



Australian Government

Department of Climate Change, Energy,
the Environment and Water

Preparing native wildlife for H5 avian influenza (bird flu)

Digital communication toolkit

August 2025

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Background

The Australian Government is preparing for a possible outbreak of H5N1 high pathogenicity avian influenza (HPAI), commonly known as H5 bird flu. H5 bird flu is a serious and highly contagious strain of bird flu that has moved quickly around the world.

Overseas it has caused significant losses of poultry and mass mortalities of wild birds and mammals, particularly marine mammals and those that prey on or scavenge birds.

While Australia remains free from H5 bird flu, arrival of the virus will pose significant risks to animal health, with potential effects on human health and the economy.

By working together and staying informed, we can prepare our communities and mitigate impacts on our native wildlife. Further information is available at birdflu.gov.au.

Contact HPAI_protectedspecies@dcceew.gov.au with questions regarding this digital communication toolkit.

**Note:**

For public accessibility, references have been simplified to common terms. In its first instance please use 'H5 avian influenza (bird flu)' thereafter 'H5 bird flu' when referring to H5N1 HPAI, including clade 2.3.4.4b.

About this toolkit

You've received this digital communication toolkit because you're a valuable part of our messaging network. We appreciate your assistance in helping to share important messages about preparing for a potential outbreak of H5 bird flu by reaching communities with timely and accurate information.

To make things simple, we've prepared content you can use across your communication channels and networks. This material will help raise awareness about how our communities can support preparations for a potential outbreak.

The content in this kit is ready for you to use at any time for your communication channels and networks. As a suggestion, there is an opportunity to share this content on and around:

- National Biosecurity Week 25-31 August 2025
- [Biodiversity Month](#) September 2025
- Threatened Species Day 7 September 2025
- [World Migratory Bird Day](#) 11 October 2025

The content in this kit may be changed to meet your organisation's style or audience, but we ask that you are mindful not to remove or change the meaning of the key messages. We encourage you to share this material with your own stakeholders and wider network to help us spread proactive education and awareness messaging.

If you require minor changes to the illustrations to meet your local relevant requirements (e.g. reporting requirements) please email HPAI_protectedspecies@dcceew.gov.au. Design edits will be considered on a case-by-case basis.

Thank you for your support.

**Note:**

The content in this toolkit applies to the preparedness phase only. Messaging and advice will change if an H5 bird flu outbreak occurs in Australia, and this material will no longer be current.

Key messages

As of July 2025

- A highly contagious and serious strain of bird flu, known as H5 avian influenza (bird flu) may arrive in Australia soon.
 - Australia remains the only continent free from H5 bird flu.
- Overseas, H5 bird flu has infected more than 560 species of birds and more than 100 mammal species, such as seals.
- The precious biodiversity that makes our country so special is at risk.
- Human infections with H5 bird flu are rare, and the current risk to the Australian population is low.
- Preparing for this strain of bird flu isn't something we can do alone. Together, we can prepare for the challenges ahead and protect the incredible biodiversity that makes Australia so unique.
- You can act now to support and prepare our unique wildlife.
- Some simple steps to help are:
 - **Keep pets away from wildlife.** Keep cats indoors or in secure enclosures. Keep dogs on leash in areas where wildlife is present. This helps keep both our wildlife and pets safe.
 - **Volunteer.** Take part in conservation groups or habitat restoration activities to improve local habitats. Activities include revegetating, weeding or removing rubbish from local natural areas.
 - **Plant native vegetation.** Plant local native species in your garden to provide natural habitat and food for wildlife.
 - **Avoid feeding wildlife.** Feeding birds and other wildlife can increase the spread of diseases. Let them find food naturally.
 - **Join bird surveys and citizen science projects.** Take part in local bird-watching groups or programs such as the [Aussie Backyard Bird Count](#). This helps scientists and researchers keep track of bird species across the country. You can also use platforms like BirdLife Australia's [Birdata](#) and the [Atlas of Living Australia](#) to record bird observations. This contributes to a better understanding of bird health and population trends.
 - **Keep footwear and clothing clean.** Before and after visiting national parks, nature reserves or agricultural areas clean shoes, clothes and equipment. This reduces the risk of disease spreading.
- Identifying H5 bird flu early will help to protect our native species. If you come across multiple sick or dead birds or mammals:

- **Avoid** contact with the sick or dead wildlife and their environment. Do not allow pets to touch or eat sick or dead wildlife.
- **Record** what you see, the location the animal was found, and take photos or videos.
- **Report** it to the Emergency Animal Disease Hotline on 1800 675 888.

Social media posts

These posts are characterised as 'preparedness' communication and will be updated should an incursion occur.

Red font represents text that should be updated to reflect relevant details.

Facebook post

The post below is a suggestion. Please feel free to tailor it to suit your specific audience. We ask you to please tag [@dcceew](#) and [@TSCommissioner](#). No image credit is required.

Suggested post

Our birds and other wildlife need a head start – even small steps can make a big difference in preparing our iconic species for a potential outbreak of H5 avian influenza (bird flu).

Or

It's XX Day/Month – a great time to remember how wildlife diseases can spread and the serious effects they can have on animals, people, and Country.

H5 bird flu is a virus that has spread quickly overseas, causing major impacts on poultry, wild birds and even mammals like seals and dolphins.

While H5 bird flu has not reached Australia yet, we can prepare to help keep people, pets and our native species safe.

Here's some simple ways you can help 🙌 **[choose one of 3 illustration sets to support this text or aligns with the day/month you're acknowledging]**

Learn more at [birdflu.gov.au](#) **[replace with your relevant state or territory government website if preferred]**

Instagram post

The post below is a suggestion. Please feel free to tailor it to suit your specific audience. We ask you to please tag [@dcceew](#) and [@tscommissioner](#). No image credit is required.

Suggested post

Our birds and other wildlife need a head start – even small steps can make a big difference in preparing our iconic species for a potential outbreak of H5 avian influenza (bird flu).

Or

It's XX Day/Month – a great time to remember how wildlife diseases can spread and the serious effects they can have on animals, people, and Country.

H5 bird flu is a virus that has spread quickly overseas, causing major impacts on poultry, wild birds and even mammals like seals and dolphins.

While H5 bird flu has not reached Australia yet, we can prepare to help keep people, pets and our native species safe.

Here's some simple ways you can help 🙌 [choose one of 3 illustration sets to support this text or aligns with the day/month you're acknowledging]

Learn more at birdflu.gov.au [replace with your relevant state or territory government website if preferred]

LinkedIn post

The post below is a suggestion. Please feel free to tailor it to suit your specific audience. We ask you to please tag [Department of Climate Change, Energy, the Environment and Water](#). No image credit is required.

Suggested post

Our birds and other wildlife need a head start – even small steps can make a big difference in preparing our iconic species for a potential outbreak of H5 avian influenza (bird flu).

Or

It's XX Day/Month – a great time to remember how wildlife diseases can spread and the serious effects they can have on animals, people, and Country.

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Learn more at birdflu.gov.au [replace with your relevant state or territory government website if preferred]

Hashtags

Where promoting on social media we recommend you use the following hashtag **#BirdFluReady**. Additional tags that may be used to increase visibility are:

- #Birdflu
- #Biodiversity
- #NativeSpecies
- #SaveNativeSpecies
- #Conservation
- #Biosecurity

Social media tiles

These visual communication concepts have been designed to help the Australian public prepare for a potential outbreak of H5 bird flu.

There are 3 concepts, each highlighting key actions people can take to support native wildlife, reduce the risk of disease spread and prepare for H5 bird flu.

These actions encourage ongoing 'positive' behaviours which benefit biodiversity and environmental health.

- The visuals are clear, engaging, easy to understand, and shareable across social media platforms.
- Each action has a positive flow on effect for wildlife even in the absence of a H5 bird flu outbreak.
- The content is designed as 'preparedness' communication and will be updated should an outbreak occur.

Guidance for use

Each concept is available in 2 formats:

- **Branded version** – includes Australian Government branding and **must not be altered or co-branded**.
- **Generic version** – suitable for **customisation** with your own organisation's logo or style.

Image credits are not required when using any of the visual concepts.

You're encouraged to:

- use the tiles that best suit your audience.
- share them on your social channels as part of broader biosecurity or environmental messaging.
- align posts with a **week or date of note** to maximise visibility or use them at any time that suits your communication needs.

Tile concepts

1. Preventing the spread of H5 bird flu

Focus: Practical steps to reduce transmission risk. Each file contains individual PNG assets and a PDF of the full carousel to assist with tile order.



Example graphic only

Versions available:

Australian Government branded: cannot be altered or co-branded

Download here: [Preventing the spread of H5 bird flu \(AusGov branding\) - Frame.io](#)

Generic: unbranded and suitable for customisation with your own logo

Download here: [Preventing the spread of H5 bird flu \(generic - unbranded\) - Frame.io](#)

2. Prepare pets and wildlife for H5 bird flu

Focus: Actions to help protect pets and support local wildlife. Each file contains individual PNG assets and a PDF of the full carousel to assist with tile order.



Example graphic only

Versions available:

Australian Government branded: cannot be altered or co-branded

Download here: [Prepare pets and wildlife for H5 bird flu \(AusGov branding\) - Frame.io](#)

Generic: unbranded and suitable for customisation with your own logo

Download here: [Prepare pets and wildlife for H5 bird flu \(generic - unbranded\) - Frame.io](#)

3. Boosting wildlife resilience for H5 bird flu

Focus: Long-term behaviours that strengthen environmental health and wildlife resilience. Each file contains individual PNG assets and a PDF of the full carousel to assist with tile order.



Example graphic only

Versions available:

Australian Government branding: cannot be altered or co-branded

Download here: [Boosting wildlife resilience for H5 bird flu \(AusGov branding\) - Frame.io](#)

Generic: unbranded and suitable for customisation with your own logo

Download here: [Boosting wildlife resilience for H5 bird flu \(generic – unbranded\) - Frame.io](#)