



A Guide to Participating in the National Asbestos Awareness Month Campaign



National Asbestos Awareness Campaign



National Asbestos Awareness Month is the initiative of the Asbestos Education Committee working in partnership with the Asbestos Diseases Research Institute and is supported by the Asbestos Diseases Foundation of Australia, the Federal Asbestos Safety & Education Agency and various levels of government, nationally. The campaign was developed and is managed by Insight Communications.

If left undisturbed asbestos generally does not pose a health risk. However, when disturbed during renovations and home maintenance, asbestos fibres can be released into the air and when inhaled, can cause life-threatening diseases including lung cancer, pleural disease, asbestosis and mesothelioma. With every home built or renovated before 1987 likely to contain asbestos, the campaign's primary objective is to educate Australians about the dangers of asbestos in and around homes and how to manage it safely.

The 2016 Asbestos Awareness Month Campaign educated more Australians than ever before, extending the focus from home owners and renovators to incorporate handymen and tradespeople with the launch of the Tradies Section, dedicated Fact Sheets and the Healthy House Checklist (a world first), to educate Australians about where asbestos might be found in homes and how to manage it safely. The campaign will continue to engage new stakeholders and communities across Australia, we hope you will join us and help stop Australian's from playing 'renovation roulette' with asbestos.

The campaign has been educating Australians since **asbestosawareness.com.au** was successfully launched in 2011, with each subsequent campaign expanding to incorporate innovative and informative resources like Betty – The ADRI House, the Asbestos Products Database and The Healthy House Checklist. To date, the campaign has received 10 peer reviewed industry awards including two International Awards.

Ambassadors & Supporters

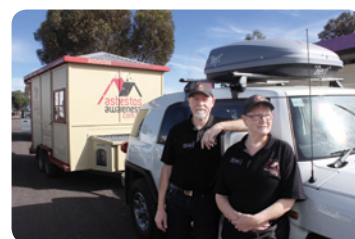
This national campaign has the support of celebrity ambassadors; Cherie Barber, Don Burke OAM, Scott Cam, Barry Du Bois, John Jarratt and Scott McGregor, as well as multiple community leaders, industry associations and corporates including Bunnings Warehouse, Jim's Building Inspections, the Master Builders Association and Asbestos Removal Contractors Association. Each year the campaign seeks to work with a variety of stakeholders extending our message which is of national significance.

Why Participate?

Organisations, individuals and communities Australia-wide are invited to participate in the annual Asbestos Awareness Month Campaign. By registering your participation at **asbestosawareness.com.au/register**, organisations and individuals can actively engage with their community and stakeholders to promote awareness of asbestos in and around homes, as well as the dangers to homeowners, renovators, tradies and handymen when asbestos is disturbed. Importantly, participation can also aid in preventing the illegal dumping of asbestos in communities.

Registration is FREE and Easy!

Visit **asbestosawareness.com.au/register** or select Asbestos Awareness Month from the navigation bar at **asbestosawareness.com.au**, then select Register or Participate.





DON'T PLAY RENOVATION ROULETTE! GET TO KNOW ASBESTOS THIS NOVEMBER



Benefits To Registered Organisations

- No cost to register or participate.
- Access to hundreds of FREE pre-prepared asbestos awareness resources, information and images that you can circulate among your community.
- Being seen as a leader in your community in addressing asbestos issues.
- Informing communities about the safe management of asbestos.
- Reducing incidences of unsafe asbestos management practices.
- Reducing incidences of illegal dumping of asbestos products.
- Recognition for supporting the Asbestos Awareness Campaign at asbestosawareness.com.au.
- Entry in the National Betty Awards that recognise outstanding contributions to the campaign in raising awareness of the dangers of asbestos in your community.
- Leverage your brand in line with national media and advertising associated with the national Asbestos Awareness Month Campaign.



Ease Of Use For Participants

To make it simple for organisations to participate, all campaign collateral is easily downloadable from the asbestosawareness.com.au website including; posters, flyers, pre-prepared media templates, photographs of asbestos products commonly found in homes, copy and graphics for print and online use, and the Asbestos Awareness website logo which can be utilised in all organisation collateral to promote awareness including on websites and social media pages.



Host A Blue Lamington Drive

A vital part of raising awareness of asbestos among communities is creating an informal forum for discussion about a serious issue. We're inviting all Australians to hold a Blue Lamington Drive during November 2017 at home, at work or at school. It's fun and easy to do. By holding a Blue Lamington Drive Australians will help raise awareness among colleagues, family, friends, neighbours, schools, professionals and the wider community of the dangers of asbestos when renovating or maintaining homes. And, in collecting gold coin donations, you will raise vital funds to support the Asbestos Diseases Research Institute's essential research into asbestos-related diseases including mesothelioma, an incurable cancer that can develop as a direct result of exposure to asbestos fibres. Visit bluelamington.com to register and for more information.



The Betty Awards

The Betty Awards recognise outstanding contributions to asbestos education during Asbestos Awareness Month and are open to organisations and individuals who register and actively participate during the campaign. Thirty-nine awards have been awarded to councils and organisations around Australia since they were launched in 2013 with categories for Associations or Community Groups, Business or Corporate, Government Department or Organisation, Individuals and State awards for metropolitan and regional councils.



Campaign Links

Asbestos Awareness Campaign Website - www.asbestosawareness.com.au

Betty the ADRI House promotional video - <https://vimeo.com/80178222>

Blue Lamington Drive - www.bluelamington.com

Asbestos In Your Home: The Ultimate Renovators Guide - <https://vimeo.com/147058660>





Renovating? Go Slow! ASBESTOS IT'S A NO GO



Asbestos Awareness Initiatives & Resources

The Healthy House Checklist

The Healthy House Checklist is a visual guide designed to empower homeowners and renovators to develop a better understanding of the possible locations of asbestos-containing materials in and around homes, plus the knowledge to manage it safely.

This practical guide enables homeowners to conduct a simple, easy to follow visual inspection of their property. By following the easy step-by-step instructions, in under an hour homeowners can have a better understanding of the types of products that might be in their home and if it's in need of maintenance, repair or removal. The Checklist is available to download as a PDF from the website with an App being released in November 2017.

Fact Sheets

A variety of fact sheets have been developed for householders and tradespersons including guides on safe asbestos management and handling which incorporates detailed PPE instructions, a rural and regional guide and 28 trade-specific checklists for tradies working on domestic properties.

The 'Tradies' Section

Tradies are particularly at risk of exposure to asbestos because they can encounter it in their day-to-day work and all too often they've come from a culture where asbestos risks have been ignored. The Tradies Section provides resources to increase their understanding of the various products they need to be wary of when working on residential properties to ensure they engage suitably qualified professionals to conduct asbestos-related work or remove asbestos-containing materials safely.

asbestosawareness.com.au/tradies

The Asbestos Products Database

The Asbestos Products Database is Australia's first and only online resource that assists homeowners, renovators and tradespeople in identifying asbestos-containing materials so they can be managed safely.

The database is user friendly and provides people with multiple search options including products commonly used in Domestic Homes, Agricultural, Automotive, Commercial, Industrial, Marine, Plant and other locations. The database features 60 different product types and more than 550 product photographs with descriptions and locations where these products might be found in homes built or renovated prior to 1987.

The database can also be searched by residential setting with information and photographs about the various product types specific to certain areas in the home including kitchens, bathrooms, living areas, laundries, exterior house etc.

Betty: The ADRI House

'Betty: The ADRI House' is a purpose built, mobile model house the size of a caravan designed to demonstrate the multiple locations where asbestos might be found in 1 in 3 brick, weatherboard, fibro or clad homes built or renovated before 1987 and has been a highly successful community and media engagement tool. Since launching in 2012, Betty has travelled more than 50,000 kilometres, visited more than 200 communities, held over 200 media events and featured in over 450 print, radio and TV media pieces across multiple regions throughout NSW, SA, NT, VIC and QLD. This October, Betty is touring through NSW enroute to Tasmania for Asbestos Awareness Month activities throughout November.





ThinkSmart.ThinkSafe.Think
asbestosawareness.com.au



Asbestos Awareness Campaign Testimonials

"The benefit to Council participating in this campaign has been the ongoing improvements in preventing illegal dumping of asbestos as well as the illegal boarding of asbestos into our community. This along with the increase in awareness across our community has brought benefits to both our organisation and community as a whole by making our community and work areas safer as a result of a decrease in illegal dumping."

District Council of the Copper Coast, Regional SA

"Mornington Shire Council is extremely proud to have taken part national Asbestos Awareness Month. Recognition of our contribution through the Betty Awards and the accolades which come with them are a fitting tribute to recognise the enormous effort our staff have put into creating awareness of asbestos. Mornington Shire Council's campaign culminated in the removal of an asbestos riddled building that has been a serious health risk to our community for fifteen years, and through its removal together with asbestos education, the real winners here are the entire community."

Frank Mills, CEO, Mornington Shire Council, Regional QLD

"Nillumbik Shire Council is very pleased to participate in Asbestos Awareness Month. This program has given Council another avenue to engage with our citizens and represents a positive step forward in Council's role in protecting our community's wellbeing."

Helen Coleman, Mayor, Nillumbik Shire Council, Metropolitan VIC

"By participating in Asbestos Awareness Month the entire council, Councillors, residents and general community are made aware of the dangers of asbestos. Like many regional centres, the majority of housing in our region was built with asbestos fibro sheeting. Many renovators of these older houses start a "minor" renovation without any consideration of the materials which they are removing or sanding. Awareness campaigns such as Asbestos Awareness Month bring the information to the forefront of people's minds so that dangerous activities can be avoided."

Cooma-Monaro Council, Regional NSW

"As a result of our participation in Asbestos Awareness Month I believe our community has a better understanding of where asbestos can be found and how it should be collected. We as a local government are here to serve our community and ensure their wellbeing. If we can save one life, that's awesome. If all we can do is tackle illegal dumping of asbestos, then that is great too."

Cook Shire Council, Regional QLD

"Like many regional communities there is an urgent need for Council to ensure that the messages on asbestos, people renovating houses and people being aware of asbestos in other areas are compelling so we continue to develop a healthy community in our liveable city. Asbestos Awareness Month enables us to do this effectively."

Lord Mayor Gordon Bradbery OAM, Wollongong City Council, Regional NSW

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For further information about asbestos please visit **asbestosawareness.com.au**

BettytheADRIhouse asbestosawareness



2016 Best Asbestos Awareness Month
Campaigner: Government Department
or Organisation:
SafeWork SA



2016 Most Active Asbestos Awareness
Council NSW Regional & Most Improved
Council (National):

Wollongong City Council



2015 Best Asbestos Awareness Month
Campaigner: Government Department
or Organisation:

Western Sydney Regional Organisation of Councils Ltd



2014 Most Innovative Asbestos Awareness
Campaigner & Most Active Asbestos
Awareness Council QLD Regional:

Mornington Shire Council



2014 Most Active Asbestos Awareness
Council SA Regional:
Wakefield Regional Council