



Steph Cooke

Minister for Emergency Services and Resilience
Minister for Flood Recovery

Mark Coure

Minister for Multiculturalism
Minister for Seniors

MEDIA RELEASE

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****Campaign videos available [here](#)*

NEW SES CAMPAIGN IN SIX LANGUAGES

A new public information campaign focused on diverse communities in flood-prone areas has been launched by the NSW State Emergency Service (SES).

Minister for Emergency Services and Resilience and Minister for Flood Recovery Steph Cooke said the new messaging includes video content and covers social media, radio and multicultural community newspapers.

“The campaign has been developed in the six languages of Arabic, Cantonese, Farsi, Korean, Mandarin and Punjabi to help culturally and linguistically diverse communities around the Hawkesbury-Nepean Valley understand what to do in the event of a flood,” Ms Cooke said.

“It’s important people in flood-prone areas understand SES advice so they’re aware of the dangers of severe weather events and are ready to respond when flooding does occur.”

Minister for Multiculturalism Mark Coure said the campaign was another example of the NSW Government’s commitment to ensuring everyone has access to important information.

“As a multicultural society, it’s crucial we provide clear and concise information about what they should do in an emergency, which ultimately helps them become more resilient,” Mr Coure said.

The campaign’s key messages include:

- It’s not safe to stay at home when subject to an evacuation order;
- It’s not safe to drive through floodwater;
- It’s important to listen to SES warnings and keep up to date with advice; and
- Know how to prepare an emergency ‘get ready to go’ kit.

SES Commissioner Carlene York said the campaign covers a variety of media channels to keep people safe.

“This campaign is really important to target locals in the Hawkesbury-Nepean Valley who speak languages other than English, and some of whom have experienced multiple floods in the past 18 months,” Commissioner York said.

“It’s great we now have tailored content in multiple languages so that it is as accessible and relevant as possible. This is just one of the steps we have taken to communicate how to prepare and keep safe during a flood.”

This campaign builds on previous public information campaigns delivered to communities in the Hawkesbury-Nepean Valley in 2019, 2020 and 2021, and is being delivered under the Hawkesbury-Nepean Valley Flood Risk Management Strategy coordinated by Infrastructure NSW.

More information is available at www.ses.nsw.gov.au/languages and www.ses.nsw.gov.au/yourfloodplan.

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