

LANGUAGE GUIDELINES

TO WORK ON REFRAMING OUR SEASONS, WE NEED A GENERAL POSITIVE APPROACH TO THE WAY WE TALK ABOUT THE WEATHER YEAR-ROUND, BUT PARTICULARLY OVER THE SUMMER & AUTUMN MONTHS (TYPICAL “WET SEASON”)

USE THIS

- Summer
- Nourishing summer rain
- Therapeutic summer rain
- Warm rain

- Protection suit
- Sun suit

- Embrace the rain
- Embrace summer
- Embrace warm summer rain
- Summer in the tropics

- Each season promises a special experience

- Lush
- Vibrant
- Alive
- Rejuvenating
- Cool relief of jumping into a freshwater stream on a hot day

- Marine stingers may be present so follow advice from lifeguards and only swim in the designated areas
- It's recommended you wear a protective suit to help shield you from the sun and to minimise the risk of jellyfish stings

NOT THIS

- Wet season

- Stinger suit

- Avoid during wet season
- Avoid during summer
- Too wet
- Too hot

- Best time to visit
- Wet season
- Dry season

- Wet
- Hot
- Hot and sticky
- Too humid

- Don't swim at beaches
- Stinger season