

## Media release

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### **Holidaying Victorians should note their location this Easter**

The Emergency Services Telecommunications Authority (ESTA) is again reminding holiday goers this Easter to familiarise themselves with their holiday address and surroundings, in case they're involved in an emergency.

The triple zero service is encouraging Victorians to download the Emergency+ application, which is a free app that uses a GPS function built into smartphones to help a caller provide critical location details to a triple zero operator in an emergency.

The location's latitude and longitude can be relayed to the triple zero operator as well as an address and suburb details.

The Emergency+ app has had more than 1.5million downloads since its launch in 2013.

ESTA's Executive Director Operations, Patrick Berry, said knowing your location could make a difference in an emergency when every second counted.

"One of the challenges triple zero operators face is locating callers who are in unfamiliar locations and who may not know what stretch of road they are on or what the nearest landmark is," he said.

"Another challenge is locating a caller who might be in an area with no set address, for example when bushwalking, hiking or swimming.

"Falls, heart attacks, de-hydration and anaphylaxis are just some of the emergencies that can happen in hard to define areas that may require an emergency response.

"Other ways to help determine your location in an emergency is to look for common place names, such as major shopping centres or service stations.

"In open spaces, such as beaches or trails, you can also look out for emergency markers. Each marker is green with white writing and has a unique code. When the code is given to a triple zero operator it will give emergency services the location details and advises them of obstructions such as locked gates or quickest access points.

"As soon as our triple zero operators know where and what your emergency is, we will organise help," he said.

- Ends -

**ESTA provides the critical link between the Victorian community and the state's emergency services agencies. It provides Victoria's 24-hour emergency call-taking and dispatch services for police, fire, ambulance and VICSES. ESTA takes on average a call every 12 seconds.**

**For more information:**

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