



Australian Government

Enhanced Electromagnetic Energy (EME) Program Stakeholder Communications Toolkit

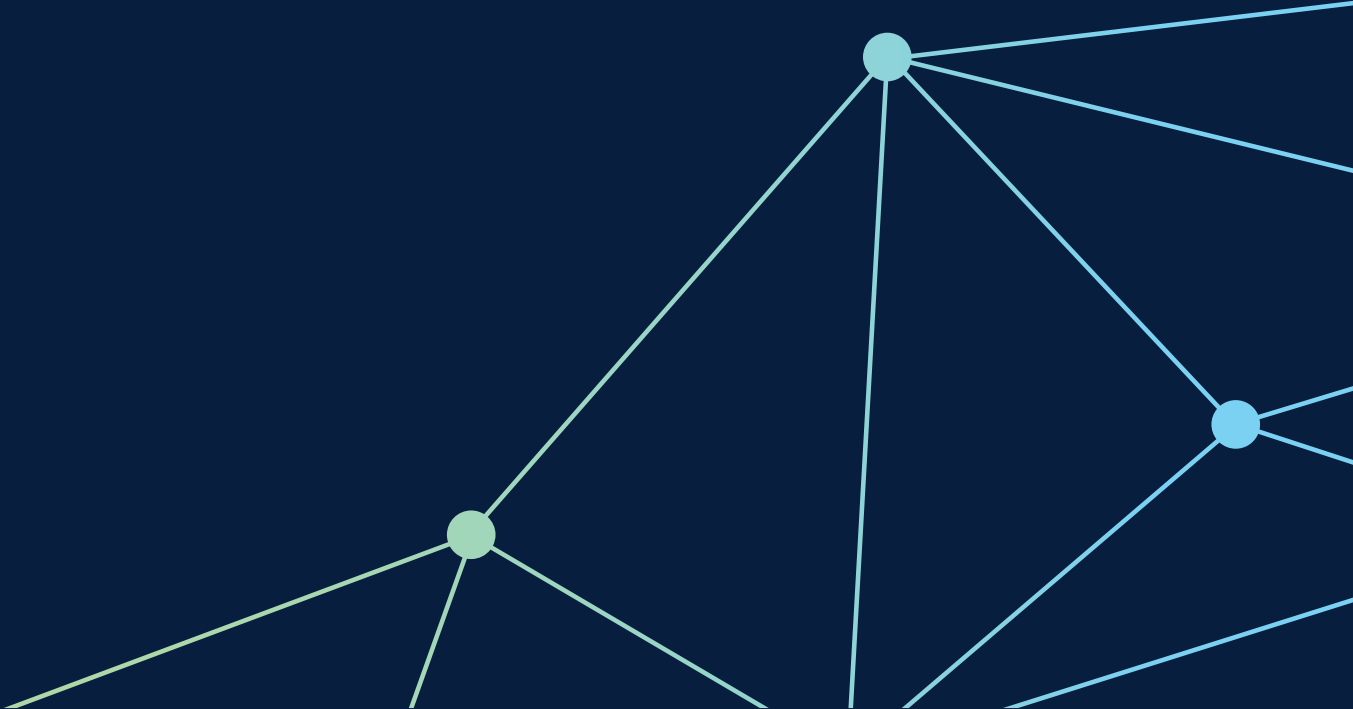
Helping the community to understand the safety and benefits of wireless communications and reinforcing that modern technologies are a safe, essential part of everyday life in an increasingly digital world.

Provided by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts.

THE SCIENCE OF
SAFE
CONNECTION

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Overview

Digital connectivity is essential in today's world. We cannot fully participate in modern society without it.

All Australians, regardless of where they live or work, expect to have a reliable mobile service. They expect to have mobile connectivity in the same way as they expect to have essential services like water and electricity.

It is understandable that some people in the community become concerned about the safety of electromagnetic energy (EME) emissions from telecommunications when facilities are installed in their local areas.

The Department of Infrastructure, Transport, Regional Developments, Communications and the Arts is committed to providing information about the research, regulation and safety of EME from telecommunications in Australia, to help address some of these concerns.

This stakeholder toolkit includes resources on the latest information relating to the safety of EME from telecommunications and the benefits connectivity enables. You are receiving this toolkit because you are a key stakeholder with valuable connections in your community who may benefit from this information.

Using the toolkit

The toolkit provides key messages, creative assets and sample copy for you to use at your discretion:

- Key messages can act as a guide for your staff when speaking with residents, customers and others. For example, constituents and customers with questions or concerns can be directed to the department's resources.
- These messages can also be amplified through your networks and digital channels. For example, you could share the content on social media, tagging us @AusGovMediaTech
- You can distribute the creative assets across social media, emails and physical displays at events or on-site.
- Copy can be incorporated into your usual communications – for example, your next community newsletter can feature a 'Science of Safe Connection' article or infographic or your social media calendar could include a post helping to share the campaign key messages.
- You could include information from this kit on your website, or link to relevant pages on our website by copy and pasting the campaign URL into all your communications – eme.gov.au

Have questions about EME from telecommunications?

Refer to the questions and answers section on pages 14 & 15.

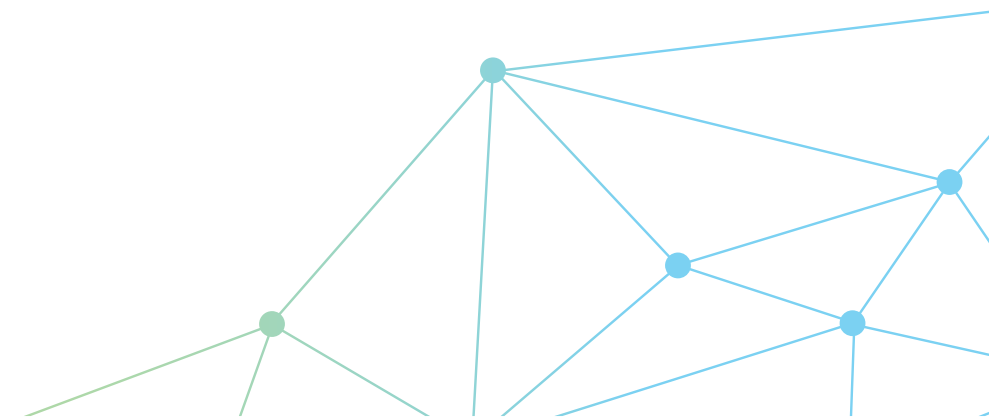
If you have any additional questions or require more information, please contact: eme@communications.gov.au

Key messages

If applicable, you may incorporate these messages into your communications about the safety of telecommunications deployments in your local area.

Talking points

- In an increasingly digital world, having access to quality and reliable connectivity is no longer a luxury but it is essential to maximise educational and economic opportunities, and take advantage of a digital society.
- Australians are more reliant on their mobile phone than ever before, so it is important the Government ensure its frameworks enable industry to install necessary infrastructure quickly and safely to support community needs and expectations about coverage and connectivity.
- Improving connectivity is crucial to strengthening resilient, robust and sustainable communities and enables participation in our modern, digital society.
- Extensive studies consistently demonstrate that in Australia, telecommunications infrastructure poses no threat to human health and safety when operating below strict safety limits. All telco infrastructure in Australia is required by law to comply with strict safety regulations.



Factsheets

The following fact sheets may be useful for communicating to your community about EME from telecommunications:



Benefits of connectivity and digital inclusion

[Download Fact Sheet](#)



Digital equity and inclusion

[Download Fact Sheet](#)



Rules for telco deployments

[Download Fact Sheet](#)



Exposure limits for electromagnetic energy

[Download Fact Sheet](#)



Types of telco infrastructure

[Download Fact Sheet](#)



Telecommunications Infrastructure near your home

[Download Fact Sheet](#)

Translated resources

A suite of translated resources is available to help provide information on the safety of EME from telecommunications to culturally and linguistically diverse (CALD) members of the community.

These can be accessed [online here](#) and will be updated as new materials become available.

हिन्दी español
العربية 普通话
pilipino Ελληνικά
廣東話 ਪੰਜਾਬੀ
Tiếng Việt
italiano

Posters

These assets can be shared digitally or printed out to be used at any relevant local events, gatherings or meetings.



Wireless services: an essential part of our digital world

This poster explains how telecommunications infrastructure fosters digital inclusion and what this means for everyday Australians.

[Download Poster](#)



Digital equity and inclusion

This poster highlights the role of wireless communications in enabling Australians to access essential services and also stay connected, informed and engaged.

[Download Poster](#)



Researched, regulated & safe

This poster promotes the research, regulation and safety of EME from telecommunications in Australia.

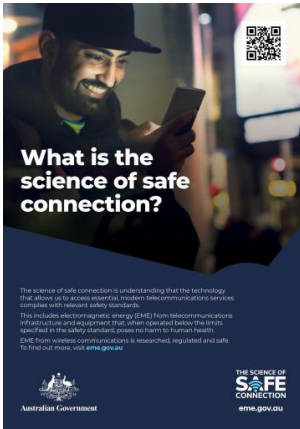
[Download Poster](#)



The Science of Safe Connection

This poster provides information on the safety of EME from wireless technologies.

[Download Poster](#)



5G is Safe

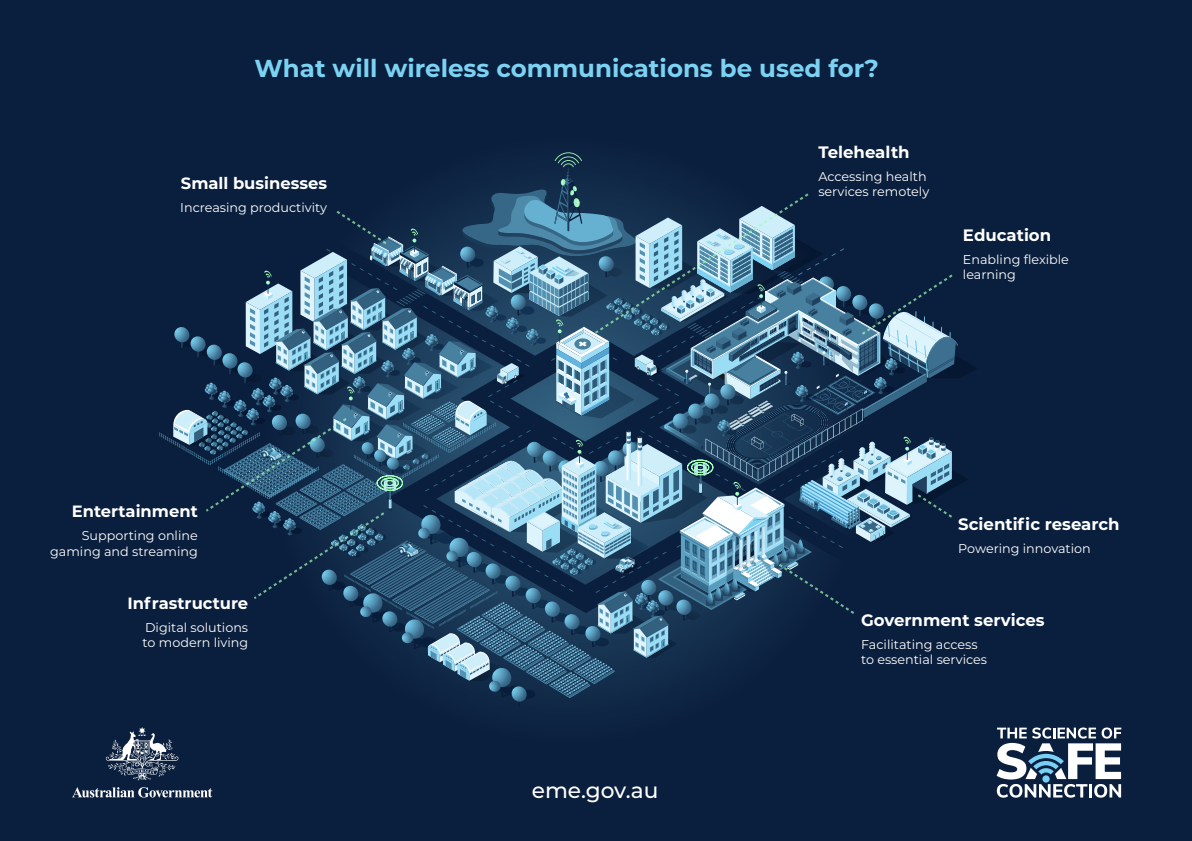
This poster explains the safety behind wireless technologies, including 5G.

[Download Poster](#)

Infographic

The following infographic helps to explain what wireless communications are used for.

This can be used across newsletters, eDMs, social media and on your website.



[Download Infographic](#)

Social media tiles

A suite of social media images and captions is available for you to use at your discretion. These can help provide information in localised areas when and where telecommunications infrastructure is installed.

This content is aimed at reassuring audiences about the safety of wireless communication and telecommunications infrastructure. The posts also explain that this technology is essential to stay connected, informed and engaged in modern society.

These posts can be used by stakeholders in areas that are undergoing infrastructure upgrades as well as those that would like to discuss the topic more broadly.

Please tag us when using these assets online:

 AusGov Media & Tech

 @AusGovMediaTech

 Department of Infrastructure, Transport, Regional Development, Communications and the Arts

Post 1



 Download Social Tile

Suggested captions:

We know how important it is for the <<INSERT LOCATION NAME>> community to stay connected to their family and friends. Planned telecommunications deployment in the area will make sure that you can access essential communications services and coverage. These installations are required by law to comply with strict safety regulations.

Find out more at eme.gov.au

OR

We know how important it is for you to stay connected to your family and friends. The expansion of wireless communications infrastructure will allow you to stay included, informed and connected. These expansions are required by law to comply with strict safety regulations to ensure they pose no harm to human health, and will make sure that communities have access to improved service and coverage, regardless of their location.

Find out more at eme.gov.au

Social media tiles (continued)

These images can be used individually with different captions or uploaded all together as a group with one caption.

Post 2



Download Social Tiles

Suggested captions:

Caption 1

You may have heard new mobile telecommunications equipment is being installed in <<INSERT LOCATION NAME>> bringing a range of benefits. From easier access to everyday digital services, like banking and healthcare, as well as reaching out to your family and friends.

Find out more at eme.gov.au

Caption 2

With new installations of telecommunications equipment in <<INSERT LOCATION NAME>>, you can benefit from all its advantages, allowing you to quickly access online everyday functions like banking and healthcare, as well as reaching your family and friends.

Find out more at eme.gov.au

Caption 3

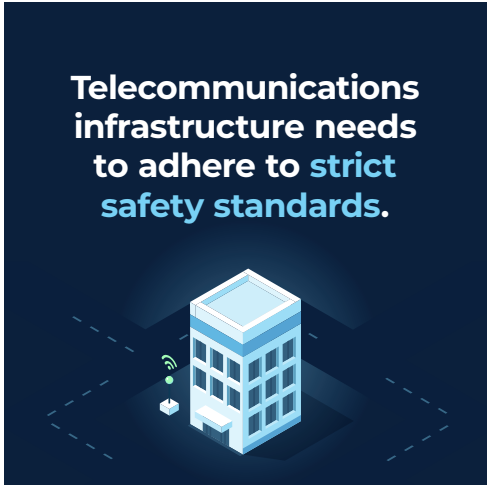
Did you know that wireless communication services offer essential connectivity? They support the way we connect and facilitate access to educational and business opportunities. You can benefit from all its advantages, allowing you to quickly access online everyday functions like banking and healthcare, as well as reaching your family and friends.

Find out more at eme.gov.au

Social media tiles (continued)

These three images are designed to be posted all together as a group that can be clicked or swiped through by the viewer. They would be accompanied by one caption of your choice.

Post 3



[Download Social Tiles](#)

Suggested captions:

If you live in <<INSERT LOCATION NAME>>, you might see some new telecommunications infrastructure being installed. These installations are required by law to comply with strict safety standards in Australia. You can be assured that they are researched, regulated and safe. More importantly, they will help you to stay connected to healthcare, education, entertainment and support services.

Find out more at eme.gov.au

OR

In Australia, telecommunications infrastructure installations are required by law to comply with strict safety regulations, and they also help you to stay connected to important healthcare, support services, education and entertainment.

Find out more at: eme.gov.au

Social media tiles (continued)

This content can be used either as a carousel, where all four images are uploaded on the same post in the order shown with one accompanying caption of your choice, or individually with an accompanying caption.

Post 4



Post 4A:

Having mobile communications infrastructure installed nearby allows you to access essential services, and stay connected to loved ones and business opportunities.



Post 4B:

The Australian Government strictly regulates electromagnetic energy (EME) from telecommunications to protect all Australians, based on decades of Australian and international research.



Post 4C:

Many services have shifted to digital-only models and it is important that all Australians, regardless of where they live or work, have access to quality and reliable telecommunications services so they can participate in modern society.



Post 4D:

To provide communities with necessary coverage and capacity, telecommunications equipment and infrastructure need to be installed close to the area they are expected to service.

Carousel suggested captions:

Great news: with the recent telco installations in <<INSERT LOCATION NAME>>, you are now more connected to the rest of the world than ever before. To help you separate fact from fiction, we have outlined the most important facts about essential wireless communications.

Find out more at eme.gov.au

OR

Great news: you are now more connected to the rest of the world than ever before. To help you separate fact from fiction, we have outlined the most important facts about essential wireless communications.

Find out more at eme.gov.au

[Download Social Tiles](#)

Newsletter copy

The following newsletter article copy may be useful to include in eDMs or correspondence to your community about EME and the benefits behind upgrades to mobile telecommunications infrastructure:

Beyond the Waves: Diving into the safety and advantages of wireless technologies

In an increasingly digital world, wireless technologies, including our mobile telecommunications, play a vital role in ensuring all Australians, regardless of where they live, work, study or play, can actively participate in our modern, digital society.

Every day, telecommunications facilities across the country enable access to essential services and connections. How? Our mobile phones and other common digital devices use electromagnetic energy (EME) to transmit the radiofrequency signals necessary for their operation.

Improving access to reliable connectivity is no longer a luxury, but crucial to maximise educational and economic opportunities. To ensure necessary coverage and capacity in our communities, these facilities need to be installed in close proximity to the areas they are intended to serve.

What does this mean for me?

You may notice works underway throughout neighbourhoods in or across <<INSERT COUNCIL AREA NAME e.g. Logan City>> to install new telecommunications infrastructure for this very purpose.

These installations are expected to improve coverage in the area where it is needed or provide additional capacity to reduce congestion on existing networks. This will support the connectivity and growth of both residences and businesses throughout <<INSERT COUNCIL AREA NAME>>.

While the Government is committed to ensuring all Australians have access to digital connectivity and most people in the community will be pleased about the advantages these telecommunications facilities can bring, we also recognise some people may be wary of perceived health effects associated with the electromagnetic energy (EME) used by these installations.

Importantly, extensive studies consistently demonstrate that in Australia, telecommunications infrastructure poses no threat to human health and safety when operating below [strict safety limits](#). All telco infrastructure in Australia is required by law to comply with these strict safety limits and other regulations.

To help ensure our <<PICK FROM COMMUNITIES, FOLLOWERS, RESIDENTS>> feel fully informed about the research, regulation, and safety of electromagnetic energy (EME) from these telecommunications facilities, we invite you to head to our website to learn more about the safety and benefits of this technology.

Read more at eme.gov.au or contact <<INSERT LOCAL CONTACT FOR YOUR ORGANISATION>>.

FAQs

What is EME?

EME stands for Electromagnetic Energy. It refers to the transfer of energy by radio waves. While the radiofrequency spectrum ranges between 100 kilohertz (kHz) to 300 gigahertz (GHz), mobile telecommunications services use a number of bands in different ranges, including 700 MHz, 1800 MHz, 2.5 GHz, 3.4-3.6 GHz, and 26-28 GHz. Different frequency ranges have different characteristics. For example, lower frequency ranges enable signals to travel further distance, and higher frequency ranges can carry greater amounts of data over the radio waves.

Radio frequency EME is an example of non-ionising radiation and uses energy levels that are too weak to cause harm. Examples of non-ionising radiation sources include visible light, common electrical appliances, radio, television and mobile phone communications. EME From telecommunications is a type of non-ionising radiation with no known adverse health effects when operating below strict safety limits.

Safe exposure to EME, especially in the context of operating telecommunications infrastructure and equipment is the subject of extensive international and Australian research which informs regulations to ensure operation remains within established safety limits.

Safety limits for EME from telecommunications vary from country to country and in Australia, the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) provides advice to the Australian Government on radiation protection, including safety limits.

These safety limits can be found in ARPANSA's [Standard for Limiting Exposure to Radiofrequency Fields – 100 kHz to 300 GHz \(2021\)](#). The Standard is based on the most up-to-date Australian and international peer-reviewed research into EME.

Why do we need wireless connectivity?

Wireless communication is an essential part of modern society, enabling us to stay connected, informed and engaged. It enables access to everyday functions like speaking to loved ones, working from home, studying, and other services that are becoming increasingly available online such as personal and small business banking needs, government services, and entertainment.

Recent statistics from the ACMA [Trends and developments in telecommunications 2022–23](#) report show that:

- 95% of Australians accessed news and information online.
- 46% of Australians used a telehealth service.
- 42% of Australians worked online from home.
- 95% of Australians used mobiles on the go.

Telecommunications infrastructure also fosters digital inclusion. It provides communities with access to quality and reliable mobile service coverage. This drives productivity growth and enables equal participation in our modern, digital society.

What is the Enhanced EME Program?

The Enhanced EME Program is a whole-of-government communication program coordinated by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) to reassure Australians of the safety of EME from telecommunications equipment and services, including new technologies such as 5G, and to provide access to clear and credible information about EME, based on the latest scientific advice.

DITRDCA is the coordination point for the Government's Science of Safe Connection information program and provides materials for the public on the research, regulation and safety of EME from telecommunications in Australia.

FAQs (continued)

Is EME from telecommunications safe?

The effects of EME exposure are the subject of extensive and rigorous scientific study around the world. In Australia, EME from telecommunications is researched, regulated and safe.

The Australian Government strictly regulates EME emissions to protect the health and safety of all members of the public, while allowing the community to access essential modern telecommunications services.

In Australia, all telecommunications infrastructure is required by law to operate below strict safety limits indicated in the ARPANSA [Standard for Limiting Exposure to Radiofrequency Fields – 100 kHz to 300 GHz](#).

The Australian Communications and Media Authority (ACMA) is measuring EME emissions at some sites across Australia comparing their results for these sites against both the ARPANSA safety limit and carriers' predicted EME assessments.

ACMA's measurements have to date found all sites tested were well below the safety limit specified in the Standard and most were significantly lower than the carriers' predicted levels.

ACMA's findings are available to read [here](#).

What is the community concerned about?

Some community members may be concerned about perceived health issues associated with EME from telecommunications.

There are two types of EME radiation – ionising and non-ionising. Ionising EME, like X-rays and Gamma Rays, use very high frequencies and very short wavelengths. Exposure to ionising radiation must be limited as it's less safe and may cause eventual harm.

Non-ionising EME, like the radio frequency EME (RF EME) used in telecommunications, is at the lower end of the electromagnetic spectrum. It's characterised by longer wavelengths and lower frequencies and is not powerful enough to cause harm to human health, when operating below strict safety limits.

ARPANSA's Standard outlines the amount of RF EME that can be emitted by telecommunications and still protect people of all ages and health status against all known adverse health effects from exposure to EME by specifying emission levels that telecommunications services must operate below.

What is the DITRDCA planning to do to address these concerns?

DITRDCA has published clear, credible information intended to reassure Australians of the safety of EME from telecommunications infrastructure and equipment as part of its Science of Safe Connection information program.

Information is available on the Department's resource hub at eme.gov.au



Australian Government

Contact us

For more information or additional assets, please get in touch: eme@communications.gov.au