







FACTSHEET 3: Asbestos communications tips for councils

- 1. Make it everywhere**
Include asbestos information on all relevant webpages, including waste, public health, community safety, demolition, building and other trades e.g., plumbing and electrical.
- 2. Make it comprehensive and consistent**
Ensure residents receive the same comprehensive asbestos information, no matter which council webpage they access it on.
- 3. Make it easy to find**
Minimise the number of clicks required to find asbestos-related information and aim for asbestos to come up in web searches by residents through search engine optimisation.
- 4. Make it current**
Ensure any weblinks to external bodies or resources are up-to-date and unbroken.
- 5. Make it relevant**
Link prominently to your state or territory's asbestos website e.g., www.asbestos.nsw.gov.au
- 6. Make it engaging**
Ensure content is simple, clear and well laid-out. Consider using icons and simple graphics to aid those with low English literacy.
- 7. Make it last**
Consider including downloadable material that residents can keep and refer to.



What should councils do?

Provide persistent communications with key messages:

-  'many homes built before 1990 contain asbestos'
-  'asbestos can be anywhere inside or outside the home'
-  'it is best to leave asbestos removal and disposal to an asbestos professional'
-  'asbestos waste must be disposed of at a site that is licensed to accept it'

REMEMBER:

You can **use existing information and materials** developed by relevant state/territory or national bodies, by providing links to relevant webpages.



Consistent messaging

Asbestos risk

communication guidelines

are available from ASEA. These guidelines are for anyone who has to communicate about asbestos risk with the public, and includes principles for producing clear, consistent and complementary communication messages.



Who should councils target?

Analyse the characteristics of your local community (e.g., using relevant demographic information from [ABS QuickStats](#)), to determine the optimal website communication strategy.



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