

**HAWKESBURY-NEPEAN VALLEY
MULTICULTURAL CAMPAIGN**

STAKEHOLDER PACK

**'KNOW YOUR RISK' AND 'WHAT'S YOUR PLAN?'
FLOOD AWARENESS CAMPAIGNS**

KEY MESSAGES AND CAMPAIGN ASSETS

JUNE 2025



CONTENTS

1. Introduction
2. What you can do to help
3. Key messaging
4. 'Know Your Risk' campaign assets
5. 'What's Your Plan?' campaign assets
6. More translated information

INTRODUCTION

New South Wales State Emergency Service, in conjunction with Infrastructure NSW have developed an awareness raising campaign in multiple languages with information for Hawkesbury-Nepean Valley region residents.

The translated assets included in this kit are part of the effort to ensure that residents of the Hawkesbury-Nepean Valley region are aware and informed of the risk of flooding in their area.

As a key stakeholder with important connections across multicultural communities in the region, we ask for your support in sharing this information widely through your networks.

Thank you in advance.

WHAT YOU CAN DO TO HELP

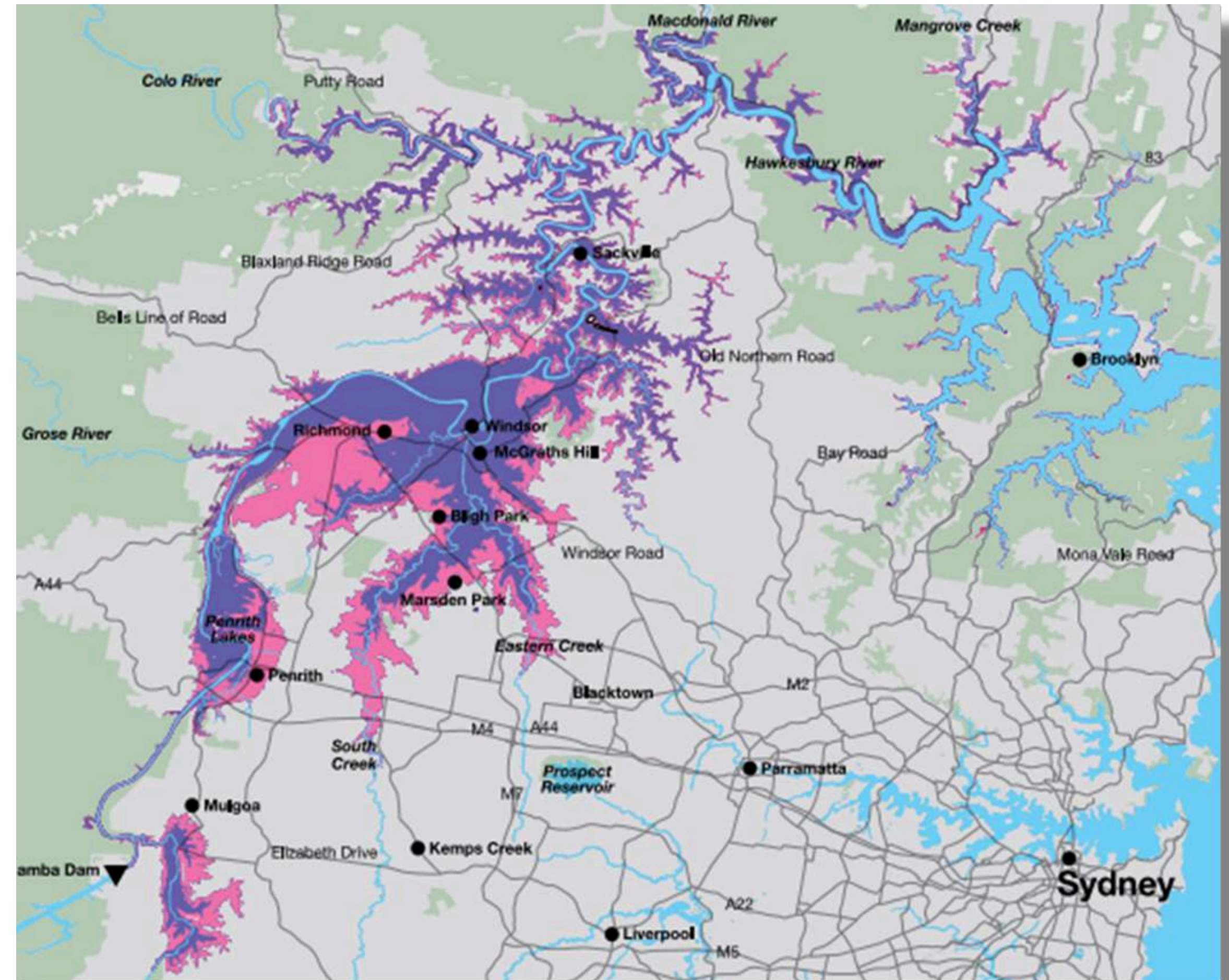
We encourage you to share the materials contained in this Stakeholder Kit with your community either in print or via email and social media, or through messaging apps such as WhatsApp, WeChat, Messenger and others.

We also encourage you to direct organisations and community leaders to the [NSW SES website](#) for more useful in-language resources. Resources in this Stakeholder Pack are also available on this website.

UNDERSTANDING FLOOD RISKS

The Hawkesbury Nepean has the highest unmitigated flood risk in NSW, if not Australia.

The area covers 4 main Local Government Areas – Hawkesbury, Penrith, Blacktown and The Hills.



FLOODS IN THIS VALLEY ARE DANGEROUS DUE TO THEIR SCALE AND EXTENT

Floods in the valley form with short lead times meaning residents can have short timeframes to be ready to evacuate to safety.

Residents can be affected even if floodwater doesn't come into their home, as roads and services can be cut.

It is important residents evacuate if requested by the NSW SES.



KEY MESSAGING

The key objectives of these in-language assets are:

- To inform culturally and linguistically diverse (CALD) residents of the Hawkesbury-Nepean region of the risk of flooding in their local area.
- To provide residents with practical tips on how to prepare for floods.
- To direct residents at risk of flooding to further in-language information.
- To improve the understanding and adherence of CALD communities to flood warnings and evacuation directives in the case of flooding.
- To reduce the disproportionate impacts of flooding on multicultural communities in the Hawkesbury-Nepean region.

'KNOW YOUR RISK' CAMPAIGN ASSETS



FLYERS (148 x 210 mm)

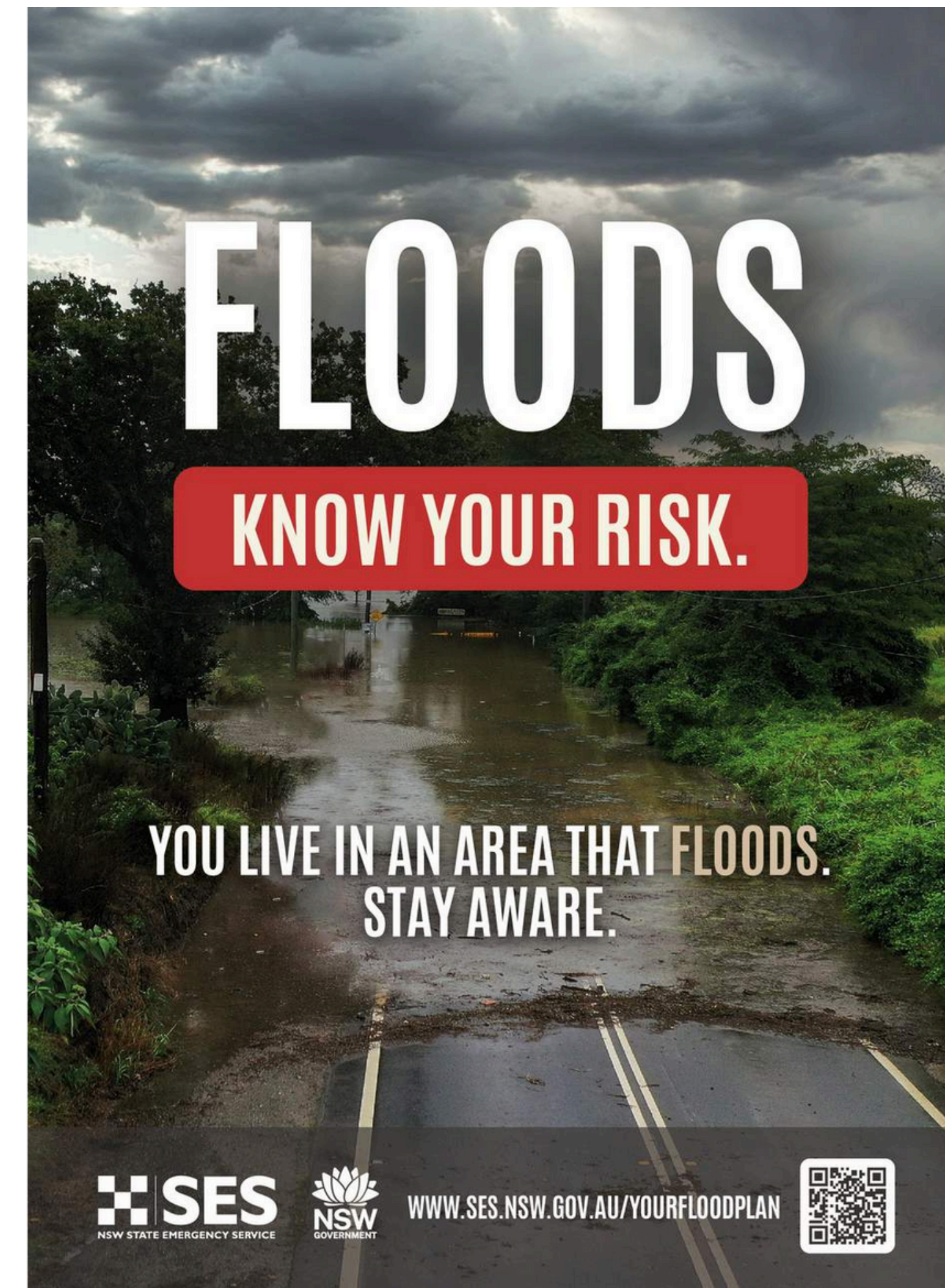
Available in the following 13 languages:

- [English](#)
- [Arabic](#)
- [Chinese \(Simplified\)](#)
- [Chinese \(Traditional\)](#)
- [Korean](#)
- [Persian \(Farsi\)](#)
- [Punjabi](#)
- [Dari](#)
- [Gujarati](#)
- [Hindi](#)
- [Tamil](#)
- [Thai](#)
- [Urdu](#)

To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/know-your-risk-flyer>

<https://cloud.ethnolink.com.au/9Fzj8B>



POSTERS (297 x 420 mm)

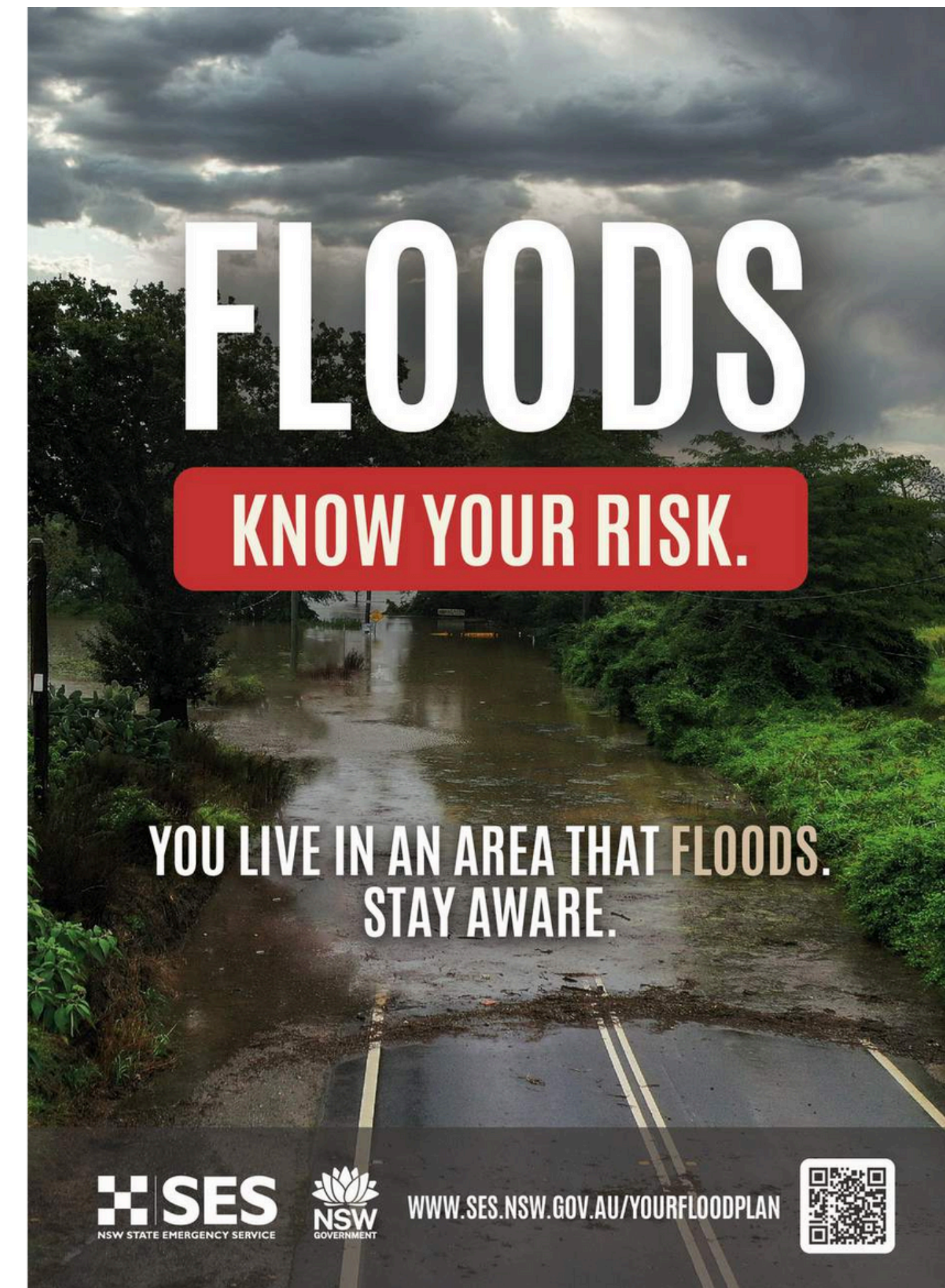
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<https://cloud.ethnolink.com.au/know-your-risk-poster>

<https://cloud.ethnolink.com.au/My3d0R>



PRINT AD

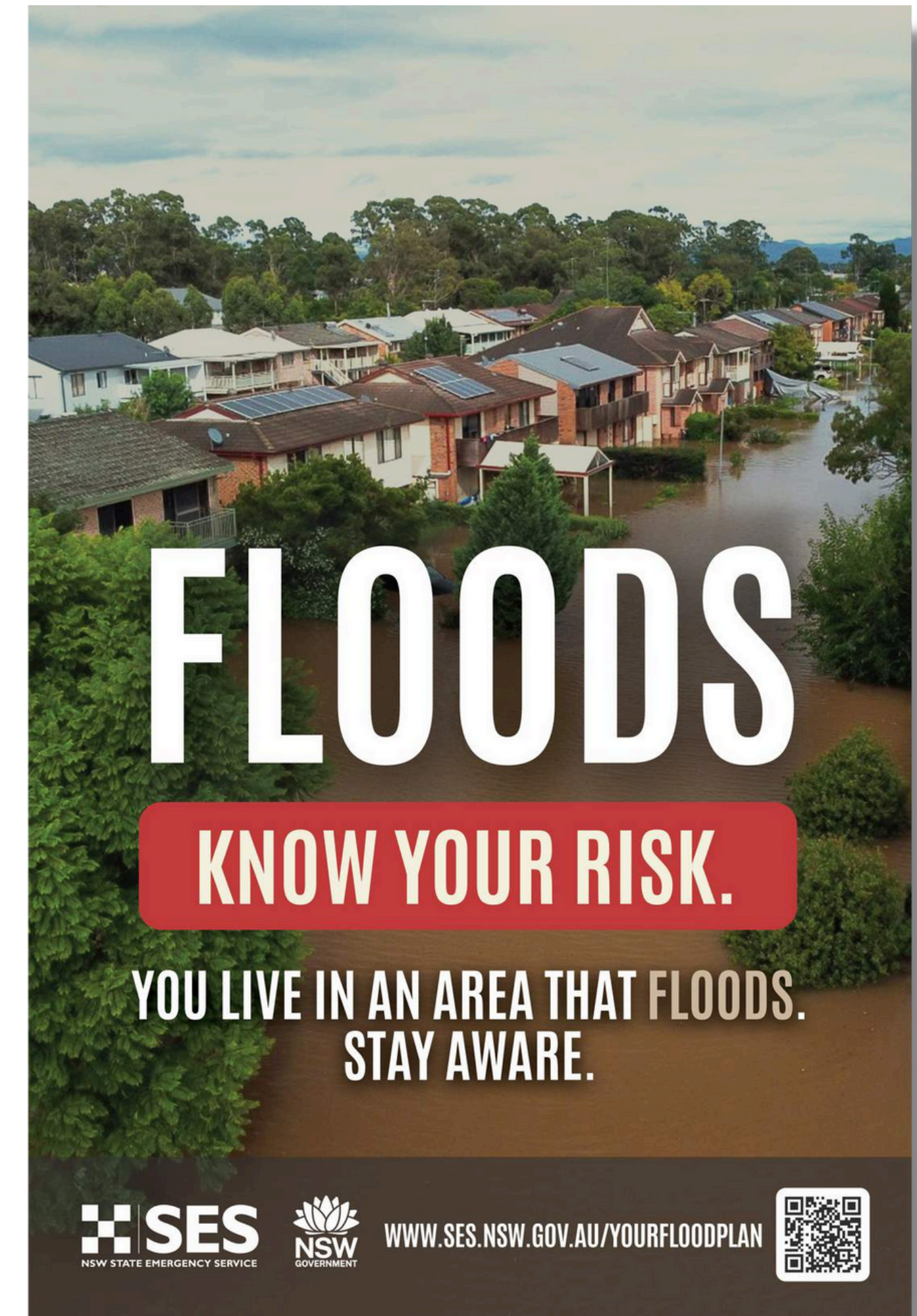
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To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/know-your-risk-print-ad>

<https://cloud.ethnolink.com.au/LRQsnh>



ELECTRONIC DIRECT MAIL (EDM) BANNER

Designed to be shared in email campaigns, such as electronic newsletters.

Available in the following 13 languages:

- [English](#)
- [Arabic](#)
- [Chinese \(Simplified\)](#)
- [Chinese \(Traditional\)](#)
- [Korean](#)
- [Persian \(Farsi\)](#)
- [Punjabi](#)
- [Dari](#)
- [Gujarati](#)
- [Hindi](#)
- [Tamil](#)
- [Thai](#)
- [Urdu](#)

To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/know-your-risk-edm-banner>

<https://cloud.ethnolink.com.au/vAXLZ8>



INFOGRAPHIC

Designed for use in print or digital media. Ideal for providing simple, accessible information on how to manage flood risks. Available in the following 13 languages:

- [English](#)
- [Arabic](#)
- [Chinese \(Simplified\)](#)
- [Chinese \(Traditional\)](#)
- [Korean](#)
- [Persian \(Farsi\)](#)
- [Punjabi](#)
- [Dari](#)
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- [Tamil](#)
- [Thai](#)
- [Urdu](#)

To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/know-your-risk-infographic>

<https://cloud.ethnolink.com.au/j7d5LD>



IN-LANGUAGE VIDEOS

Videos designed for sharing via emails, websites and social media. They aim to provide more detailed information about flood risks in an engaging way.

Available in the following 12 languages:

- [Arabic](#)
- [Chinese \(Simplified\)](#)
- [Chinese \(Traditional\)](#)
- [Korean](#)
- [Persian \(Farsi\)](#)
- [Punjabi](#)
- [Dari](#)
- [Gujarati](#)
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- [Urdu](#)

To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/evwlxR>

<https://cloud.ethnolink.com.au/cTWffg>



MOTION GRAPHIC

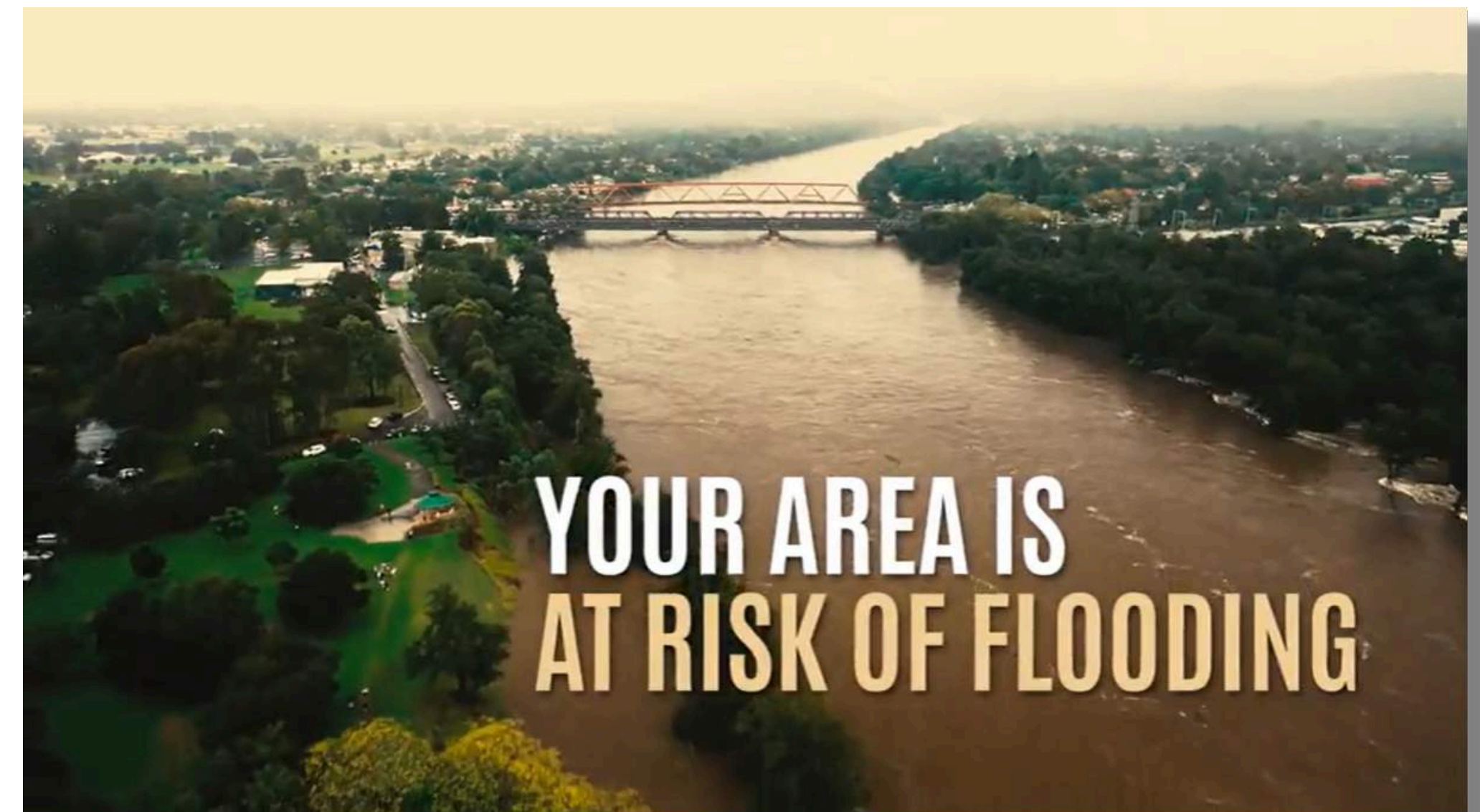
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- [Gujarati](#)
- [Hindi](#)
- [Tamil](#)
- [Thai](#)
- [Urdu](#)

To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/know-your-risk-motion-graphic>

<https://cloud.ethnolink.com.au/LO3GTl>



SOCIAL MEDIA TILES AND CAPTIONS

Designed to use on social media platforms, such as Facebook and Instagram.

They are designed to be highly shareable and informative.

Available in the following 13 languages:

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To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/know-your-risk-socials>

<https://cloud.ethnolink.com.au/9Vjlqg>



'WHAT'S YOUR PLAN?'

CAMPAIGN ASSETS



FLYERS (148 x 210 mm)

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<https://cloud.ethnolink.com.au/XEE2Rw>



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<https://cloud.ethnolink.com.au/mk4ZXh>



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<https://cloud.ethnolink.com.au/etADCR>



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<https://cloud.ethnolink.com.au/F4jHKb>



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To download the translated flyers, please visit:

<https://cloud.ethnolink.com.au/whats-your-plan-infographic>

<https://cloud.ethnolink.com.au/a8vNvT>



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<https://cloud.ethnolink.com.au/evwlxR>

<https://cloud.ethnolink.com.au/MGpJD2>



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<https://cloud.ethnolink.com.au/sPaRva>



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<https://cloud.ethnolink.com.au/whats-your-plan-socials>

<https://cloud.ethnolink.com.au/sVlBOb>



FOR MORE TRANSLATED INFORMATION, VISIT

WWW.SES.NSW.GOV.AU/LANGUAGES

