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Leaders from Governments & Business Recognised for Commitment to National Asbestos Awareness Campaign 2017

Today, the National Asbestos Awareness Campaign announced 20 winners in the annual *Betty Awards* that recognise the commitment of individuals, corporate and government leaders for outstanding contributions in increasing awareness of the dangers of asbestos during the National Asbestos Awareness Campaign (November) 2017.

The national campaign is the initiative of the Asbestos Education Committee in partnership with the Asbestos Diseases Research Institute and the Heads of Asbestos Coordination Authorities to engage with councils, governments, stakeholders and media to increase community awareness of the dangers of asbestos in every corner of Australia.

With asbestos remaining in one third of Aussie homes built or renovated prior to 1987 and in commercial properties built or refurbished prior to December 2003; the campaign increases national awareness and provides vital information to help prevent avoidable exposure to asbestos fibres during maintenance, refurbishment or demolition of properties.

The ongoing success and growth of the National Asbestos Awareness Campaign in extending the reach of the potentially life-saving message to every Australian community is largely due to the invaluable contributions of many stakeholders who undertake extensive awareness activities at grassroots level throughout the month of November.

It is through the conscientious commitment of many who actively participate in the national campaign that ensures communities across Australia are informed and provided with free access to resources featured at www.asbestosawareness.com.au including; the Healthy House Checklist, user-friendly Fact Sheets for homeowners, guidelines for builders and developers, checklists relevant to more than 27 Trades and the online database to aid in identifying asbestos-containing materials to ensure they are managed safely.

Since launching in 2012, the annual campaign has consistently grown to increase awareness and community engagement Australia-wide. In 2017, the campaign was once again a record-breaking year delivering an increase in overall participation with more than 750 registrations (up by more than 26%) including businesses, associations, individuals and councils - all supporting the campaign through undertaking extensive and innovative community education and awareness activities.

Councils Australia-wide also continued their support with all 537 councils participating and utilising the broad-range of freely available campaign resources to engage with workers and communities to deliver vital information and education activities on asbestos awareness and safe asbestos practices. Various state governments and MPs nationally, also increased their participation committing to providing their communities with direct access to the free Asbestos Awareness online resources through website links, social media and media channels.

The annual *Betty Awards*, (named after 'Betty – The ADRI House) recognises the outstanding contributions of individuals, businesses and governments in being proactively involved in informing their communities about the dangers of asbestos and directing them to resources that can assist them to manage it safely.

Cherie Barber, Ambassador for the National Asbestos Awareness Campaign who lost her grandfather to asbestos-related disease said, "Tragically, every year, around 700 Australian's die from malignant mesothelioma with around 4,000 in total who die unnecessarily from all types of asbestos-related diseases as a result of inhaling asbestos fibres which is avoidable.

"With Australia having one of the highest rates of asbestos-related diseases per capita in the world, we each have an obligation to play our part and work together to change these horrific statistics.

"By doing everything within our power to increase asbestos awareness across Australia, together we can prevent avoidable exposure to asbestos fibres and save lives," Ms Barber said.

"With many individuals, governments, organisations and businesses undertaking a wide variety of awareness and education activities, through the *Betty Awards*, we're able to recognise many who are committed to sharing our purpose while at the same time, the awards enables us to showcase the breadth of their efforts to deliver significant and extensive benefits to their communities and organisations.

“It’s through the dedication and commitment of the many diverse stakeholder and community leaders who work with us and participate in a variety of campaign activities that enabled us to increase wide-spread awareness of the dangers of asbestos in 2017,” she said.

This year’s 20 *Betty Award* winners recognised for their commitment to the National Asbestos Awareness Campaign include; Blacktown City Council (NSW), Wollongong City Council (NSW), Orange City Council (NSW) Douglas Shire Council (QLD), Paroo Shire Council (QLD), Glenorchy City Council (TAS), Latrobe Council (TAS), George Town Council (TAS) Adele Farina MLC (WA), Leonardo Di Coio (NSW), WorkSafe Tasmania, Tas TAFE, South East Asbestos Pty Ltd (SA) Amtac Professional Services (QLD), and Zero Asbestos (QLD).

The ongoing success of generating community awareness of the dangers of asbestos among communities is often due to the dedication of individuals who actively drive campaign activities for their organisations. In 2018, two special awards for excellence and dedication to the campaign were also announced in recognition of the significant individual contributions of Fiona Netting, Promotions Coordinator, Wollongong City Council and Jenna Mays of WorkSafe Tasmania.

“By working together we are working hard to save lives because we’re educating more Australians than ever before about the dangers of asbestos and how to manage it safely,” said Ms Barber.

“We’re incredibly grateful for the invaluable support of every individual, organisation, business and council for your unwavering commitment to the National Asbestos Awareness Campaign to help deliver our potentially life-saving message into the homes of Australians everywhere.”

“My heartfelt thanks and congratulations to all *Betty Award* winners – Through your direct efforts, each and every winner is making significant contributions to the prevention of asbestos-related disease in Australia,” Ms Barber said.

For more information about asbestos and the National Asbestos Awareness Campaign and the *Betty Awards* visit www.asbestosawareness.com.au – because it’s not worth the risk!

-ENDS-

FOR MORE INFORMATION, PHOTOGRAPHS & INTERVIEW REQUESTS PLEASE CONTACT:

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Further details about each winner can be found here: <https://www.facebook.com/BettytheADRIhouse/>

LIST OF BETTY AWARD WINNERS FOR THE ASBESTOS AWARENESS CAMPAIGN 2017

GENERAL AWARDS

Best Asbestos Awareness Campaigner: Government Department or Organisation

WorkSafe Tasmania

Winner: WorkSafe Tasmania was actively involved in the 2017 Asbestos Awareness Campaign and was integral to the success of Betty’s 2017 Tasmanian Tour. They provided media awareness, ground support with Inspectors who attended Betty events plus promoted the campaign messages through their various social media channels, internal communication outlets to colleagues and staff, WorkSafe Month Events and programmes.

Best Asbestos Awareness Campaigner: Education Provider

TasTAFE

Winner: TasTAFE actively participated through promoting Betty visits, taking construction students to visit Betty and worked in collaboration with Asbestos Free Tasmania to develop educational resources.

Best Asbestos Awareness Campaigner: Individual

Adele Farina MLC

Winner: Adele was an active champion of the Asbestos Awareness Campaign to her community. She actively promoted awareness to her staff and constituents in the SW WA region throughout November through media, paid advertisements, Information sessions, displays and through promoting the campaign messaging to relevant groups in her community. She focused on Tradies and Families with her activities reaching over 67,500 people in the SW WA Region.

Commended: Leonardo Di Coio

Best Asbestos Awareness Campaigner: Business or Corporate

South East Asbestos Pty Ltd (SA)

Winner: South East Asbestos was dedicated to widespread community education during the 2017 Asbestos Awareness campaign. They actively promoted the Asbestos Awareness Campaign resources and messaging across their community through radio placements of the Community Service Announcement, printing banners, holding a Blue Lamington Drive with Community Information Session and raised money for ADRI in addition to conducting media interviews across local radio stations and in social media. Their activities reached in excess of 52,000 people in their community.

Highly Commended: Amtac Professional Services (QLD)

Commended: Zero Asbestos (QLD)

NATIONAL COUNCIL AWARDS

Most Innovative Asbestos Awareness Council Campaigner: Blacktown City Council NSW

Most Improved Council Asbestos Awareness Campaigner

- **Metropolitan:** Blacktown City Council NSW
- **Regional:** Douglas Shire Council QLD

STATE BASED - BEST ASBESTOS AWARENESS CAMPAIGNER

Best NSW Metropolitan Council: Blacktown City Council

Winner: Blacktown City Council engaged in multiple campaign activities for the Asbestos Awareness Campaign across owned and earned media and through community engagement activities including social media posts reaching 40,000 people, held two community information sessions in key suburbs with large proportion of fibro homes, ran an Asbestos Awareness Challenge via email to 15,000 registered residents of a sustainability program with 187 participants and held internal Asbestos Awareness training for 16 key staff from Environmental Health and Street Cleaning Teams. Council's previous activities during the Asbestos Awareness Campaign were limited to digital awareness and poster distribution.

Best NSW Regional Council: Wollongong City Council

Winner: Wollongong consistently builds on their Asbestos Awareness Campaign activities year on year. 2017 incorporated paid radio and print advertising, traditional and social media, outdoor advertising, a strategic DM to households, hardware stores, information session and Blue Lamington Drive at Bunnings. Council demonstrated measureable outcomes through analytics and reached in excess of 250,000 residents in their community. Note: Fiona Netting is the driving force behind such comprehensive awareness activities.

Highly Commended: Orange City Council

Best QLD Regional Council: Douglas Shire Council

Winner: Douglas Shire Council have been involved in the Asbestos Awareness Campaign for three consecutive years and was driven by the Environmental Health Officer. In 2017, Council's involvement spread into other departments across Council to ensure a broader reach of messaging internally for staff and for the community. Mayoral support ensured the Asbestos

Awareness message was a priority for Council and was actioned on by Resource Management, Plumbing/Trade Waste, Planning, CEO Unit and Councillors. Council distributed posters, flyers and information to the general public and key targets through their waste teams. An active digital campaign was undertaken across social and owned media.

Commended: Paroo Shire Council

Best TAS Metropolitan Council: Glenorchy City Council

Winner: Glenorchy City Council undertook an internal and external campaign for the Asbestos Awareness Campaign which included conducting internal training for 70 staff, hosting and actively promoting Betty's visit through traditional and digital media across owned and earned platforms with every household in the LGA receiving Asbestos Awareness information via the distribution of a material.

Best TAS Regional Council: Latrobe Council

Winner: Latrobe Council expanded on their 2016 Asbestos Awareness Campaign activities to incorporate free community asbestos awareness kits which were packed by local high school students after attending an asbestos awareness seminar. An information seminar and Blue Lamington Drive was also held for staff. Council reduced fees for testing and disposal during November and Council reused and expanded their innovative 2016 doll house display to promote the various locations of Asbestos in domestic properties. The council actively promoted Betty's visit and campaign messages across traditional and social media.

Highly Commended: George Town Council

SPECIAL AWARDS FOR EXCELLENCE IN ASBESTOS AWARENESS CAMPAIGNING

Most Dedicated Asbestos Awareness Campaign Facilitator: Fiona Netting

Fiona Netting, Promotions Coordinator, Wollongong City Council

Since 2013, Fiona Netting has consistently grown Wollongong City Council's community engagement programme for asbestos education during the annual Asbestos Awareness Campaign. Annually, Fiona actively obtains grants to run her programmes and activities which have included substantial advertising campaigns across radio, TV and Outdoor (bus backs, bus shelters, banners), community engagement events, direct mail campaigns and Blue Lamington Drives.

Fiona has managed internal and external Asbestos Awareness education sessions about residential asbestos and is dedicated to growing Council's involvement in the campaign each year which has been recognised by receiving 5 Betty Awards starting with a Commended in 2013 to receiving Most Innovative Council and Best Regional NSW Council in 2014 and in 2016 Most Improved and Best NSW Regional Council.

Such positive campaign results are only possible because of the dedication of the campaign manager or facilitator, and Fiona has consistently driven council's outstanding results to benefit the Wollongong community.

Outstanding 2017 Asbestos Awareness Campaign Manager: Jenna Mays

Jenna Mays, WorkSafe Tasmania

Jenna Mays went above and beyond what could be reasonably expected in her contribution to the National Asbestos Awareness Campaign through her strategic support of the 2017 Betty 29-day, 4,000 kilometre Tasmanian tour. Jenna played a pivotal role in the tour and ensured WorkSafe Tasmania inspectors were on hand to provide information during every Betty media event (28 over 29 days).

Jenna acted as liaison for WorkSafe Tasmania with the Asbestos Awareness Campaign and local organisations including TasTAFE while conducting additional awareness activities to maximise the benefits of Betty's Tassie tour ensuring increased awareness of asbestos among Tasmanians.

Jenna was integral in making Betty's Tasmanian Tour the most successful tour to date.