Water Safety campaign

City of Newcastle

“MANY OF US ARE FAMILIAR WITH HOW TO STAY OUT OF TROUBLE AFTER GROWING UP ON THE BEACH, SO WE’RE HOPING ALSO TO KEEP INTERNATIONAL VISITORS STAY OUT OF DANGER DURING THEIR STAY IN AUSTRALIA.”

– LORD MAYOR NUATALI NELMES

Summary Newcastle City Council identified water safety as an issue for international visitors to the region, realising the simple messages many people grow up with in Australia did not apply to visitors and newly arrived migrants.

Opportunity The summer of 2018 provided City of Newcastle with the opportunity to provide simple water safety flyers in multiple languages for use at popular local beaches Nobbys, Bar and Merewether beaches and Newcastle and Merewether ocean baths.

Action Flyers promoting simple water safety messages were translated in Chinese, Japanese and Arabic to coincide with the resumption of full beach patrols by council lifeguards. The water safety messages and accompanying diagrams have been printed on flyers distributed to the University of Newcastle, schools, the Newcastle language Centre and Multicultural Educational Centre. The three languages were chosen with advice from the Multicultural Centre and will be followed by online content in 10 other languages.