

SES WA Unit Information Package

WOW DAY

WEAR ORANGE WEDNESDAY

Wear orange on 20 May to say
#ThankYouSES volunteers



Introduction

Wear Orange Wednesday 'WOW Day' - will be celebrated on 20 May 2026.

On this day communities across Australia will be encouraged to wear orange and thank all SES volunteers who generously give their time to help communities during cyclone, flood and storm emergencies, and assisting WA Police during land and aerial search, undertake cliff and cave rescues, attend road crashes and assist fire crews. For the SES volunteers across this vast State of Western Australia, their high season is all year long.

In Western Australia, the Department of Fire and Emergency Services propose to once again celebrate the day with a number of iconic buildings and landmarks across the State being lit up in magnificent orange, including (TBC) Kings Park, Matagarup Bridge, Perth Concert Hall and the Bell Tower.

How will you and your community help to celebrate WOW Day?

Your SES Volunteers Association of WA has put together tools to assist your unit with making WOW Day 2026 one that your fellow Volunteers and your community will embrace and celebrate with you.

This package includes suggestions and resources that we hope will help you develop a celebration that is equal to the value you contribute to the community.

We encourage you to use all or some of this material as you wish to change and personalise as required.

SESVA is making the following resources available to your unit:

Your Association proposes:

- Advertising on its website and Facebook page. **#ThankYouSES**
- Liaising with DFES on alternative celebratory events and regional office support to units.
- WOW Day Posters*
- WOW Day Ribbons*
- Promotional items*

**Posted to your Unit on request. Please specify the number of ribbons required (maximum 40).*

Need Help?

If you would like to discuss your proposed event or need help with Federal and State Government contact details, please call the Volunteers Association office on 0499 619 287 or email sesva.office@ses-wa.asn.au.

Attachments:

- A. Event Plan
- B. Email invitation to DFES regional office
- C. Letter to State/Local Government Elected Members, Employers, local organisations/clubs Template