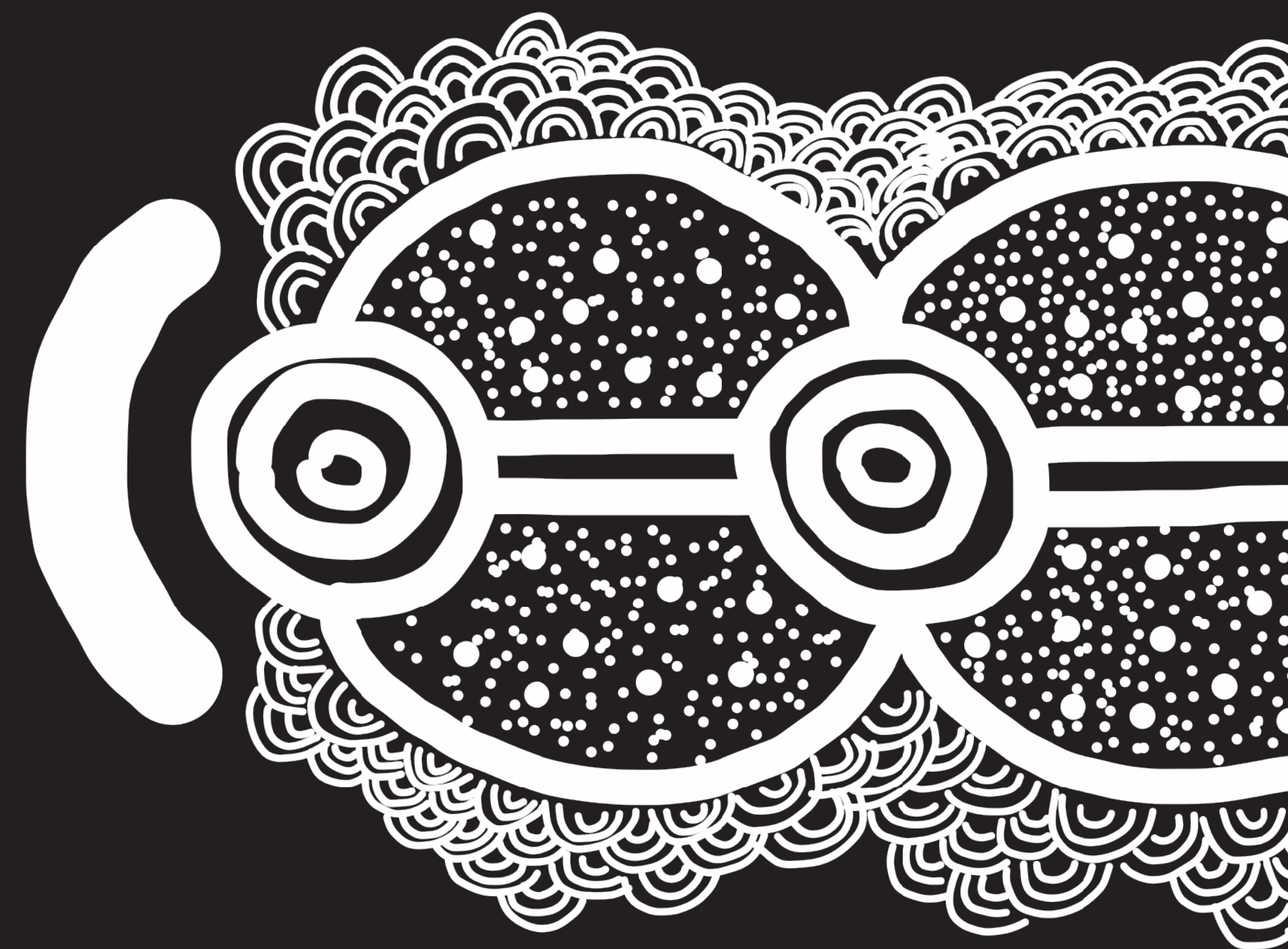




ESCAPE. **HIDE.** TELL.

Community Information Kit

October 2025

nationalsecurity.gov.au

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Introduction

Although the chances of weapons attack are low, the risk still exists. It is important that we are all ready to respond quickly and safely if an attack happens.

In an attack, the three words you need to remember are **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.
- If you can't escape, **HIDE** – stay out of sight and silence your phone.
- **TELL** – contact Emergency Services by calling Triple Zero (000) when it is safe.

This topic may be upsetting for some people. If you feel upset or worried, you can access support through:

- Lifeline on 13 11 14 or via online chat at www.lifeline.org.au/crisis-chat
- Beyond Blue on 1300 224 636
- Suicide Call Back Service on 1300 659 467
- 13YARN on 13 92 76

Background

The **ESCAPE. HIDE. TELL.** message informs the community and business about what to do in the unlikely event of a weapons attack or other similar attack.

We must do everything we can to protect crowded places and make sure everyone knows the safest actions to take.

Remembering these three actions will support you and those around you to stay safe.

While the advice will help everyone be prepared for an incident, it does not mean we are expecting one.

ESCAPE. HIDE. TELL. is important—because in an attack, what you do matters.

Key messages

- The chance of a weapons attack is low, but it's important to know what to do.
- If there is an attack, how you respond matters and can keep you safe.
- The three words to remember are **ESCAPE. HIDE. TELL.**
- Attacks can involve explosions, vehicles or chemical and other weapons.
- Find out the best thing to do for each type of attack. Visit nationalsecurity.gov.au



What's in the pack

This pack contains materials about how to respond in the event of a weapons attack.

By sharing these materials, you will help community members stay informed and stay safe.

This pack contains the following resources:

- Animations
- Poster
- Banners

Actions you can take

Please use the materials in this pack to share information with your community about responding to a weapons attack, via the channels and methods you know will reach them best.

Encourage people to remember the three key words – **ESCAPE. HIDE. TELL.**



Animations

These animations show what you should do in the event of an attack.

You can download and share them via email, social media and other digital networks.

1x 90 sec animation

Download

1x 30 sec animation

Download



Poster

This poster shows what you should do in the event of an attack.

You can download and share this poster via email, social media and other digital networks. You can also print it out to be displayed where people are most likely to see it.

[Download](#)



Banners

This pull-up banner and digital banner highlights the key words to remember – **ESCAPE. HIDE. TELL.**

You can download and share these banners to share via email, social media and other digital channels.

Pull-up Banner

[Download](#)

Digital Banner

[Download](#)



More information

To find out more about how to respond in the event of an attack, visit the Australian National Security website at [**nationalecurity.gov.au**](https://nationalecurity.gov.au)

