



## How to use the 'Asbestos page' template for council websites

This template has been designed by the Asbestos and Silica Safety and Eradication Agency (ASSEA) for use by councils to harmonise the asbestos information being provided to the public (your residents) across Australia. Councils are on the frontline of asbestos management and safety, and our [research](#) shows that councils are viewed as a key source of trusted information on asbestos risk control, and as such providing accurate and up-to-date information about asbestos safety and management is essential. Asbestos is a highly emotive issue that can quickly escalate and cause public alarm, so it is important for communicators to know how to relay the risk of harm effectively, to address and allay public concern.

ASSEA has developed [communication guides](#) that use model language designed to communicate key asbestos information with the aim of achieving nationally consistent messaging. These guides contain verified information about asbestos to remove variations in public information, which often acts as a barrier to achieving good public health outcomes. The guides were developed in consultation with a broad range of stakeholders, including government departments, individuals, peak bodies, trade unions, victim support groups, industry and councils.

### Actions to make the template more effective

- ☐ One (1) dedicated landing page for 'asbestos' that houses all the designated content.
- ☐ Search engine functionality set-up to enable searches of the word 'asbestos' to take users directly to this 'asbestos page'.
- ☐ Link all other related pages on your council website to the 'asbestos page', such as environmental health, waste management, and planning and development, where relevant.
- ☐ 'Asbestos page' has either 'twisties' (collapsible sections headings) or section headings with more detailed content below. This enables users to easily find the particular asbestos related information they are after in one place. The template displays how this might look.
- ☐ **Black text** is to be copied and pasted into your 'asbestos page'.
- ☐ *Italicised text* is to provide guidance in particular sections as to actions and subject matter, and where councils will need to tailor the information as relevant for residents.



Refer also to the website communications tips for councils:

[Factsheet 3 Asbestos communications tips for councils \(asbestossafety.gov.au\)](https://asbestossafety.gov.au/factsheet-3-asbestos-communications-tips-for-councils)