



Triple Zero campaign highly commended in national award

LEFT TO RIGHT: COMMONWEALTH ATTORNEY-GENERAL, THE HON. ROBERT MCCLELLAND MP; NSW FIRE BRIGADES SUPERINTENDENT PAUL MCGUIGGAN; ACMA MEMBER GEOFF LUTHER.



Representing Australia's emergency service organisations and telecommunications carriers, the New South Wales Fire Brigades and ACMA received a Certificate of High Commendation in the 2008 Australian Safer Communities Award for collaborative work on the 2007 National Triple Zero (000) Awareness Campaign.

The Commonwealth Attorney-General, the Hon. Robert McClelland MP, presented the award at Parliament House in Canberra on 11 November 2008 to the multi-agency Triple Zero Awareness Group. ACMA Member Geoff Luther and NSW Fire Brigades Superintendent Paul McGuiggan accepted the award, which acknowledged the work

for best practice and innovation in emergency management. Radio, television and press advertisements featuring the key message 'Stay focussed, stay relevant and stay on line' ran nationally for a month in September 2007. The campaign targeted for the first time 'at-risk' groups, such as the culturally

The final component of the wide-ranging awareness effort was a new Triple Zero website, <www.triplezero.gov.au>, hosted within the Australian Disaster Information Network.

The campaign aimed to educate the community on how to report legitimate emergencies, and to improve the front-end efficiency of emergency management teams through public education to reduce nuisance, time-wasting and non-genuine calls. Individual messages were prepared for the three emergency services, police, fire and ambulance.

ACMA made a substantial contribution to funding for the initiative, while most individual state and territory emergency services organisations also contributed financially, and Telstra and Optus provided in-kind assistance.

Nomination of the campaign for a national Australian Safer Communities Award was a consequence of the campaign winning a NSW award in September 2008.

Innovations included translations into several Indigenous languages, and, for children, the Hooley Dooleys and a creative logo.

of a small group led by the NSW Fire Brigades, and involving the NSW Police Force, the Ambulance Service of NSW, other emergency services across Australia, Telstra and Optus.

Sponsored by Emergency Management Australia, the Australian Safer Communities Award recognises people and organisations

and linguistically diverse, Indigenous communities and children. Innovations included translations into several Indigenous languages, and, for children, popular entertainers the Hooley Dooleys presenting information, and a creative children's Triple Zero logo featuring images of the three services, police, fire and ambulance.