



NSW SES Storm Season 2026/27

CAMPAIGN TOOLKIT



Purpose of this toolkit

The NSW SES Storm Season campaign runs annually, designed to educate and prepare community members for upcoming weather events.

The campaign helps communities understand the risks storms can bring and the simple actions they can take before and during severe weather.

For Storm Season 2026/27, the campaign encourages people to stay ahead of the storm by focusing on three important actions:

1. Prepare early

Take action before severe weather arrives to prepare your home, property and household.

2. Stay informed

Know where to find trusted warnings and information so you can make informed decisions when conditions change.

3. Act safely

Know what to do when severe weather threatens and make safe decisions for yourself, your household and your community.

This toolkit is designed to help stakeholders share consistent Storm Season information with their networks, communities, members and employees.

Download campaign resources and creative assets [here](#)

This toolkit is for:

- Government departments
- Local councils
- Schools
- NSW SES members
- Community organisations and partners

For people who manage:

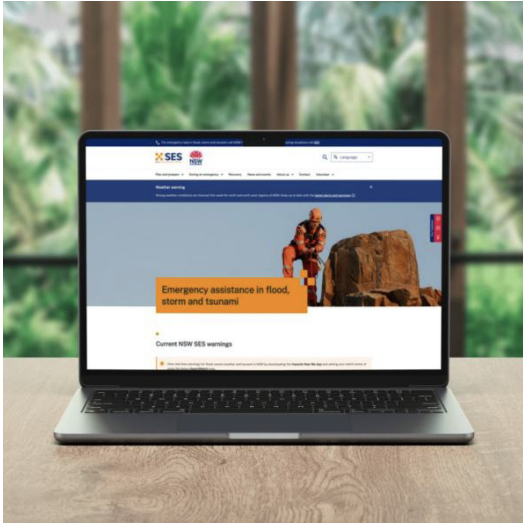
- Digital communications
- Social media
- Content
- Marketing
- Community engagement

Key dates



Campaign dates

The Storm Season campaign will run from September 2026 to April 2027.



Website resources

The NSW SES website contains Storm Season information and resources to help communities prepare and stay safe.



Community events

Community engagement activities and workshops will be held in locations throughout NSW during Storm Season.



Media launch

Held on Friday 21 August at Heathcote Oval, the event included a severe wind demonstration for attending media outlets.

About the campaign

Storms can happen at any time of year, but there is a greater chance of storms and storm-related incidents between September and April in NSW.

Storms can bring damaging winds, heavy rainfall, dangerous hail and flash flooding. These conditions can damage homes, properties and vehicles and, most importantly, put people at risk.

Being prepared before severe weather arrives can make a significant difference.

The 2026/27 Storm Season campaign moves beyond simply asking whether people are prepared. It gives the community a clear and memorable sequence of actions:

Stay ahead of the storm.

Prepare early. Stay informed. Act safely.

The campaign is designed to make storm preparedness feel practical and achievable by giving people clear actions they can take before and during severe weather.

Key objectives of the campaign at a glance:

Increase community preparedness by improving understanding of storm season and severe weather risks across NSW.

Encourage early preparedness action so residents take practical steps before severe weather occurs.

Build community resilience by increasing confidence in how to prepare for and respond to severe weather events.

Educate NSW communities ahead of the annual severe weather season with clear, practical and actionable information.

Primary campaign message

Stay ahead of the storm.

Storms can develop quickly, but there are things you can do before severe weather arrives to help protect yourself, your household and your property. Prepare early. Stay informed. Act safely.

Visit ses.nsw.gov.au/stormseason to learn more.

Prepare early

The best time to prepare for a storm is before one is on the way.

Clean your gutters, check your roof, trim trees and branches, prepare an emergency kit and make sure your household has a plan.

Stay ahead of the storm. Prepare early.

Stay informed

Severe weather conditions can change quickly.

Know where to find trusted information, monitor warnings and download the Hazards Near Me NSW app so you can stay informed about hazards affecting your area.

Stay ahead of the storm. Stay informed.

Act safely

When severe weather threatens, follow official warnings and advice and put your emergency plan into action.

Don't take unnecessary risks. Make safe decisions for yourself and the people around you.

Stay ahead of the storm. Act safely.

Target audience

Primary audience

Community members living in areas across NSW that may be affected by severe storms.

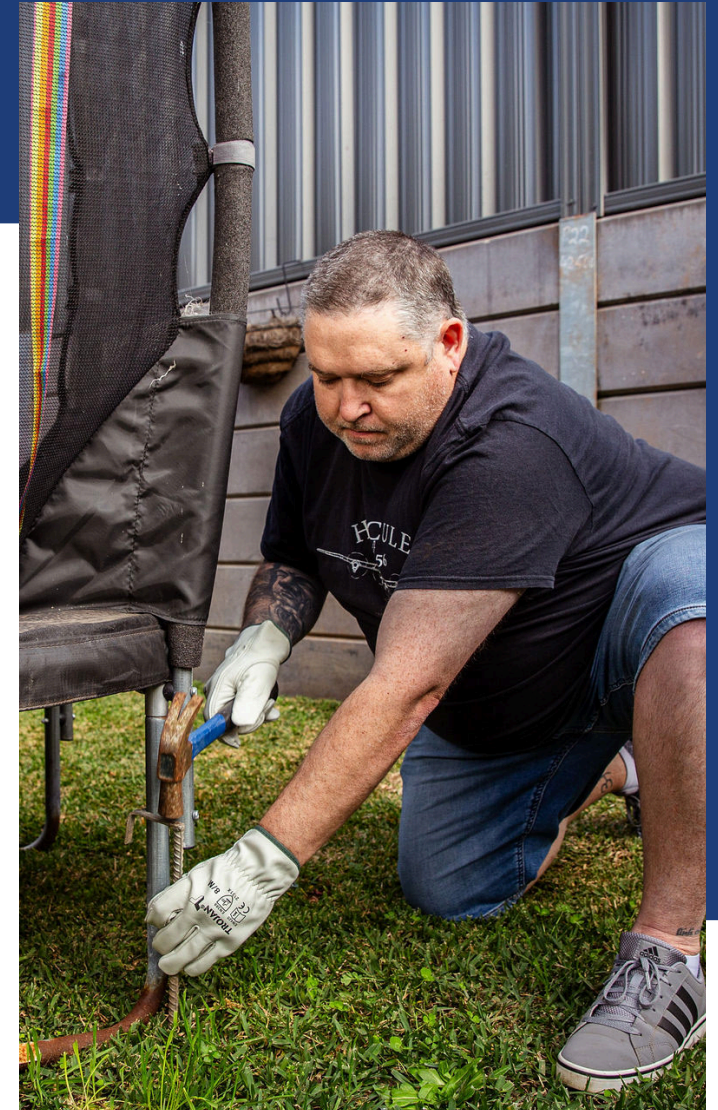
Priority audiences

- People who have not previously prepared their home or property for storm season
- Homeowners and renters who may be unsure what storm preparation involves
- People living in higher-risk areas
- People living in rural or geographically isolated communities
- Households that may need additional time or assistance to prepare
- Families and households who need a simple, shared plan for severe weather

Accessibility

Communications should:

- Use plain English
- Avoid unnecessary jargon and acronyms
- Focus on clear, achievable actions
- Prioritise concise instructions over lengthy explanations



Campaign tagline and messaging

Primary tagline

Stay ahead of the storm.

Campaign action line

Prepare early.

Stay informed.

Act safely.

These should be used together wherever space allow.

Supporting tagline

Prepare early

- Don't wait for the storm to start preparing
- A little preparation now can make a big difference later
- Storm preparation starts before the forecast
- Get your home storm ready
- The best time to prepare is before you need to
- Make today your storm preparation day

Stay informed

- Know what's coming
- Know where to find warnings
- Conditions change. Stay informed
- The sooner you know, the sooner you can act
- Keep an eye on the conditions around you

Act safely

- When conditions change, make safety your priority
- Know what you'll do before you need to do it
- Follow warnings. Make safe decisions
- When the storm arrives, put safety first
- Don't take unnecessary risks in severe weather

Content plan

Content type	Copy	Asset
Static social tile post 1: Campaign launch	Storms can develop quickly. Getting ready starts before the first warning. Storm-ready households start early. Before the next storm, take three simple steps to help protect yourself, your household and your property: 1. Prepare early Choose one job to do this weekend, such as clearing your gutters, checking your roof or preparing your emergency kit. 2. Stay informed Before the next warning, download Hazards Near Me NSW and know where to find trusted information. 3. Act safely When severe weather arrives, follow official warnings and advice and make safety your priority. Stay ahead of the storm. Prepare early. Stay informed. Act safely. Learn more: @NSWSES	 4:5 portrait static social tile also available in 1.91:1 (landscape), 3:4 (portrait), 4:5 (portrait) and 9:16 (portrait)

Content plan

Content type	Copy	Asset
Static social tile post 2: Make time to prepare	Don't wait until a warning is issued to start storm preparation. This weekend, you can clear your gutters and downpipes. Next weekend, check your roof, yard and emergency kit. Breaking preparation into small jobs makes it easier to get your home and household ready before severe weather arrives. Pick a job. Choose a time. Get it done while the weather is fine! Stay ahead of the storm. Prepare early. Learn more: @NSWSES	 4:5 portrait static social tile also available in 1.91:1 (landscape), 3:4 (portrait), 4:5 (portrait) and 9:16 (portrait)

Content plan

Content type	Copy	Asset
Static social tile post 3: Stay informed	Stay ahead of the storm. Download the Hazards Near Me NSW app and check that notifications are set up for your area. Then make sure everyone in your household knows where to find trusted warnings and information when conditions change. Stay informed and learn more: nsw.gov.au/emergency/hazards-near-me-app	 4:5 portrait static social tile also available in 1.91:1 (landscape), 3:4 (portrait), 4:5 (portrait) and 9:16 (portrait)

Content plan

Content type	Copy	Asset
Static social tile post 4: Act safely	When a severe weather warning is issued for your area, that's your trigger to act. Check the latest warnings, follow official advice and put your household emergency plan into action. If you haven't already, decide now where you'll get trusted information and make sure everyone in your household knows what they will do. When conditions change, avoid unnecessary risks. Learn more: @NSWSES	 4:5 portrait static social tile also available in 1.91:1 (landscape), 3:4 (portrait), 4:5 (portrait) and 9:16 (portrait)

Content plan

Content type	Asset
Facebook cover	

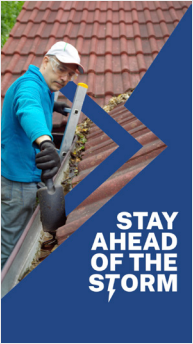
Content plan

Content type	Asset
Poster	 The image displays three posters for the NSW SES Storm Season 2026/27 campaign. Each poster features a person performing a storm preparation task, the text 'STAY AHEAD OF THE STORM', the SES logo, a QR code, and a checklist. Poster 1 (Left): A man in a black shirt and blue jeans is securing a white sheet over a garden bed. The text on the poster reads: 'Secure or put away items that could blow around in strong winds.' The SES logo is at the bottom left, and a QR code is at the bottom right. Poster 2 (Middle): A woman in a green shirt is using red-handled loppers to trim a tree branch. The text on the poster reads: 'Trim trees and branches that could potentially fall on your home or property.' The SES logo is at the bottom left, and a QR code is at the bottom right. Poster 3 (Right): A man in a blue shirt and white cap is cleaning a gutter with a tool. The text on the poster reads: 'Regularly clean your gutters, downpipes and drains to prevent blockages.' The SES logo is at the bottom left, and a QR code is at the bottom right.

Content plan

Content type	Asset
Teams background	

Content plan

Content type	Copy	Asset
Videos/reels	Before the next storm, start with a few simple jobs around your home. Storm-ready households prepare before severe weather is on the way. This weekend, choose a few actions you can get done: ✔ Spend 10 minutes clearing leaves and debris from your gutters downpipes and drains ✔ Check your yard or balcony and secure loose outdoor items ✔ Check for trees or branches that may need trimming ✔ Check your roof for signs of damage or leaks ✔ Take a few minutes to review your insurance policy ✔ Make a household emergency plan ✔ Put together or check your emergency kit ✔ Download the Hazards Near Me NSW app You don't need to do everything at once. Choose a time, choose a task and start before the next storm. Stay ahead of the storm. Prepare early. Learn more: @NSWSES	 Landscape video  Reel 1 Reel 2 Reel 3

Content plan

Content type	Asset
Web banner Place this banner in on your website and link to the following URL: ses.nsw.gov.au/plan-and-prepare/storm	 Mobile graphic  Website banner

Resources

- Static social tiles
 - 3:4 ratio (portrait full screen)
 - 4:5 (portrait)
 - 1.91:1 (landscape)
 - 9:16 (vertical video)

Facebook cover

Poster

- A4
- A3
- Team background
- Videos
 - 9:16 (landscape)
 - Reels 9:16 (portrait)
- Web banners

Access creative assets here.

Tone of voice

Campaign communications should be:

Clear

Tell people what they can do.

Calm

Communicate risk without creating unnecessary alarm.

Direct

Use concise language and strong calls to action.

Practical

Focus on achievable actions rather than abstract preparedness messaging.

Encouraging

Help people feel capable of taking action.

Accessible

Use plain English and avoid jargon wherever possible.

Contact

For more information and support with campaign assets, please contact:

NSW SES Media

media@ses.nsw.gov.au

1800 067 234

