



www.triplezero.gov.au

TRIPLE ZERO (000) AWARENESS CAMPAIGN BRIEF

'Stay focused, Stay relevant, Stay on the line'

The national Triple Zero (000) campaign aims to build awareness of the Triple Zero (000) number and educate the community about when to use the number.

The campaign serves to reinforce to members of the public their responsibilities when calling the Triple (000) emergency number – both in nominating the required emergency service and identifying the location they are calling from.

The campaign uses TV, radio, newspapers and the internet to promote the messages of Triple Zero (000). In addition, elements of the campaign have been translated to reach culturally and linguistically diverse communities throughout Australia.

TV Campaign

A TV campaign, using four television advertisements, has been developed to raise awareness about Triple Zero (000).

John Doyle, of Roy and HG fame, has donated his talent and his time to be the voice of the three *Connect to Help* television advertisements. A Triple Zero (000) commercial for each of the agencies – Police, Fire and Ambulance – will receive air play nationwide for one month following the launch of the national Triple Zero (000) awareness campaign. Showcasing typical call scenarios to Triple Zero (000), the advertisements prompt the public to acknowledge what qualifies as an emergency and what is the responsibility of a caller to Triple Zero (000). The commercials highlight that the Triple Zero (000) number is solely used to connect callers to the nearest emergency service. The ads also reinforce that when you call Triple Zero (000), you must 'Stay focused, Stay relevant, Stay on the line'. The last national awareness campaign for Triple Zero was in 1999.

For the first time, the campaign aims to appeal to young people through a targeted education and awareness children's television commercial. The Hooley Dooleys (a children's entertainment group) have used their expertise in communicating with children to produce the Triple Zero (000) television commercial. The Hooley Dooleys perform a singing and dancing routine to promote awareness of Triple Zero (000). Combining emergency vehicles depicted as the number zero and their catchy Triple Zero (000) jingle, the advertisement aims to entertain kids while building an understanding of what to do in an emergency.



An initiative of the Australian Government, State and Territory Emergency Services



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Radio Campaign

Radio commercials have been developed to reinforce the Triple Zero (000) campaign messages. A comprehensive radio schedule has been developed to ensure key messages meet a wider public audience – including culturally and linguistically diverse communities.

Print Campaign

In addition to the radio commercials, Triple Zero (000) ads will be placed in national, metropolitan and regional newspapers in all states and territories. There are three ads, each featuring one of the emergency services – Police, Fire and Ambulance – with the message of ‘Stay Focused, Stay Relevant, Stay on the Line’.

Website

A dedicated national Triple Zero (000) website www.triplezero.gov.au has been developed and launched. Previously housed within the Australian Communications and Media Authority website, the new Triple Zero (000) site provides easy-to-access information to help educate the community about Australia’s emergency number. Emergency Management Australia has taken a lead role in the development of this work.



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