



NSW STATE EMERGENCY SERVICE

# WOW Day

## 20 May 2026

Campaign Toolkit



# Purpose of this toolkit

## Wednesday 20 May, 2026 is Wear Orange Wednesday or 'WOW Day'.

Communities across NSW are encouraged to wear something orange on Wednesday 20 May to show their support and appreciation for their local NSW State Emergency Service (NSW SES) volunteers.

This is your opportunity to thank the people who generously give their time to support communities during floods and storms.

Use this toolkit to help spread the word across your networks.

Resources contained within this toolkit can be [downloaded here](#).



### This toolkit is for

- Government departments
- Local Councils and Schools
- NSW SES members

### Who manage:

- Digital Communications
- Social Media
- Content creators
- Marketing
- Media and news

# Key dates



## Campaign date

Wednesday 20 May 2026 is Wear Orange Wednesday or 'WOW Day'.

## Digital resources

All WOW Day digital resources can be [downloaded here](#).

## Community events

We invite schools, councils and community members to host a morning tea and say thank you to local SES volunteers in their area.

## PR events

We will be hosting an open day at the **NSW SES Auburn Unit** 20 May 2026.

# The **WOW Day** story

NSW SES volunteers are the people who step up when communities need them most. More than 11,000 trained members respond to floods, storms and emergencies across our state, often giving their time day and night to help others.

On **Wednesday 20 May 2026**, during **National Volunteer Week**, we celebrate them with **Wear Orange Wednesday (WOW Day)**.

Every year we invite communities across Australia to wear orange as a simple but powerful thank you to all SES volunteers.

We encourage everyone across the state to show their support by adding a splash of orange and recognising the volunteers who work tirelessly to keep our communities safe.



## Meet our people

Two dedicated members of the NSW SES, with decades of volunteer service, have been awarded an **Emergency Services Medal (ESM)** in this year's Australia Day Honours List.

**Michael Ward** has been a cornerstone of emergency response and community resilience across the state since joining the NSW SES in 2002.

**Juliana (Kathy) Garancsi** has devoted more than 45 years to the communities of NSW having commenced her service with the NSW SES in August 1980. [Continue reading](#)

# Key objectives of **WOW Day**

- ✓ Recognise SES volunteers and **wear orange** on **Wednesday 20 May**.
- ✓ Amplify awareness during **National Volunteer Week (NVW)**, 18 – 24 May 2026.
- ✓ Join the conversation and share your support across our social media platforms.
- ✓ Share videos or photos of thanks during May, tag **@NSWSES** and/or use the hashtag **#ThankYouSES**.

[See how](#) the Bureau of Meteorology participated on WOW Day →



# Why you get involved

## 1 Celebrate our local heroes

It's your chance to recognise the incredible NSW SES volunteers who step up to protect our communities during floods, storms and emergencies.

## 2 A simple act that shows big support

By wearing orange, you're showing your appreciation for the volunteers who give their time to keep people safe. A little recognition goes along way!

## 3 Join a nationwide thank you

WOW Day is celebrated across Australia during **National Volunteer Week**, reminding us of the vital role **volunteers** play in our lives and communities.

## 4 Your participation makes a difference

Every orange shirt, ribbon or accessory helps raise awareness and encourages others to acknowledge the incredible dedication of SES volunteers.

## 5 Support your local SES unit

This is a moment to get to know the volunteers in your own town or neighbourhood, people who live locally, train locally, and respond locally.

## 6 Stand with the SES

WOW Day is about uniting communities to celebrate the commitment and service of SES volunteers who respond when NSW needs them most.

# How you get involved

Whether you employ an SES volunteer or just want to thank your local members, here are a few ways you can get involved:

- Share your video or photo of thanks on our Thank You Wall, and join the conversations on social media, tag @NSWSES. [www.wowday.com.au](http://www.wowday.com.au)
- Wear orange and encourage other employees to wear orange on the day.
- Host a **morning tea** to recognise SES volunteers in your workplace. Each year, **schools and councils** embrace the occasion by dressing in orange and hosting orange-themed morning teas.
- Present volunteers in your workplace with a [certificate of appreciation](#)
- Consider **lighting community buildings and landmarks orange** to show your support and appreciation for NSW SES volunteers.

Looking for  
inspiration?

View WOW Day event photos from previous years. [2025/2024](#)



## Out of home advertising

Ahead of Wear Orange Wednesday (WOW Day) on 20 May, we've expanded our campaign reach with out of home advertising across Greater Sydney and the transport network.

Rolling out from mid-April over four weeks, this activity will help build strong community awareness, so keep an eye out as WOW Day takes over key commuter routes.

All thanks to our WOW Day sponsors: **TorchMedia, Claude Outdoor and JCDecaux.**



# Resources at a glance

Refer to this guide for an overview of this year's **WOW Day** collateral, along with details on how to use them. View the full resource guide in the link below.

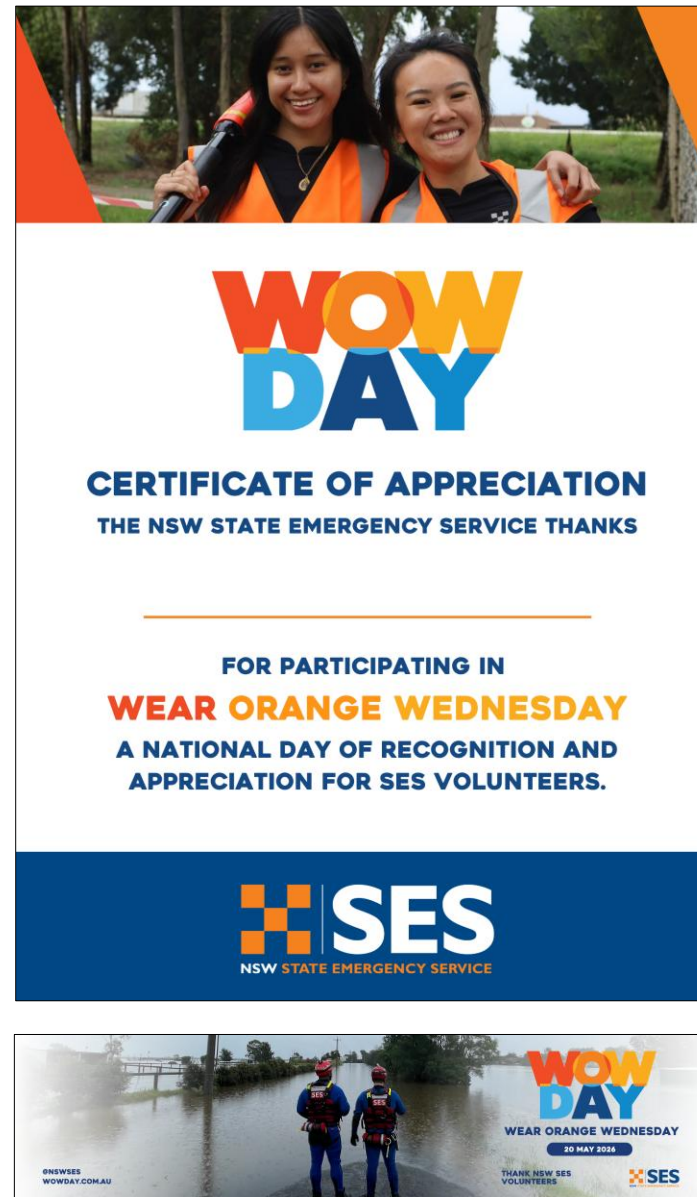
## Print

- Morning Tea poster
- Generic poster
- Certificate of appreciation



## Digital

- Profile picture
- Cover photo
- Social Media tiles
- Website banner
- Digital graphics


For resources ready to use  
Access [creative assets](#)



# Content plan

#	Copy	Asset
1	<p>Get involved this WOW Day on 20 May</p> <p>Whether you employ an @NSWSES volunteer or just want to thank your local members, here are a few ways you can get involved:</p> <ul style="list-style-type: none"><li>♥ Wear orange and encourage other employees to wear orange on 20 May.</li><li>♥ Host a morning tea on WOW Day to recognise NSW SES volunteers in your workplace.</li><li>📅 Mark your calendars for 20 May and join us in showing support for those who selflessly give their time and effort all year long!</li></ul> <p>Learn more 🖱️ <a href="http://www.ses.nsw.gov.au/wowday">www.ses.nsw.gov.au/wowday</a></p>	 A vertical poster for WOW Day 20 May 2026. At the top, 'WOW DAY' is written in large, colorful letters (WOW in orange, DAY in blue), with '20 MAY 2026' below it. The central image shows two women smiling, wearing orange high-visibility vests over dark clothing. The text 'THANK NSW SES VOLUNTEERS' is overlaid in white on the bottom half of the image. The SES logo and the website 'www.wowday.com.au' are at the bottom.
2	<p>We've updated our profile picture for WOW Day (Wear Orange Wednesday). This day is all about celebrating and thanking amazing @NSWSES volunteers for their unwavering dedication and service to the community.</p> <p>Whether it's wearing orange, posting a message of thanks, or simply sharing your support, we'd love for you to get involved.</p> <p>📅 Mark your calendars for 20 May and join us in showing support for those who selflessly give their time and effort all year long!</p> <p>Write your personal message of thanks here 🖱️ <a href="http://www.wowday.com.au/">www.wowday.com.au/</a></p>	 A vertical poster for WOW Day 20 May 2026. At the top, 'WOW DAY' is written in large, colorful letters (WOW in orange, DAY in blue), with '20 MAY 2026' below it. The central image shows a person in a kayak on a river, wearing an orange vest and a red helmet. The text 'THANK NSW SES VOLUNTEERS' is overlaid in white on the bottom half of the image. The SES logo and the website 'www.wowday.com.au' are at the bottom.

# Content plan continued

#	Copy	Asset
3	<p>Welcome to National Volunteer Week (18-24 May 2025)!</p> <p>Get to know [name of member] from XX Unit who says he/she loves volunteering with the NSW SES because...</p> <p>Did you know that WOW Day is coming up this week on Wednesday, 20 May? It's all about showing love and appreciation for the amazing volunteers who give so much to our communities. @NSWSES</p> <p>To learn more about WOW Day and how you can get involved, visit 🙌 <a href="http://www.ses.nsw.gov.au/wowday">www.ses.nsw.gov.au/wowday</a></p>	<p>*Include the member's image you wish to feature.</p>
4	<p>WOW Day (Wear Orange Wednesday, 20 May) is just around the corner, a special day to say thank you to the dedicated NSW SES volunteers who are always there when communities need them most.</p> <p>On Wednesday, we'll be wearing orange to show our support. Join us in recognising the vital work of our SES volunteers across New South Wales. @NSWSES</p> <p>Get involved and write your personal message of thanks on our Thank You Wall, visit 🙌 <a href="http://www.wowday.com.au/">www.wowday.com.au/</a></p>	

# Contact



## Campaign contact NSW SES media

**Mia Burns** | Manager Strategic  
Communications and Public  
Relations

[mia.burns@ses.nsw.gov.au](mailto:mia.burns@ses.nsw.gov.au)

**1800 067 234**

[media@ses.nsw.gov.au](mailto:media@ses.nsw.gov.au)



# Thank you

