



ESCAPE. **HIDE.** TELL.

STAKEHOLDER KIT

nationalsecurity.gov.au

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Introduction

The Escape. Hide. Tell. public safety advice is designed to help people respond in the rare event of an armed attack.

To make sure Escape. Hide. Tell. resources are accessible to all Australians, materials have been adapted for:

- Culturally and linguistically diverse (CALD) communities
- First Nations Communities
- People living with disability

Purpose of this stakeholder kit

This kit provides you with the information and tools you need to:

- Share the adapted materials within your networks and communities
- Promote awareness through digital and in-person channels
- Support conversations about community safety in an inclusive way.

Launch timing

- **Launch date: 23 October 2025.**
- You and your organisation are encouraged to amplify messaging following the launch by:
 - Sharing resources across digital channels
 - Displaying posters and banners
 - Amplifying materials and messaging via your channels.

How to use these materials

- Share social media tiles on your organisation's channels with suggested posts.
- Display posters in community hubs, schools, workplaces, libraries and cultural centres.
- Use digital banners in newsletters, websites and event promotions.
- Play animations in community presentations, training sessions or crowded places.
- Distribute the community kits through your networks to reach harder-to-reach groups.

Support and contact

If you need assistance in using the materials, please contact: PISC@homeaffairs.gov.au

Resources available

You can promote Escape. Hide. Tell. messaging by downloading and sharing the following resources:

- Social media tiles (static)
- Posters (printable up to A2)
- Digital banners (for websites, newsletters and emails)
- Pull-up banners
- Community kits
- Animations (social media animation and instructional video)
- Draft internal copy and a desktop screensaver
- Trainers guide and PowerPoint
- Translated resources.

Key messages

- Although Australia is a safe country, attacks in crowded places could happen and we need to do what we can both to prevent and prepare for them.
- In the unlikely event you face an attacker armed with a gun, knife or similar weapon, it is important to be prepared to react quickly.
- You need to remember three words: ESCAPE. HIDE. TELL.
 - ESCAPE – move away from danger as quickly and quietly as possible and encourage others to do the same, but only if it's safe to do so.
 - HIDE – stay out of sight and silence your mobile phone.
 - TELL – call Emergency Services on Triple Zero (000) when it is safe.
- All situations are different. You will need to make quick decisions during an attack and be prepared to change your plan. Remembering ESCAPE. HIDE. TELL. will help you decide what to do.
- We are providing this advice so you are prepared if there is an incident, not because we are expecting one.
- You can report suspicious behaviour anonymously via the National Security Hotline by calling 1800 123 400.
 - Life-threatening situations should be reported to the police by calling Triple Zero (000).

Social media tiles and example posts



[Download social media posts](#)

Option 1:

In the event of an armed attack, knowing how to respond can save lives.

Remember: Escape. Hide. Tell.

What you do matters.

Learn more at nationalsecurity.gov.au

Option 2:

Australia's threat level has not changed but being prepared saves lives.

Escape. Hide. Tell. provides 3 simple steps to stay safe in the unlikely event of an armed attack.

Visit nationalsecurity.gov.au to learn more.

Option 3:

The Escape. Hide. Tell. materials have been updated to be clearer and more accessible.

They are now available in more languages and formats for all Australians.

Because everyone deserves access to life-saving information.

[Nationalsecurity.gov.au](https://nationalsecurity.gov.au)

Option 4:

Safety is everyone's responsibility.

Escape. Hide. Tell. provides three steps that help staff and visitors stay safe in the event of an armed attack.

Learn more at nationalecurity.gov.au

Option 5:

Do you know what to do if faced with a life-threatening situation?

Escape. Hide. Tell. gives you clear, practical steps to stay safe until help arrives.

Learn more at nationalecurity.gov.au

Option 6:

While the chance of an attack is very low, knowing how to respond can save lives.

Escape. Hide. Tell. explains what to do if the worst happens.

Find out more at nationalecurity.gov.au

Option 7:

Australia remains a safe country, and there is no change to the national terrorism threat level.

ESCAPE. HIDE. TELL. messaging isn't about raising fear, it's about ensuring everyone knows how to respond if the unexpected happens.

These materials provide three simple steps that can save lives in the unlikely event of an armed attack.

They have been updated to make the information accessible to more Australians.

Learn more at nationalecurity.gov.au

Poster



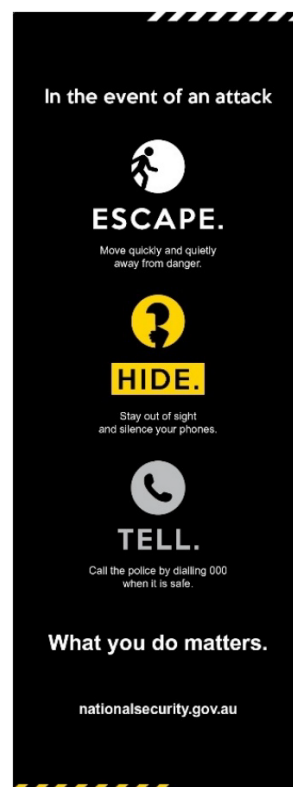
[Download A2 poster](#)

Digital banner



[Download banner](#)

Pull-up banner



[Download pull-up banner \(845mm x 2300mm\)](#)

Community information kits



[Download English version](#)

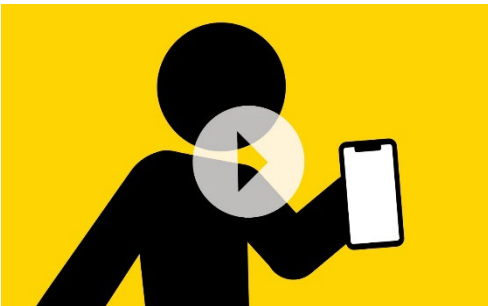


[Download First Nations version](#)

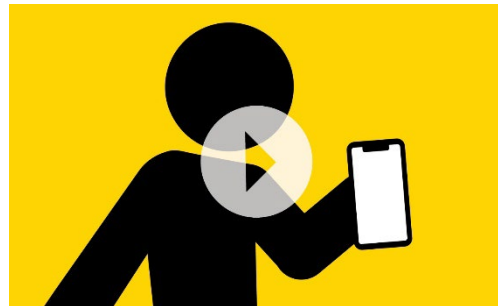
Animations

Animations have been developed to show the public what to do in the event of an attack.

A short animation is available and fit for purpose for sharing on social media channels.



[Download 30 second animation](#)



[Download 90 second animation](#)

Desktop screensaver



[Download screensaver](#)

Draft internal copy

Helping everyone stay safe: Adapted Escape. Hide. Tell. resources now available

Although Australia is a safe country, armed attacks can happen, and we need to do what we can to help prevent and prepare for them.

The Escape. Hide. Tell. safety advice has been adapted to ensure the message is accessible and inclusive for all Australians. The materials now include resources designed to also support:

- Culturally and linguistically diverse communities
- First Nations peoples
- People living with a disability

This advice is being provided so you are prepared if there is an incident, not because we are expecting one. The messaging provides simple and practical steps for people to follow in the event of an armed attack:

ESCAPE — move away from danger as quickly and quietly as possible and encourage others to do the same, but only if it's safe to do so.

HIDE — stay out of sight and silence your mobile phone.

TELL — call Emergency Services on Triple Zero (000) when it is safe.

By familiarising yourself with Escape. Hide. Tell. you will be better prepared to help protect yourself and others in an emergency – wherever you are.

You can explore and share the new materials available at nationalecurity.gov.au

Trainers guide and PowerPoint presentation



[Download trainers guide and presentation](#)

Translated materials

Resources including factsheets, posters, pull-up banners, social media tiles, digital banners, and the longer animation have been translated into the following languages:

- | | | |
|------------------------------|--------------------------------------|---------------------------------------|
| • Arabic | • Khmer | • Traditional Chinese |
| • Burmese | • Korean | • Thai |
| • Farsi | • Punjabi | • Turkish |
| • Hindi | • Russian | • Ukrainian |
| • Indonesian | • Simplified Chinese | • Uyghur |
| • Japanese | • Spanish | • Vietnamese |