WorkSafe or SafeWork website], and your nearest licensed disposal facility at [www.asbestosaustralia.gov.au/who-should-research-disposal-facilities](#).

[Search licensed facilities](#)

Protect yourself, your community and the environment by thinking twice about asbestos and always disposing of it the right way.

Company email footer

Illegal asbestos disposal is a crime

THINK TWICE ABOUT ASBESTOS

Don't cut corners with asbestos

THINK TWICE ABOUT ASBESTOS

eDM banners
graphics for newsletters

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

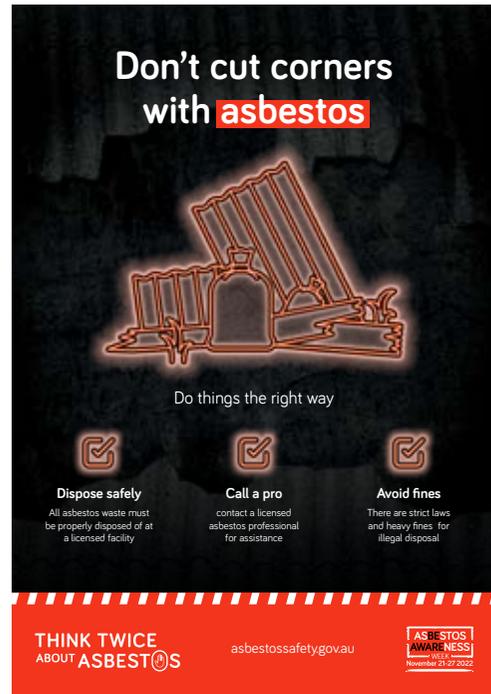
Print assets

(Posters)

DOWNLOAD POSTERS 



Owner/Occupiers



Trades

Print assets

(Press ads)

DOWNLOAD PRESS ADS 

There's no DIY
in **asbestos**



Do things the right way and contact a **licensed asbestos removalist** for safe removal and disposal.

THINK TWICE
ABOUT ASBESTOS

asbestosafety.gov.au

ASBESTOS
AWARENESS
WEEK
November 21-27 2022

Owner/Occupiers

There's no DIY
in **asbestos**



Do things the right way and contact a **licensed asbestos removalist** for safe removal and disposal.

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asbestosafety.gov.au

ASBESTOS
AWARENESS
WEEK
November 21-27 2022

Don't cut corners
with **asbestos**



Always dispose of **asbestos** at a licensed facility.
Heavy fines apply for illegal disposal.

THINK TWICE
ABOUT ASBESTOS

asbestosafety.gov.au

ASBESTOS
AWARENESS
WEEK
November 21-27 2022

Trades

Don't cut corners
with **asbestos**



Always dispose of **asbestos** at a licensed facility. Heavy fines apply for illegal disposal.

THINK TWICE
ABOUT ASBESTOS

asbestosafety.gov.au

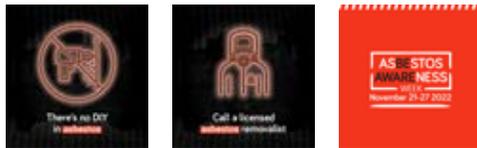
ASBESTOS
AWARENESS
WEEK
November 21-27 2022

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

F2

Headline: Call a pro

Description: asbestossafety.gov.au

F3

Headline: Think twice about asbestos

Description: 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

F2

Headline: Heavy fines apply

Description: asbestossafety.gov.au

F3

Headline: Think twice about asbestos

Description: 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

F2

Headline: Keep your community safe

Description: asbestossafety.gov.au

F3

Headline: Dispose safely

Description: asbestossafety.gov.au

F4

Headline: Think twice about asbestos

Description: 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

F2

Headline: Call a pro

Description: asbestossafety.gov.au

F3

Headline: Think twice about asbestos

Description: 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

F2

Headline: Avoid fines

Description: asbestossafety.gov.au

F3

Headline: Think twice about asbestos

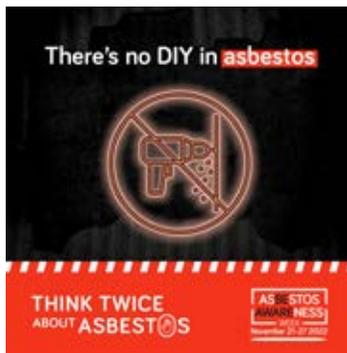
Description: asbestossafety.gov.au

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.

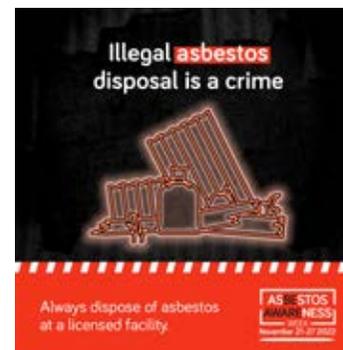
Visit asbestossafety.gov.au to find out more.



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.



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.

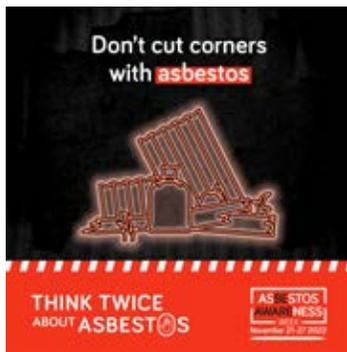
Visit asbestossafety.gov.au to find out more.

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.

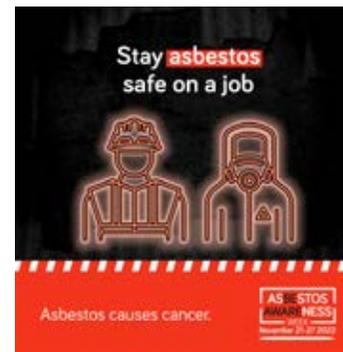
Use our handy checklist to plan ahead:

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 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.

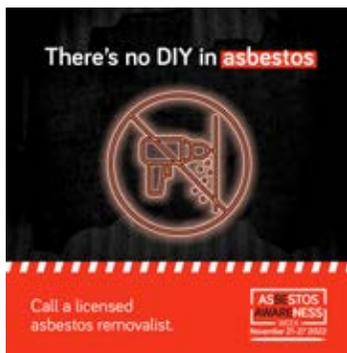
Visit asbestossafety.gov.au to find out more.

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



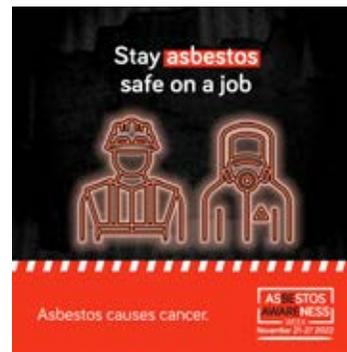
Post copy:

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

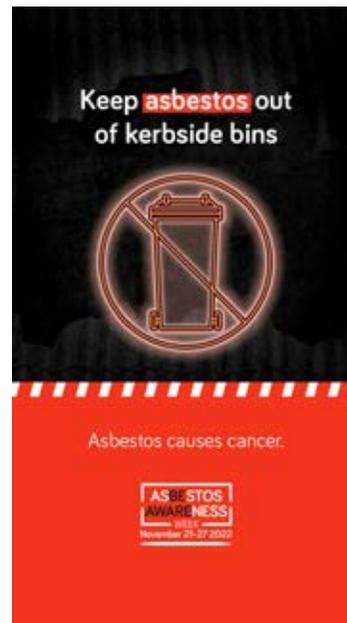
(Stories)

DOWNLOAD SOCIAL ASSETS 

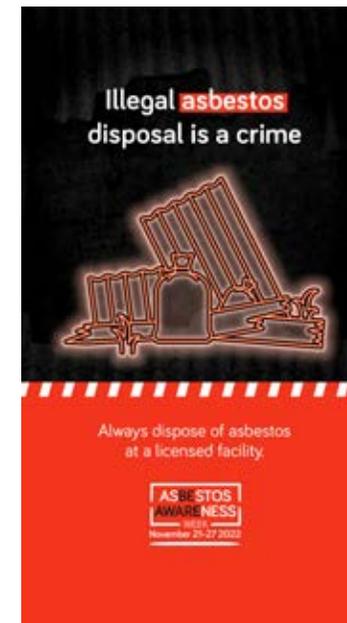
Owner/Occupiers



CTA: [Learn more](#)



CTA: [Learn more](#)



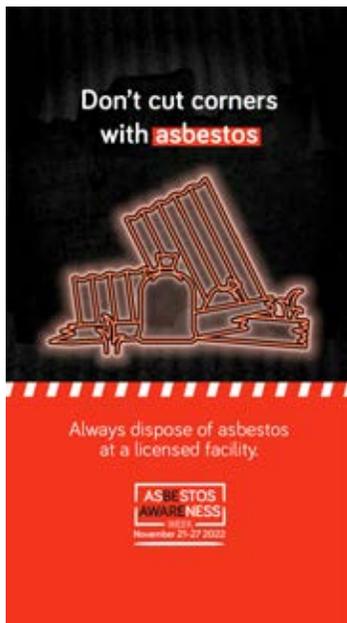
CTA: [Learn more](#)

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

Phone: 1300 326 148

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asbestossafety.gov.au