

AusAlert

Overview for
Wesnet and the NADVVSS

Angela Walters – Stakeholder engagement lead, National Messaging System Taskforce, NEMA



Australian Government

National Emergency Management Agency

Acknowledgement of Country

In the spirit of reconciliation NEMA acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and the community. We pay our respects to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

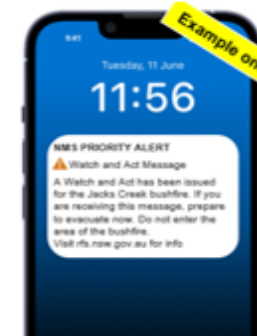
AusAlert

- A cell broadcast telephony-based warning capability built by the Australian Government for use by states and territories and the Commonwealth.
- A fully operational system available by October 2026 following community-based trials and a national test.
- Operating in tandem with Emergency Alert until at least July 2027.
- Automated voice messaging will maintain continuity throughout.



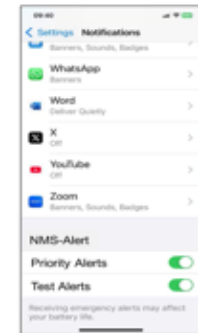
Critical Alert

- Siren ringtone.
- Bypasses silent & do not disturb.
- Cannot be opted out.



Priority Alert

- Siren ringtone.
- Can be opted out.



Messages retrieval stored in settings of phone.

AusAlert Community-based trials and national test

- Community-based trials will be conducted across 9 locations in June 2026.
- All locations will use priority alert for their trials.

Update: ACT location has changed from Fairbairn Business Park to Duffy ACT

- A national test is confirmed for 27 July 2026 at 2pm AEST.
- The critical alert will be used.
- Public awareness campaigns and stakeholder outreach programs will accompany both initiatives.

Date	Community test location
10 June	ACT: Duffy, Wright, Holder, Lyons (2611, 2606)
15 June	TAS: Launceston
16 June	QLD: Port Douglas
17 June	NSW: Liverpool
18 June	NT: Tennant Creek VIC: Geelong
19 June	WA: Goomalling
20 June	SA: Port Lincoln
21 June	ACT/NSW: Queanbeyan (cross-border test)

AusAlert Public Awareness Campaign bursts

Website launch:

- General information
- Real time alert information.
- Public facing sections allocated to underrepresented cohort.
- Links for organisations to download resources.
- Materials in Auslan, Easy English, up to 19 different languages.

Website: April 2026

Community-based trials (CBT)

- Campaign tailored to each specific location:
- Local radio, social, digital media.
- **Stakeholder kits** tailored to location, AND all focus cohorts.
- Road signage
- Public transport announcements.

CBT : May 2026

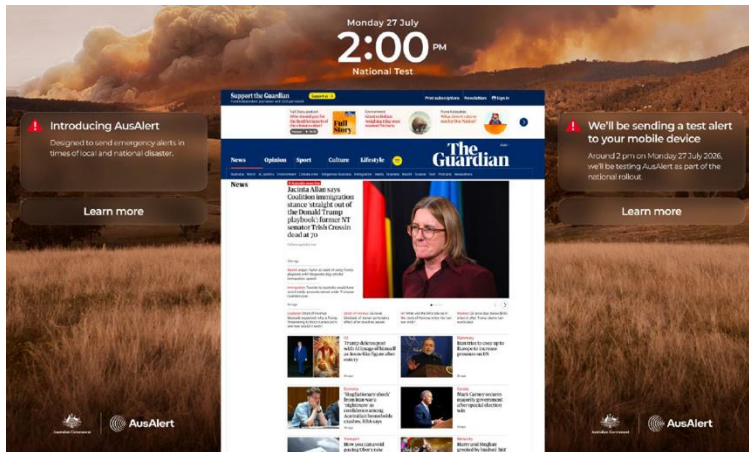
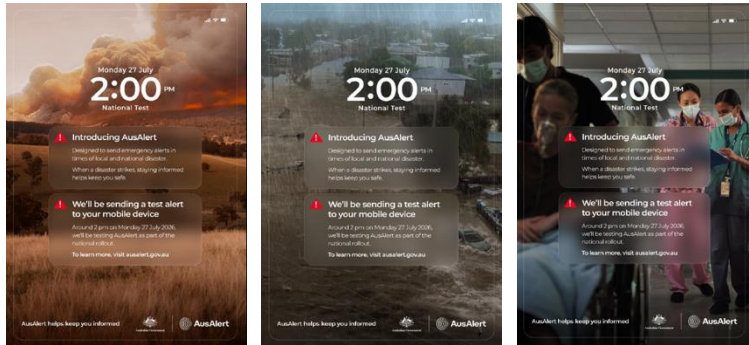
National test campaign:

- Media campaign focused on general population:
 - Television, radio, social media
 - Stakeholder kits and materials being distributed beneath this to ensure tailored understanding and awareness for underrepresented cohorts.
- Road signage & public transport announcements.

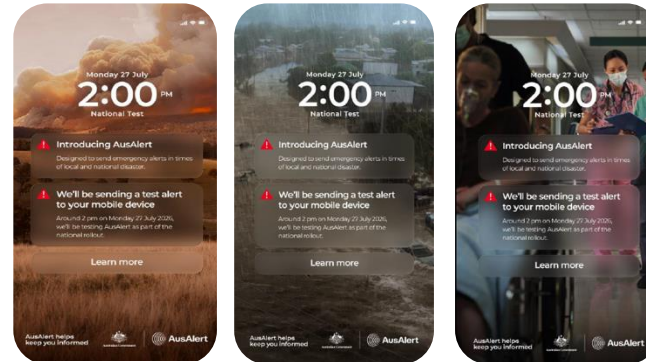
National : July 2026

National Media Campaign

Press and Desktop display

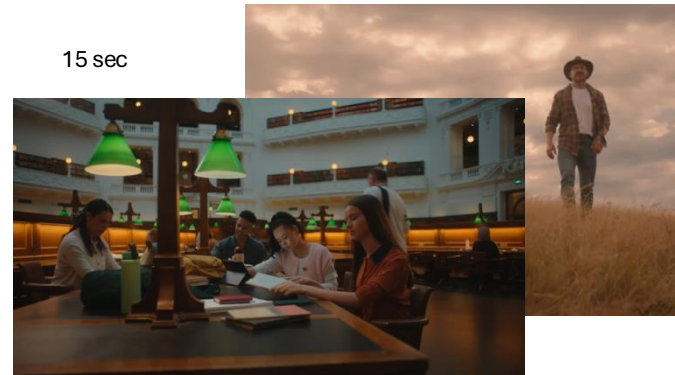


Social



TVC

15 sec



July 2026 CBT campaign

- Local radio
- Local Press
- Digital Press
- Meta (Facebook and Instagram)

July 2026 National Test Campaign

- 30-second TVC
- 15-second TVC cut down
- 30-second radio
- 15-second digital video for social media
- Press x 3 creatives
- Mobile display x 3 creatives
- Desktop display x 2 creatives

OFFICIAL

Stakeholder materials – General population

Stakeholder Kit Contents

- An explainer animation including Auslan picture-in-picture video and Easy English
- Information booklet
- Posters
- Factsheets
- Social media tiles and suggested post wording

Stakeholder kits will be sent to all identified stakeholders in Liverpool and Queanbeyan

Social Tiles



Fact Sheets



Posters



Explainer Videos



Tailored to:

- All CBT Locations
- National Test
- Evergreen (live)

Adapted to the needs of:

- CALD
- First Nations
- Older Australians
- Disability sector
- Children + Schools
- Domestic & Family Violence

Stakeholder kits – Domestic and Family Violence

Stakeholder Kit Contents

- Safe Phone Guide: AusAlert Safety Guide for Survivors
- Posters
- Fact Sheets
- Social Tiles
- EDM and Social Media messaging.

Distribution Approach: Discreet location on AusAlert website.

Amplification and distribution via DV support services and other related networks

Social Tiles + messaging



Tailored to CBT locations



POST COPY

The Australian Government is launching AusAlert, a new national warning system. It will send emergency messages to compatible mobile devices during disasters such as bushfires, severe weather and public health emergencies.

Before AusAlert is ready to use in October 2026, the system needs to be tested in selected communities across Australia. This is called AusAlert community testing.

At around 10:30 am on [Wednesday 10 June 2026], your mobile devices, such as phones, tablets and smart watches, may receive a test alert.

If your devices are turned on, the AusAlert test will:

- make them vibrate
- play a loud siren-like sound for 10 seconds
- turn the screen on automatically.

This may happen even if the volume is turned down or your devices are on silent or do not disturb.

AusAlert messages share important information, but they could make hidden safety devices easier to find.

What you should do

SHORTER ALT POST COPY

At around 10:30 am on [Wednesday 10 June 2026], we're testing AusAlert in your community. This is called the AusAlert community testing. At this time, your mobile phones, tablets and smart watches might receive a test alert that causes them to vibrate, make a loud siren-like sound for 10 seconds and turn the screen on automatically. This may happen even if the volume is turned down or your devices are on silent or do not disturb.

AusAlert messages share important information, but they could make hidden safety devices easier to find.

If you think receiving this test alert might not be safe, do the following at least one hour before the test time:

Posters



The Australian Government is launching AusAlert, a new national warning system. It will send emergency messages to compatible mobile devices during disasters such as bushfires, severe weather and public health emergencies.

Before AusAlert is ready to use in October 2026, the system needs to be tested across Australia.

This is called the AusAlert national test. On Monday 27 July, your mobile devices – such as phones, tablets and smart watches – may receive a test alert at around:

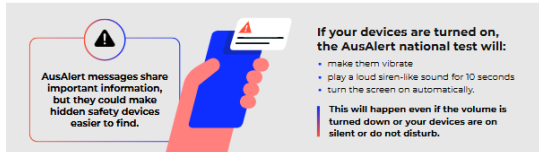
- 2:00 pm AEST - Queensland, New South Wales, Australian Capital Territory, Victoria, Tasmania
- 1:30 pm ACST - Northern Territory, South Australia, Broken Hill (NSW)
- 12:00 pm AWST - Western Australia.

What you should do

If you think it might not be safe for you or someone you care about to receive the AusAlert national test, at least one hour before the test time:

- turn your safety devices off OR
- switch them to aeroplane mode (if you have it) AND
- leave them off for 24 hours.

Remember – you can still use wi-fi if your device is in aeroplane mode. If it doesn't have aeroplane mode, turn it off instead.



If your devices are turned on, the AusAlert national test will:

- make them vibrate
- play a loud siren-like sound for 10 seconds
- turn the screen on automatically.

This will happen even if the volume is turned down or your devices are on silent or do not disturb.

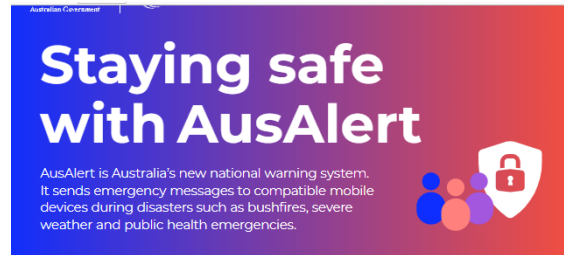
Help and advice

If you're worried about your immediate safety, call 000.

For advice or support:

- about your safety, call 1800RESPECT on 1800 737 732
- in your local area, visit the ANROWS website at anrows.org.au/support-directory
- if you're an Aboriginal or Torres Strait Islander, call 13YARN on 13 92 76.

For more information, visit ausalert.gov.au



AusAlert is Australia's new national warning system. It sends emergency messages to compatible mobile devices during disasters such as bushfires, severe weather and public health emergencies.

AusAlert messages share important information, but they could make hidden safety devices easier to find.

If your phones, tablets or smart watches are turned on, an AusAlert will:

- make them vibrate
- play a loud siren-like sound for 10 seconds
- turn the screen on automatically.

This will happen even if the volume is turned down or your devices are on silent or do not disturb.

What you should do

If you think it might not be safe for you or someone you care about to receive an AusAlert:

- keep your safety devices turned off OR
- in aeroplane mode (if you have it) EXCEPT
- if you need to use them.

Remember – you can still use wi-fi if your device is in aeroplane mode. If it doesn't have aeroplane mode, turn it off instead.

For more information, visit ausalert.gov.au

Social Tiles, Messaging, Posters: For amplification on stakeholder channels

Stakeholder kits – Domestic and Family Violence

Stakeholder Kit Contents

- Safe Phone Guide: AusAlert Safety Guide for Survivors
- Posters
- Fact Sheets
- Social Tiles
- EDM and Social Media messaging.

Distribution Approach: Discreet location on AusAlert website.

Amplification and distribution via DV support services and other related networks

AusAlert Safety Guide for Survivors

This is an instructional guide as to how to turn phones off, for how long and what to do if an alarm activates on a concealed device. It is designed to endure during community tests, national test, and when AusAlert is live

AusAlert safety guide for survivors

AusAlert is Australia's new national warning system. It uses the latest technology to send emergency messages to compatible mobile devices during disasters such as bushfires, severe weather and public health emergencies.

How do I turn my device off?

Apple (iOS devices such as iPhones and Apple Watches)

If your device uses Face ID:

- press and hold the right-hand side button and either volume button at the same time until 'sliders' appear
- drag the 'slide to power off' slider from left to right.

If your device has a Home button:

- press and hold the right-hand side button until the 'Slider' appears
- drag the 'slide to power off' slider from left to right.

To turn either device back on, press and hold the right-hand side button until the Apple logo appears.

Please note: AusAlerts are not received by Apple iPads.

Android

For Android devices:

- press and hold the power button on either the left or right side of your device until the power menu appears
- press the 'Power Off' button.

To turn your device back on, press and hold the power button until the logo of your device manufacturer appears.

Remember to also turn off any safety devices used by children in your care.

What does an AusAlert look like?

Depending on your device type and operating system, an AusAlert message will look something like this:

What if I receive an AusAlert safety device?

If your safety device is turned on during the AusAlert national test, it will play a siren-like sound for about 10 seconds. Because it is a test, it will only happen once.

Try to stay calm. If you aren't safe, call 000 straight away and follow your safety plan. If it's safe to do so, read the AusAlert message and follow the instructions to keep yourself and others safe.

Stay informed

AusAlert is just one way to stay safe in a disaster. You can also turn on local or national TV or radio, check emergency services apps, search online for more information, or contact family, friends or neighbours.

You can trust AusAlert

AusAlert has been developed by the Australian Government and is safe and secure. Only authorised emergency services organisations and the Australian Government can send AusAlerts.

AusAlert won't:

- require you to sign up
- ask for personal or financial details
- know or store your personal information or phone number
- track your location or share your location history, even if your device is connected to a shared ID.

Help and advice

If you're worried about your immediate safety, call 000.

For advice or support:

- about your safety, call 1800RESPECT on 1800 737 732
- in your local area, visit the ANROWS website at anrows.org.au/support-directory
- if you're an Aboriginal or Torres Strait Islander, call 13YARN on 13 92 76.

Tailored to:

- 19 languages
- Easy read

For more information, visit ausalert.gov.au

Stakeholder kits – Domestic and Family Violence

Stakeholder Kit Contents

- Safe Phone Guide: AusAlert Safety Guide for Survivors
- Posters
- Fact Sheets
- Social Tiles
- EDM and Social Media messaging.

Distribution Approach: Discreet location on AusAlert website.

Amplification and distribution via DV support services and other related networks

Staying Safe Fact Sheet:

Tailored to each CBT location, the national test and then live. This accompanies the AusAlert Safety Guide for Survivors.

A guide to staying safe during the AusAlert national test
Monday 27 July 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.

How do I stay safe during the national test?
It is designed to get your attention during emergencies, to help keep them for people who use safety devices, and AusAlert may appear on them as it has those devices easier to find, especially if you are in a hidden location.

What you should do
If it is a risk, it might not be safe for you or the people you care about to receive the national test. Do this the following at the hour before the test time:
• Turn your safety devices off. Or, turn them to airplane mode (if you are an Android).
• Turn off your device if in airplane mode. You can still use Wi-Fi, if you want.
• Turn off your device for 24 hours.
• If your device is in airplane mode, you can still use Wi-Fi, if you want.
• Turn off airplane mode, turn it off instead.

How do I turn my device off?

Apple (iOS devices such as iPhones and Apple Watches)
If your device uses Face ID:
• Press and hold the right-hand side button until the 'slider' appears.
• Drag the slider to power off slider from left to right.

If your device has a Home button:
• Press and hold the right-hand side button until the 'slider' appears.
• Drag the slider to power off slider from left to right.

To turn either device back on, press and hold the right-hand side button until the Apple logo appears.

Please note: AusAlerts are not received by Apple iPads.

Android
For Android devices:
• Press and hold the power button on either the left or right side of your device until the power menu appears.
• Press the 'Power Off' button.

Remember to also turn off any safety devices used by children in your care.

How do I switch my device to airplane mode?

Apple (iOS devices such as iPhones and Apple Watches)
to turn airplane mode on:
go to 'Settings' → turn the 'Airplane Mode' toggle on; an airplane icon should appear at the top of the screen.
to turn airplane mode back off:
go to 'Settings' → tap on 'Network & Internet' → turn the 'Airplane Mode' toggle off; an airplane icon should appear at the top of the screen.

Android
to turn airplane mode on:
go to 'Settings' → tap on 'Network & Internet' → turn the 'Airplane Mode' toggle on; an airplane icon should appear at the top of the screen.
to turn airplane mode back off:
go to 'Settings' → tap on 'Network & Internet' → turn the 'Airplane Mode' toggle off; the airplane icon at the top of the screen should disappear.

Please note: AusAlerts are not received by Apple iPads.

What you can trust AusAlert
AusAlert has been developed by the Australian Government and is safe and secure. Only a trusted emergency services organisation and the Australian Government can send AusAlerts. AusAlert won't:
• require you to sign up;
• ask for personal or financial details;
• show or store your personal information or phone number;
• track your location or share your location, except when your device is connected to a shared ID.

What if I receive the AusAlert national test on my safety device?
If your safety device is turned on and receives the AusAlert national test, it will make a loud siren-like sound for about 10 seconds and then stop. Because it is a test, this will only happen once. Try to stay calm. If you want, take one step away and follow your safety plan.

Help and advice
If you're worried about your immediate safety, call 000.
For advice or support:
• About your safety, call 1800RESPECT on 1800 737 732.
• In your local area, visit the ANROWS website at anrows.gov.au or call 1800RESPECT on 1800 737 732.
• If you're an Aboriginal or Torres Strait Islander, call 131447N on 13 92 76.

When is the AusAlert national test?
On Monday 27 July 2026, an AusAlert test message will be sent to all compatible mobile devices in Australia at once, at around:
• 2:00 pm AEST – Queensland, New South Wales, Australian Capital Territory, Victoria, Tasmania
• 3:30 pm AEST – Northern Territory, South Australia, Broken Hill (M300)
• 12:00 pm AWST – Western Australia

What will the AusAlert national test sound like?
If your phones, tablets or smart watches are turned on, the AusAlert national test will:
• make them vibrate;
• play a loud siren-like sound for 10 seconds;
• turn the screen on automatically.
This will happen even if the volume is turned down or your device are on silent or do not disturb.

When will the AusAlert national test look like?
If you're on your device and operating system updates send messages, look something like:

For more information, visit ausalert.gov.au

Postcard insert

For inclusion in safe phone packaging by providers

Staying Safe with AusAlert™

AusAlert is Australia's new national warning system. It sends emergency messages to compatible mobile devices during disasters such as bushfires, severe weather and public health emergencies.

AusAlert messages share important information, but they could make hidden safety devices easier to find.

If your phones, tablets or smart watches are turned on, an AusAlert may:
• make them vibrate;
• play a loud siren-like sound for 10 seconds;
• turn the screen on automatically.
This may happen even if the volume is turned down or your device are on silent or do not disturb.

Alerts can also be received on safety watches, Apple CarPlay and Android Auto devices.

What you should do
If you think it might not be safe for you or someone you care about to receive an AusAlert:
• keep your safety devices turned off or
• in airplane mode (if you have it back on)
• if you need to use them.
Remember – you can still use Wi-Fi if your device is in airplane mode. If it doesn't have airplane mode, turn it off instead.

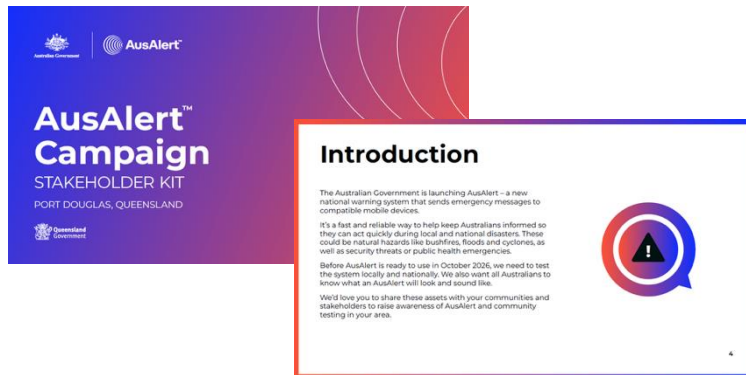
Help and advice
If you're worried about your immediate safety, call 000.
For advice or support:
• About your safety, call 1800RESPECT on 1800 737 732.
• In your local area, visit the ANROWS website at anrows.gov.au or call 1800RESPECT on 1800 737 732.
• If you're an Aboriginal or Torres Strait Islander, call 131447N on 13 92 76.

For more information, visit ausalert.gov.au

AusAlert resources - versions and distribution

A stakeholder pack booklet which provides instruction for:

- How to use public facing materials.
- Suite of creative campaign assets for use on own channels.
- Posters, factsheets, social media tiles and messaging for use in own social media posts.



Currently being amended:

- ACT Community-based trials stakeholder kit
- DFV Stakeholder Kit (Canberra)

Available

- All other CBT location SE Kits
- All other CBT locations SE Kits
- AusAlert Safety Guide for Survivors.
- DFV Factsheets – National test and evergreen (live)

Engagement summary

Primary channels

Services Australia | NIAA | Department of Home Affairs

Department of Health, Disability, and Ageing

Department of Social Services

Department of Educations | State Counterparts | Independent Schools

National and state peak bodies | Advocacy networks

Emergency service organisations | Charities

Australian Local Government Association and LGAs

State Road & Public Transport Authorities | Australian Airports Association | Large scale retail

Intersectional engagement

CALD Communities

Older Australians

Education Children and Youth

First Nations people

Family & Domestic Violence

People with disability

International Tourism | Drivers | Flyers | Commuters

Domestic & Family Violence

Wesnet & NADFVSS

- 1800RESPECT
- DHDA
 - Family health ad safety
 - Primary Health
- Services Australia Officer Networks
 - Remote , Indigenous
 - Community
 - Aged Care
 - Multicultural
- Social Services – Jurisdictional Working Group
- Women with disabilities
- Red Cross Australia
- SCOA – settlement services
- Australian Multicultural Women's Alliance
- Women with disabilities
- Gender & Disaster Australia
- Our Watch
- State & Territory Police and DVliaison

DV Safe Phone
AusAlert info inserted into all phones

State Engagement

South Australia

- SACOSS
- Yarredi Services
- Red Cross

Western Australia

- Centre for Womens Safety & Wellbeing
- Webinar for all community Services in WA pending

Victoria

- Safe & Equal
- Orange Door

NSW : DVNSW

TAS

- Dept Premier and Cabinet TAS
- TAS Family & Sexual Violence Alliance

33Creative EDM Distn
National distribution ax indigenous health, community support & DFV services

CALD Communities

Settlement Council of Australia

1,000 local organisations

Federation Ethnic Communities Council Australia

1400 local organisations

DHDA Multi-Cultural Advisory Group

Nat Network of Peak bodies, public health practitioners, Multi-cultural reps

Services Australia Multicultural Service Officers Networks

Local support services national network

Older Australians

Services Australia Aged Care Officer Network

National Network of Face to Face officers

Uniting Care Aged Care Centre Network

National and remote network of nursing and retirement homes

Red Cross

Online services and volunteer network

DHDA Aged Care Advisory Group

Health care professional network nationally

Australian Fed'n of Disability Org'n

4.1 Million Australians

Children & Teens

State & Territory Education Dep't/Directorates

All schools ax Australia

Multicultural Youth Alliance Network

Youth networks nationally

Office for Youth

Broad online reach nationally

NIAA Junior Rangers

National network of community groups & Elder Presence

First Nations

Services Australia Aged Care Officer Network

NIAA Remote Food Security Network

Access to local stores, health networks, community and health services and retail

NACCHO

Health networks in regional and remote areas

First Nations Alliance Against DFV

First People's Disability Network

Member services nationally

33Creative EDM Dist'n

National distribution ax indigenous stakeholder network

People with disability

Australian Federation of Disability Organisations

Includes all services, peaks, orgs for disability and reaches 4.1m Australians

- Department of Social Services
- Physical Disability Australia
- National Disability Services
- Disability Advocacy Network Australia
- People With Disability Australia
- Guide Dogs Australia
- Department of Health Disability and Ageing
- ME/CFS Society Australia
- Women With Disabilities

Intersectional Engagement and/or multiple cohorts

DHDA Primary Health Networks

Australian Local Government Association & LGAS

Services Australia Community Officers Networks

NIAA Remote Food Security Network

Australian Federation of Disability Organisations

DHDA Health Emergency Mgt

Services Australia Call & Service Centres & Network of 3000 support orgs.

Local community engagement across community-based trial locations

More than 700 local services across all cohorts have been actively engaged and supplied with resources relating to general AusAlert info, DFV resources, and will receive specialist cohort materials

OFFICIAL

OFFICIAL



Australian Government
National Emergency Management Agency



Thank you

nms@nema.gov.au

ausalert.gov.au

OFFICIAL