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NSW National Parks

Simplified Chinese beach safety campaign

Information toolkit 2024-25

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Why beach safety?

- The NSW National Parks and Wildlife Service (NPWS) has identified water safety as a key issue in national parks where unpatrolled beaches attract high visitation.
- These beaches are often located in remote areas with poor phone reception and can be prone to dangerous rips.
- Several fatalities and near-drownings are recorded each year in NSW national parks and reserves.
- In addition to its general water safety campaign, NPWS has identified a need to develop a targeted campaign for the multicultural community.
- This community is a high-risk group for drownings and non-fatal incidents at the beach and is overrepresented in fatal drowning statistics. Risk factors include:
 - Low understanding of rips
 - Lack of familiarity with the ocean
 - Poor awareness of prevention measures.



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Photo: John Spencer/DCCEEW

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Campaign overview

- This campaign will target the Mandarin-speaking Chinese community with beach safety messaging in language. The resources developed include a translated webpage and educational adverts.
- This group has been selected as it is the largest language other than English community in NSW, with 270,685 speakers representing 3.4% of population according to 2021 census data.
- The campaign has been prepared in collaboration with Surf Life Saving Australia and supports the organisation's state-wide water safety campaign that will be rolled out in late 2024.
- The safety messages have been adapted for Mandarin speakers with support from Multicultural NSW to ensure they are clear and culturally relevant.



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**在国家公园海滩
进行水上活动时
保持安全**

停一停, 看一看, 确保生命第一

大多数国家公园内的海滩位置偏僻并且无救生员巡逻, 可能十分危险。
有救生员巡逻的海滩最安全, 同时记得游泳时始终保持在红黄旗帜指示的水域内。
使用 BeachSafe (海滩安全) App, 查找离你最近的有救生员巡逻的海滩。
警惕危险的海流以及瞬息万变的海况。
移动电话网络信号覆盖范围可能有限。

浏览
[nswparks.info/
beachsafetychinese](https://nswparks.info/beachsafetychinese)
了解详情

停一停 看一看 确保生命第一

Photo: Steve Bascorn © SLSA, EP024 0350 Nov-2024

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Key messages



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Plan before going to the beach

- **Patrolled versus unpatrolled beaches:** Most beaches in NSW national parks are wild, remote and unpatrolled.
- **Safe versus unsafe beaches:** The safest place to swim is at patrolled beaches, between the red and yellow flags. There are no lifesaving services at unpatrolled beaches and there is no way of knowing if the water is safe.
- **Know the danger signs:** Watch out for rip currents, unexpected waves, steep drop offs, rocks and rapidly changing conditions. The ocean may look perfectly calm, but this can be deceiving, and conditions can change rapidly.
- **Tell someone, don't go alone:** Don't swim, surf, fish or go to isolated beaches alone.

Think before you get in the water

- **Stop:** Don't rush in, check the area for rip currents.
- **Look:** Look for other hazards such as waves, currents, changing water depth and rocks, and check the beach hazard signs.
- **Stay alive:** Know how to respond in an emergency.



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STAY ALIVE 

Help us share the message



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We are calling on organisations that have close ties with the Mandarin-speaking Chinese community to help the campaign messages reach the right audience.

Councils:

- Share updated beach safety advice with the local community.

Universities, schools and educational groups:

- Educate students about beach safety risks by circulating campaign materials via student organisations and e-newsletters, including content in student induction packages or advertising posters around your campus.

Chinese community groups:

- Use your platform as community leaders to provide members with the latest beach safety messaging.

Tour operators:

- Share safety messaging with relevant tour groups as part of educational tours and information packs.



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How you can get involved

- Share the webpage, images and messages across your channels.
- Share content on your social media pages.
- Share content with your e-newsletter subscribers.
- Post an article on your website.
- Print and display the campaign poster.
- Share content with relevant student organisations or include it in student induction packages.

View and share the Simplified Chinese NPWS webpage:

nswparks.info/beachsafetychinese

Download the Simplified Chinese visual assets:

[Beach Safety media tool kit](#) (Password: BeachSafety)

(Mandatory image credit: Steve Baccon © Surf Life Saving Australia)



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停一停 **看一看** **确保生命第一**

停一停 切忌匆忙下水, 首先查看哪里水域有离岸流。
看一看 观察是否有波浪、水流、水深变化和礁石等其他危险。
确保生命第一 掌握紧急情况的处理方法。

Photo: Steve Baccon © SLSA, 2013/2014/2015/2016/2017/2018/2019



Get in touch



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Reach out!

We'd love to work with you to get the word out there.

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NSW National Parks and Wildlife Service

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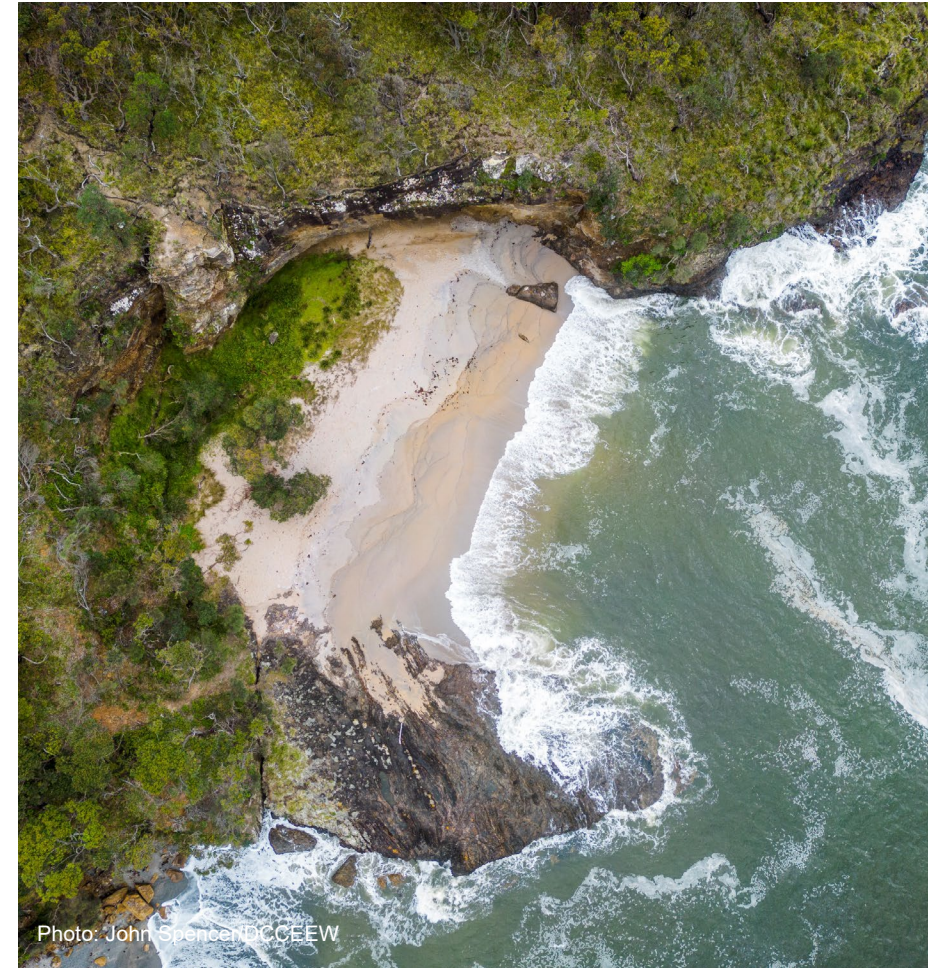


Photo: John Spencer/DICCEEW

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