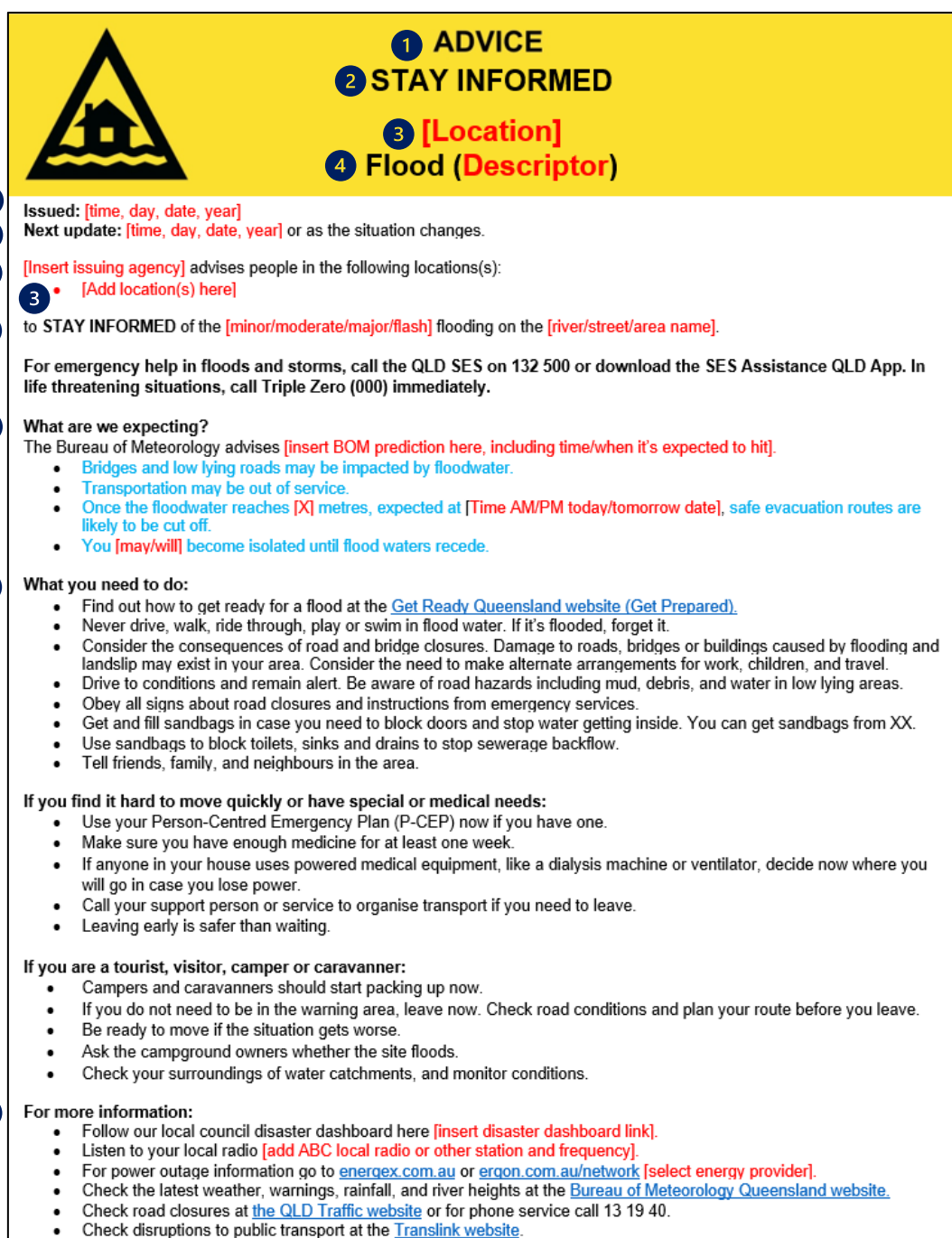# Warning Template Style Guide Qld

Australian Warning System

Warning Anatomy

1. Warning level - Indicates level of risk and danger.

2. Calls to Action statement - Tells people what to do.

3. Warning location/area - Tell people who needs to take the protective action.

4. Hazard – The hazard posing risk.

5. Warning issued - Time the warning is issued.

6. Warning update - Time to expect the next warning.

7. Issuing Agency - Who issued the warning. This is also indicated by platforms and branding.

8. What we are Expecting/Impacts - Tells people what to expect. Helps people understand why they need to act.

9. What you need to do/Actions - More detailed information about what people need to do to protect themselves.

10. More information – Tells people where to look for more information.

Style Guide Queensland – Australian Warning System

Guidance for use

Issuing Agencies should note these templates can be used flexibly and adjusted to suit community demographics and needs. Warning templates and a glossary of suggested warning phrases are available on the disaster website to assist with customisation.

Key

[Red brackets] – Information required to be amended/inserted. Information unique to that event and location. Decided by the Issuing Agency, based on intelligence.

Blue text – Optional information for inclusion if appropriate. Delete if not applicable.

Hazard (Descriptor) – The descriptor allows for the hazard to be articulated, for example, Flood (Riverine) or Flood (Flash).

Australian Warning System Icons and Colours

The requirements of the Australian Warning System are nationally consistent:

1. Calls to Action statements – the bold and capitalised words in each template headline.
2. Warning levels – Advice, Watch and Act, Emergency Warning.
3. Colours - Advice is yellow, Watch and Act is orange, and Emergency Warning is red.

Colour palette

Hazard yellow
C 3 M 7 Y 91 K 0
R 251 G 224 B 50
HEX # fbe032

Hazard orange
C 0 M 65 Y 100 K 0
R 255 G 121 B 0
HEX # ff7900

Hazard red
C 9 M 100 Y 100 K 2
R 214 G 0 B 28
HEX # d6001c

As per the National Framework, the hazard icons appear in 3 escalating tiers.

Black must always be used to outline the triangle in which the icon appears in.

In yellow and orange tiered icons:
Black must always be used as the primary icon fill colour. White may be used sparingly as a secondary colour.

In red tiered icons:
White must always be used as the primary icon fill colour. Red may be used sparingly as a secondary colour.

4. Icons

| ADVICE | WATCH and ACT | EMERGENCY WARNING |

When using these templates, it is important that you use, in full, the Calls to Action statements, warning levels, icon appropriate to the level, and colour palette.

All Australian Warning System icons are available on the Australian Disaster Resilience website.

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Social Tiles

The beginning of the long form warning templates can also be utilised as social tiles.

For example, screen-capturing from the top of the warning template to the 000 information.

This section can be posted on social media as an information piece for the public.

Example:

Language

A 2012 study conducted by the Australian Bureau of Statistics found that around 44 % of Australians aged 15 to 74 (7.3 million) had literacy skills at levels one (equivalent primary school) or two (equivalent year 7-10), a further 39 % (6.4 million) at level three (equivalent year 11-12) and 15 per cent (2.7 million) at levels four or five (Certificate IV and above). [Australian Bureau of Statistics].

The words used in these templates, the length of sentences, and tone have been written simply to make the information accessible to as many people as possible.

The order and presentation of the warning templates – order of information, capitalisation and bolded words – is based on research, best practise and community input. For consistency, resist making major changes.

Resist the temptation to 'make the warning sound more official' because this could compromise simplicity, accessibility, and safety.

Design

One of the requirements of Australian Warning System is the use of set hazard icons, coloured according to the warning level. When using these templates, consider where to best place the hazard icon and the Issuing Agency logo.

The hazard icon must be more prominent than the Issuing Agency logo, with no other colours distracting from the warning level colour. This is to make sure the risk level is as clear as possible to people who see the warning.

If you choose to use these warning templates, it is strongly suggested doing the design work before a hazard hits. This would include considering how the design elements will be incorporated into different platforms. Different platforms may require different design and graphic elements.

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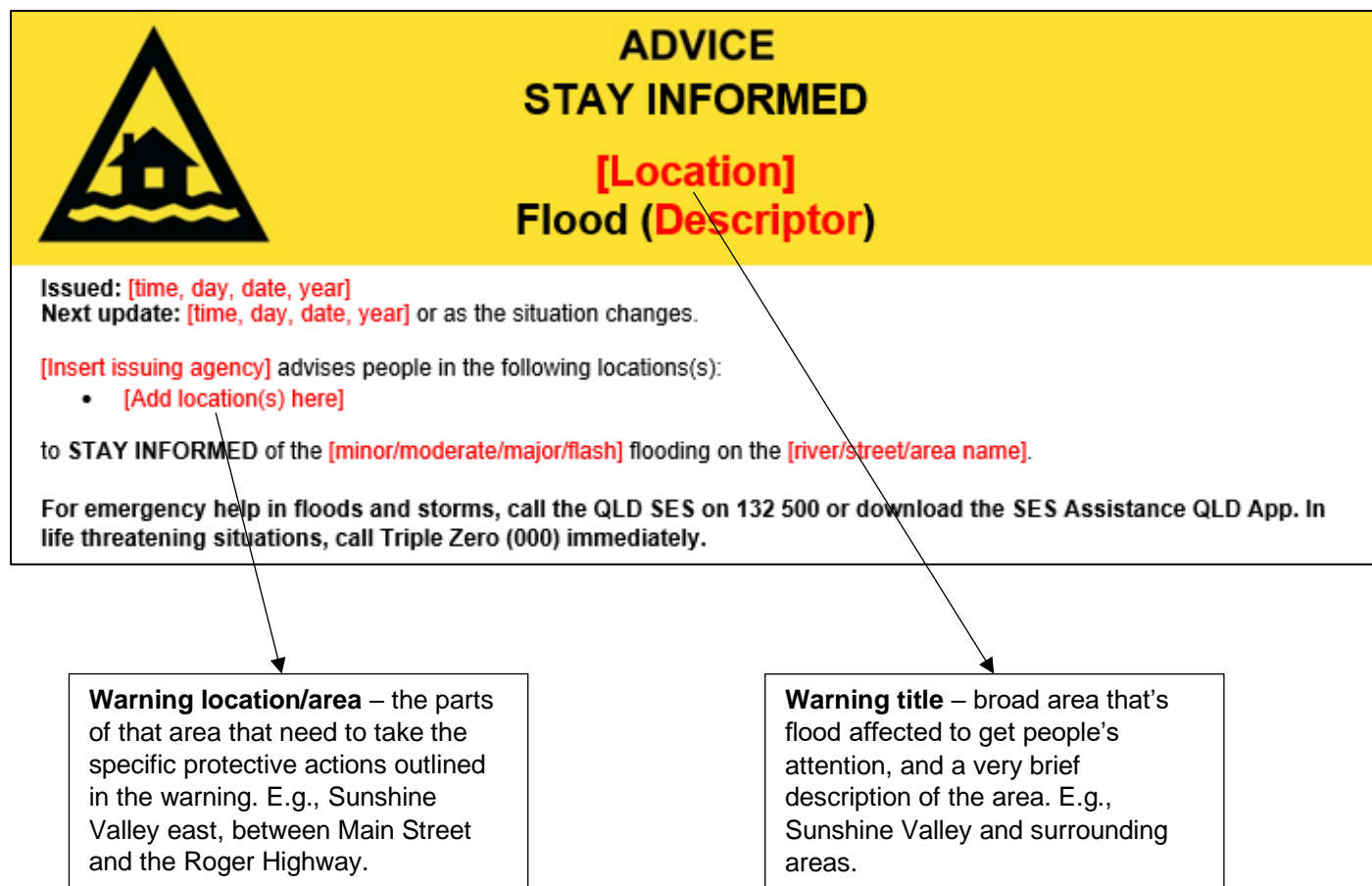
Emergency Alerts (EA)

EAs are *one* option for sharing emergency warning information. They are for warnings only – not broad public information. Guidelines for use, and examples of EA options, are provided in the Queensland Warnings Manual.

The long form warning templates in this document are not appropriate as EAs.

An EA does not need to be sent every time a warning is issued.

Locations

There are multiple opportunities in these flood warning templates to provide location information.

ADVICE
STAY INFORMED
[Location]
Flood (Descriptor)

Issued: [time, day, date, year]
Next update: [time, day, date, year] or as the situation changes.

[Insert issuing agency] advises people in the following locations(s):
- [Add location(s) here]

to **STAY INFORMED** of the [minor/moderate/major/flash] flooding on the [river/street/area name].

For emergency help in floods and storms, call the QLD SES on 132 500 or download the SES Assistance QLD App. In life threatening situations, call Triple Zero (000) immediately.

Warning location/area – the parts of that area that need to take the specific protective actions outlined in the warning. E.g., Sunshine Valley east, between Main Street and the Roger Highway.

Warning title – broad area that's flood affected to get people's attention, and a very brief description of the area. E.g., Sunshine Valley and surrounding areas.
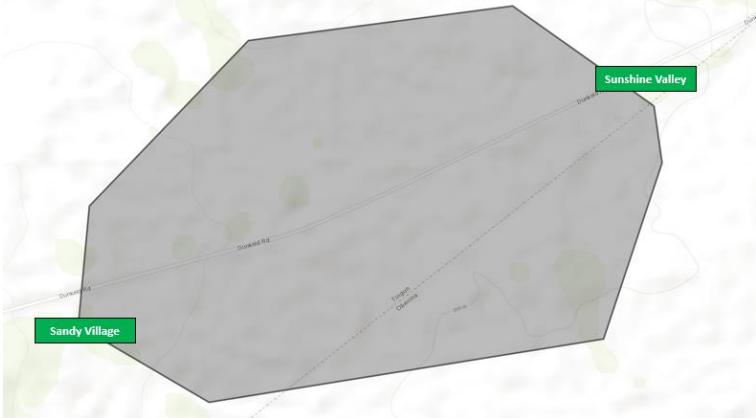
This information specifies exactly who in the community needs to take the protective action. Make it clear exactly who you're talking to before you start drafting the warning.

Location information needs to be communicated clearly and cross-checked with local intelligence. Conflicting locations can cause confusion and fear in the community, and potential distrust with the rest of the warning content.

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Maps

While not a requirement of the Australian Warning System, research strongly suggests that inclusion of a map is important in assisting people understand whether the warning area or protective action applies to them and assists in interpretation and perception for their own risk. See the below example with a map screenshot image included into the long form warning product under locations.

Example:

Publishing

Issuing Agencies are encouraged to email the SDCC Watch Desk at sdcc@police.qld.gov.au. The SDCC Watch Desk will publish the warning on the Queensland State Warning Map. The State Warning Map uses Common Alerting Protocols (CAP-AU) that can be utilised by disaster and emergency management practitioners to upload the warning to their relevant website e.g. Local Disaster Dashboards.

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