



# AusAlert™ Campaign

STAKEHOLDER KIT

GEELONG (BELMONT AND HIGHTON), VICTORIA



# **Acknowledgement of Country**

The Australian Government acknowledges the Traditional Owners of Country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past and present.

# Contents

Introduction	4	Animation	9
The AusAlert campaign	5	Poster	11
Key messages	6	Factsheets	12
In the pack	7	Social media tiles	13
Actions you can take	8	Social media captions	14

# Introduction

The Australian Government is launching AusAlert – a new national warning system that sends emergency messages to compatible mobile devices.

It's a fast and reliable way to help keep Australians informed so they can act quickly during local and national disasters. These could be natural hazards like bushfires, floods and cyclones, as well as security threats or public health emergencies.

Before AusAlert is ready to use in October 2026, we need to test the system locally and nationally. We also want all Australians to know what an AusAlert will look and sound like.

We'd love you to share these assets with your communities and stakeholders to raise awareness of AusAlert and community testing in your area.



# The AusAlert campaign

The AusAlert campaign aims to:

- let people know about AusAlert
- highlight the benefits of AusAlert and why it's considered to be international best practice in emergency messaging
- tell people AusAlert is being tested across Australia in June and July 2026.



# Key messages

- The Australian Government is launching AusAlert in October 2026.
- AusAlert is a new national warning system that uses the latest cell-broadcast technology to send near-instant emergency messages to compatible mobile devices.
- AusAlert is another way the Australian Government and state and territory emergency services organisations are helping to keep Australians safer.
- Before AusAlert is ready to use, it will be tested to make sure it works as intended.
- AusAlert will be tested in selected local communities across Australia in June 2026.
- There will also be an AusAlert national test on Monday 27 July 2026, and all compatible mobile devices across Australia will receive a test alert on this day.

# In the pack

**This stakeholder pack contains the following AusAlert resources:**

- Animation
- Poster
- Factsheets
- Social media tiles

# Actions you can take

Please use the materials in this pack to share information about AusAlert with your community, via the channels and methods you know will reach them best.

Encourage people across Australia to prepare for AusAlert testing and the AusAlert launch by visiting [ausalert.gov.au](https://ausalert.gov.au)

# Animation

This short animation provides a brief overview of AusAlert, community testing in June 2026, and the national test on Monday 27 July 2026.

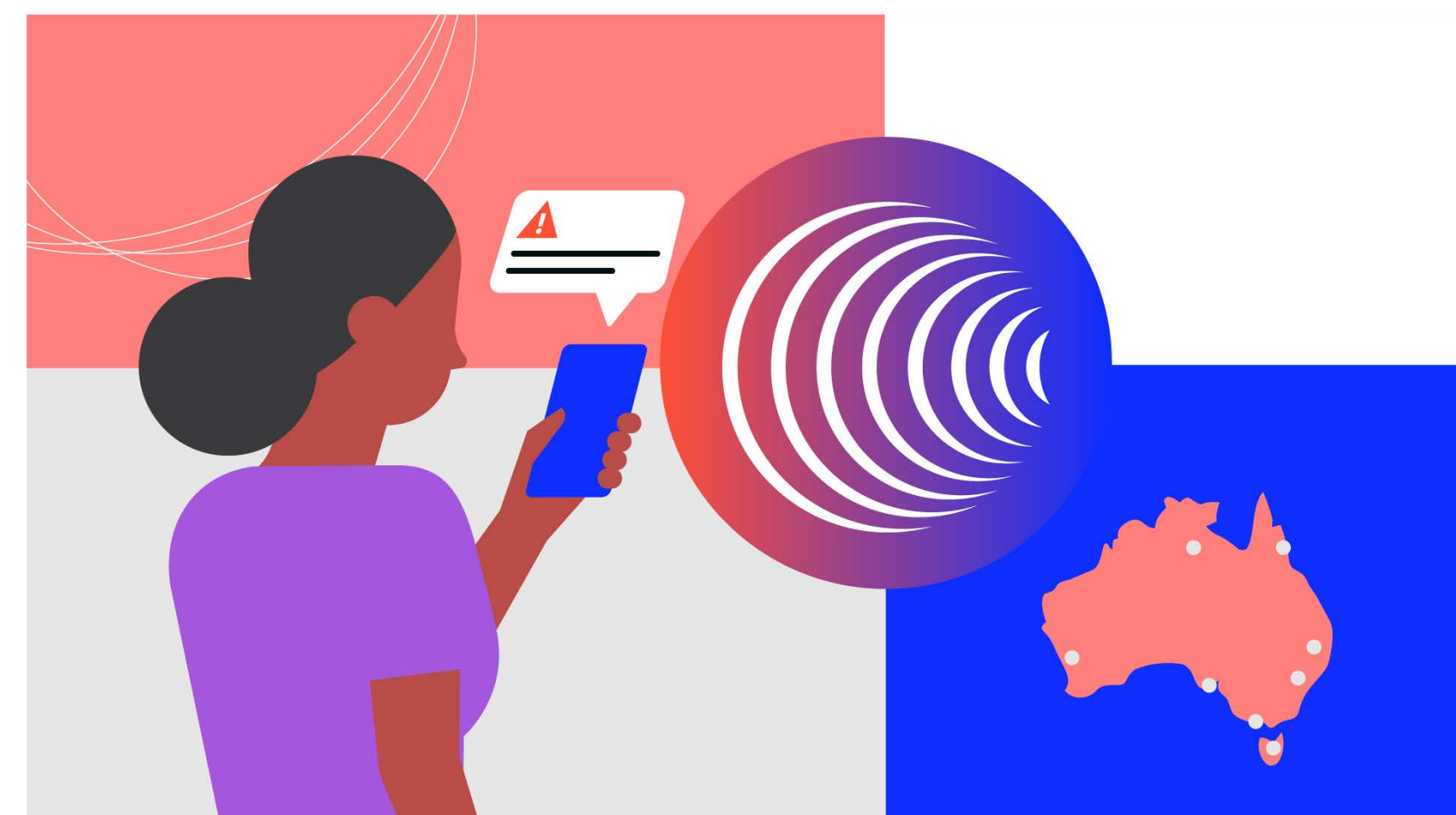
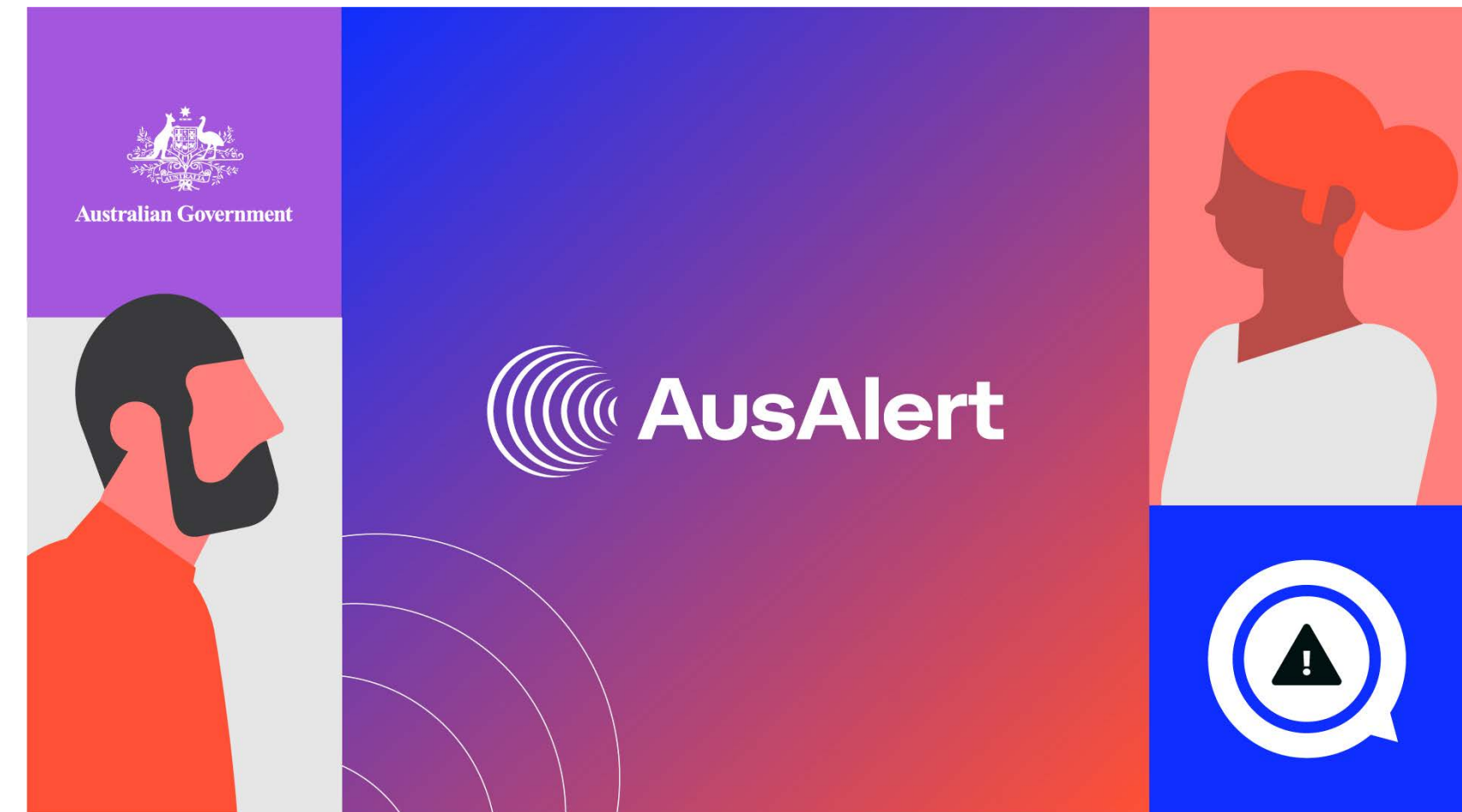
It includes Auslan support, and an Easy Read version is available.

It is also available for multicultural audiences in 19 languages.

We're providing you with the English version of this video to share via email, social media and other digital channels.

Additional versions of the animation can be downloaded at [ausalert.gov.au](https://ausalert.gov.au)

[Download resources](#)



# Animation

## Script

In October 2026, the Australian Government is launching AusAlert – a new national warning system that uses the latest technology to send emergency messages to compatible mobile phones, tablets and smart watches.

It's a fast and reliable way to help keep you informed so you can act quickly during local and national disasters. These could be natural hazards like bushfires, floods and cyclones, security threats or public health emergencies.

Before AusAlert is ready to use, we need to test the system. We also want Australians to recognise what an AusAlert looks and sounds like.

Community testing will happen in June 2026 in selected locations across Australia. To see the full list of areas and test times, please visit the 'Community testing' section of the AusAlert website.

There will also be a national test on Monday 27 July 2026. The test time will vary across Australian time zones. Visit the 'National test' section of the AusAlert website to find the time in your location.

You don't need to sign up for AusAlert. If your mobile device is compatible, you'll receive a test alert, which will look like this.

[Show test message on screen]

[Play siren sound underneath voice over]

The test will make a loud siren-like sound and vibrate for about 10 seconds. It will sound even if your device is on 'silent' or 'do not disturb'. If this noise could disrupt you or cause you to feel unsafe, please turn off your mobile devices or switch them to aeroplane mode before the test time, and leave them off for at least one hour.

If you receive a test alert while driving or riding, don't pick up your mobile phone.

AusAlert test messages will clearly say they are a test. You don't need to do anything. But in an actual emergency, follow the AusAlert instructions to keep yourself and others safe.

For more information on AusAlert tests, visit [ausalert dot gov dot au](https://ausalert.gov.au).

# Poster

This printable A3 poster highlights key information about AusAlert and community testing in your area.

You can print and display them in your community, or download to share on your social media channels, via messaging apps and email, or across other digital channels.

[Download resources](#)

**Australian Government** | **AusAlert™** | **VICTORIA**  
State Government

## Introducing AusAlert™

Testing in  
**Geelong (Belmont & Highton)**  
**Victoria**  
**2:00 pm Thursday 18 June 2026**

The Australian Government is launching AusAlert, a new national warning system that can send emergency messages to compatible mobile devices in times of disaster.

AusAlert will be ready to use in October 2026, but before it launches, we need to test the system in selected communities across Australia.

At around **2:00 pm on Thursday 18 June 2026**, your mobile devices, such as mobile phones, tablets and smart watches, may receive a test alert. The notification will vibrate and include a loud siren-like sound that lasts about 10 seconds.

The AusAlert test in your area is a Priority Alert. If receiving it could disrupt you or cause you or someone you know to feel unsafe, visit the AusAlert website at [aalert.gov.au](https://aalert.gov.au) to find out how to turn a Priority Alert off on your device.

**As this is just a test, you don't need to do anything.**  
In an actual disaster you should follow the alert instructions to keep yourself and others safe.

For more information, visit [aalert.gov.au](https://aalert.gov.au)

# Factsheets

These printable A4 factsheets contain detailed information about AusAlert and community testing in your area.

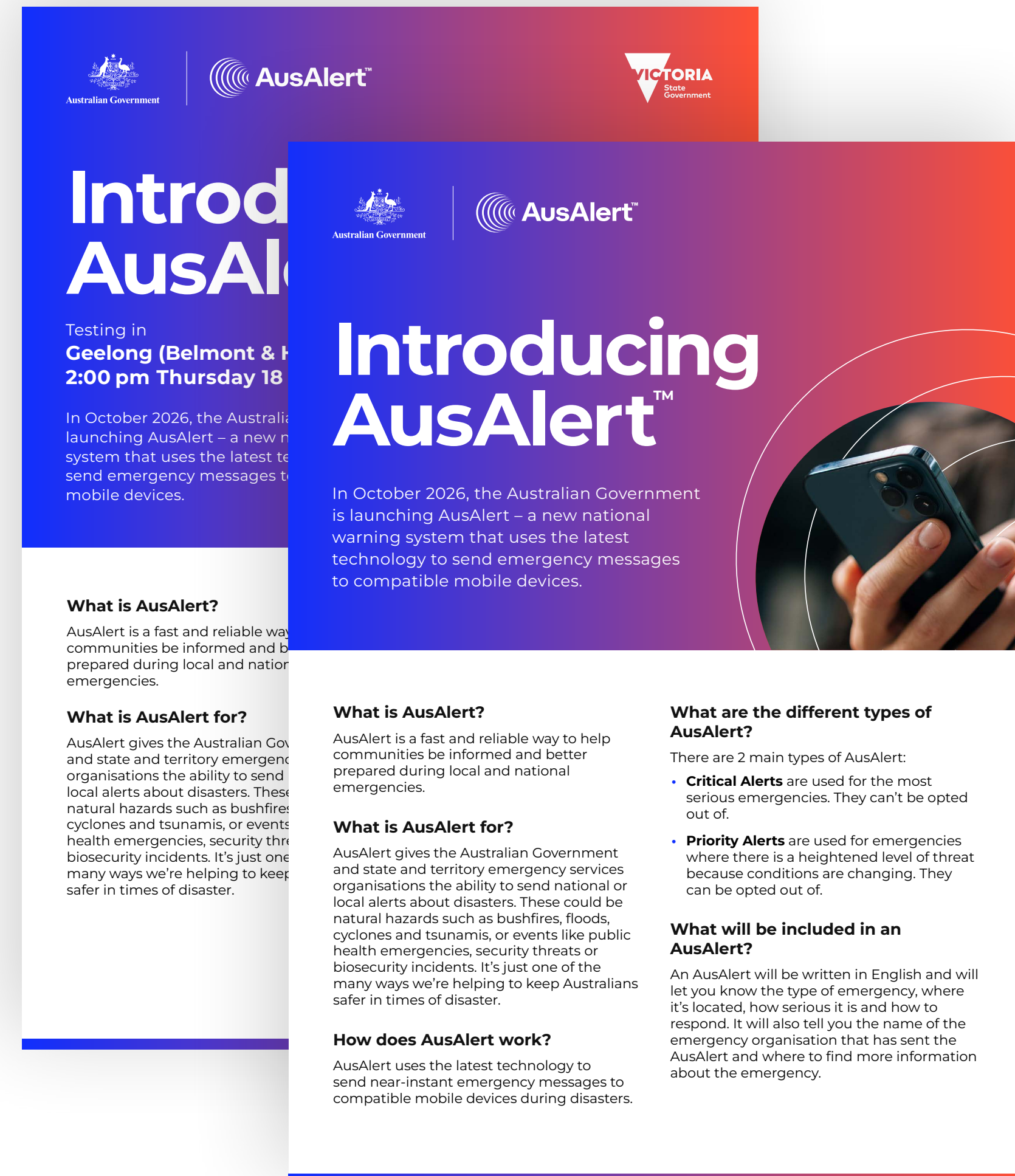
You can print and hand them out, or download to share them via email, social media and other digital channels.

Some factsheets are also available in 7 languages:

- Arabic
- Cantonese
- Greek
- Italian
- Korean
- Mandarin
- Vietnamese

These language versions can be downloaded at [ausalert.gov.au](https://ausalert.gov.au)

[Download resources](#)



# Social media tiles

These social media tiles include information about AusAlert and community testing in your area.

You can download these to share on your social media channels, via messaging apps and email, or across other digital channels.

Some social media tiles are also available in 7 languages:

- Arabic
- Cantonese
- Greek
- Italian
- Korean
- Mandarin
- Vietnamese

These language versions can be downloaded at [ausalert.gov.au](https://ausalert.gov.au)

[Download resources](#)



# Social media captions

For each social media tile, we've also provided a suggested social media post caption you might like to use.

Here are English versions for you to copy and paste.

Some social media captions are also available in 7 languages:

- Arabic
- Cantonese
- Greek
- Italian
- Korean
- Mandarin
- Vietnamese

These language versions are available at [ausalert.gov.au](https://ausalert.gov.au)



**Title:**  
Introducing AusAlert

**Caption:**

In October 2026, the Australian Government is launching AusAlert, a new national warning system that uses the latest technology to send emergency messages to compatible mobile devices.

It's a fast and reliable way to help communities like yours be informed and better prepared during local and national emergencies.

It's just one of the many ways the Australian Government and state and territory emergency services organisations are helping to keep Australians safer.

To learn more, visit [ausalert.gov.au](https://ausalert.gov.au)



**Title:**  
AusAlert is being tested in Geelong (Belmont and Highton) at 2:00 pm on Thursday 18 June 2026

**Caption:**

AusAlert is a new national warning system that uses the latest technology to send emergency messages to compatible mobile devices.

It will be ready to use in October 2026, but before it launches, we need to test the system in communities across Australia, and Geelong, Victoria has been chosen as a test location.

At 2:00 pm on Thursday 18 June 2026, AusAlert community testing is happening in Highton and Belmont. If you're in this location or in the Geelong area at the time of the test, you may receive a test alert on your mobile phone, tablet or smart watch.

The AusAlert test in your area is a Priority Alert. It will vibrate and include a loud siren-like sound that last about 10 seconds. If receiving the test could disrupt you or cause you or someone you know to feel unsafe, visit the AusAlert website at [ausalert.gov.au](https://ausalert.gov.au) to find out how to turn a Priority Alert off on your device.

As this is just a test, you don't need to do anything, but in an actual disaster you should follow the alert instructions to keep yourself and others safe.

To learn what an AusAlert sounds like, visit [ausalert.gov.au](https://ausalert.gov.au)



Australian Government  
National Emergency Management Agency



# More information

To learn more and prepare for the AusAlert testing period, visit [ausalert.gov.au](https://ausalert.gov.au)

