

Rail Safety Week

9-15 AUGUST 2021

Vanessa Low
Rail accident survivor
Paralympian & World Champion
TrackSAFE Foundation
Ambassador

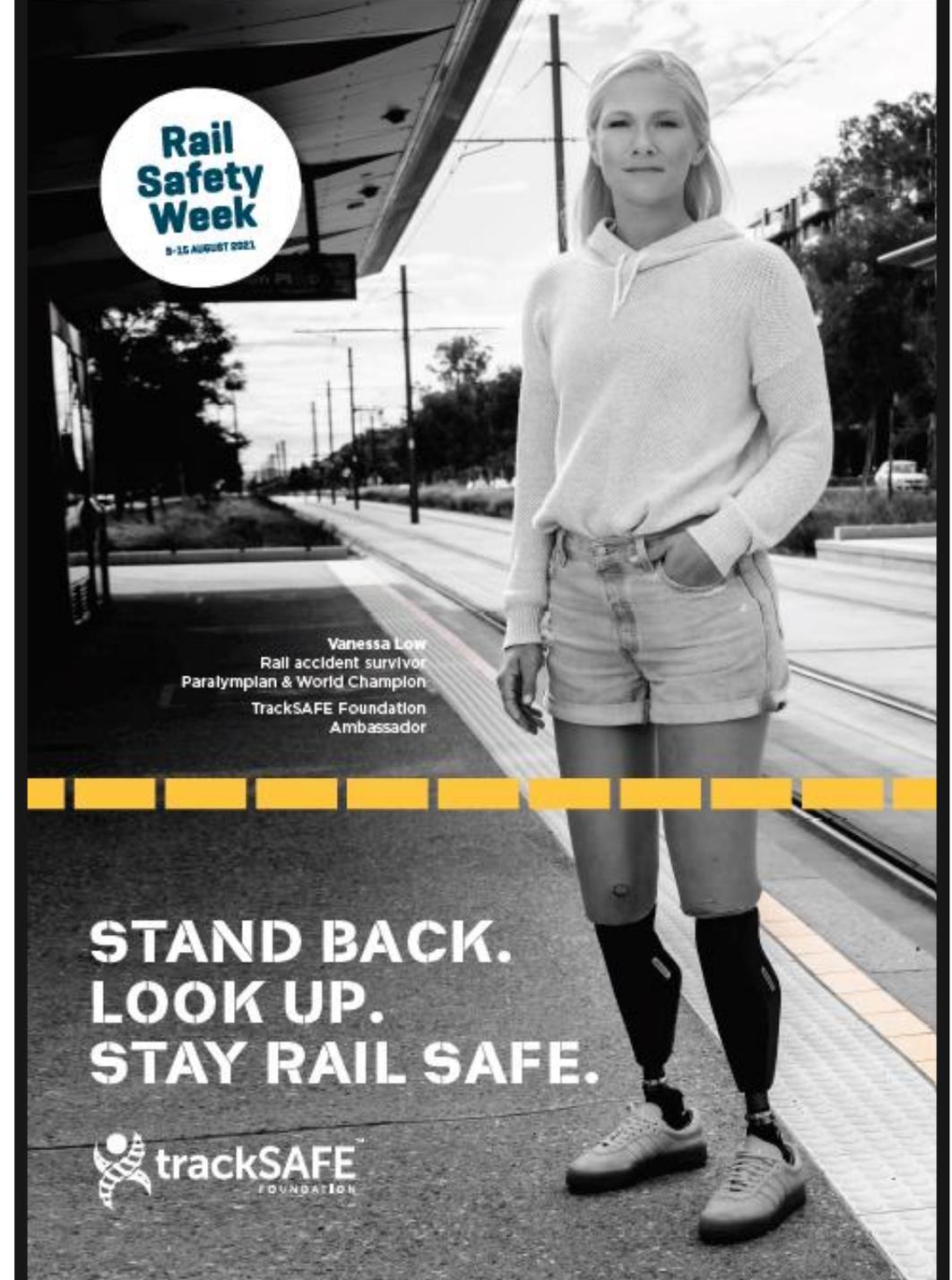
**STAND BACK.
LOOK UP.
STAY RAIL SAFE.**

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This toolkit provides information to help organize 2021 Rail Safety Week activities within your organisation. The kit can be downloaded at <https://tracksafefoundation.com.au/rail-safety-week/>

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In today's challenging & uncertain times, our 16th Rail Safety Week this August continues to unite the rail workforce, police, government & community groups by encouraging commuters to be aware & alert on & around the rail network.

We're delighted TrackSAFE's Rail Safety Ambassador & Paralympian Vanessa Low is supporting this year's Rail Safety Week campaign, sharing her lived experience as a rail accident survivor & her incredibly important message to the community. TrackSAFE will continue to promote our message following the campaign's launch in Rail Safety Week, reminding the community to 'Stay Rail Safe' everyday.

This toolkit provides resources for supporters to use, including;

- Information about Rail Safety Week;
- Summary of communication approach & key messages;
- Campaign resources, available for download & for use in the public domain from 9th August 2021;
- Suggested social media posts;
- Media brief.

Together, our collective activities during Rail Safety Week will help our key messages reach audiences far & wide, reminding our community to STAND BACK. LOOK UP and STAY RAIL SAFE.



Yours Sincerely,
Heather Neil

Executive Director — TrackSAFE Foundation

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About TrackSAFE & Rail Safety Week

The TrackSAFE Foundation is the rail industry's harm prevention charity & aims to reduce fatalities & injuries on the rail network resulting from suicide, trespass & human error, & at the same time improve the wellbeing of the rail industry workforce.

Rail Safety Week (RSW) is an annual community awareness week held in Australia & New Zealand, designed to engage the community in safe rail practices. This year, RSW will be held 9-15 August 2021, marking its 16th year!

During RSW, rail operators, police, government & community organisations unite by organising activities such as media events, safety demonstrations, webinars & virtual events, along with engaging schools & community groups to raise awareness of the importance of rail safety.

TrackSAFE provides resources for groups & individuals to access & download free of charge as outlined in this Toolkit. In addition to or alternative to these, supporters are free to tailor your own activities & resources to specific issues & messages that resonate in your organisation or community.

Working together on rail safety is very important. Each year there are on average 109 fatalities on the Australian rail network, with 76 of these people taking their own life. As well, there are almost as many attempted suicides as suicides annually, around 30 injuries at level crossings or because of trespass and around 2,000 level crossing and trespass near hits.

Theme & key messages

Ongoing commuter safety relies on those interacting with the rail environment, both pedestrians & commuters to play an active role in rail safety, in particular to be aware of their surroundings.

Viewing & listening to smart devices is a social norm which may contribute to commuter distraction & complacency.

This year's RSW re-enforces to the community specific actions required to stay safe around rail. **STAND BACK. LOOK UP. STAY RAIL SAFE.**

This message remains relevant all year round. As such, the campaign launching during Rail Safety Week can be promoted for the 12months following (RSW logos will be removed from creative to allow for ongoing promotion).

Campaign key messages

1. A moment of distraction can change your life forever.
2. Unsafe actions around trains & trams can affect a rail worker's life forever.
3. A person is killed or injured on the Australian rail network every 2.5 days.
4. Stand Back. Look Up. Stay Rail Safe.





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**STAND BACK.
LOOK UP.
STAY RAIL SAFE.**



Rail Safety Ambassador – Vanessa Low

The campaign, STAND BACK. LOOK UP. STAY RAIL SAFE features Paralympian Vanessa Low sharing her own lived experience as a rail accident survivor.

When Vanessa was 15, she fell from an overcrowded platform & into the path of an oncoming train. Vanessa lost both her legs in the accident.

Hi, I'm Vanessa Low.

Gold medallist & world record holder. When I was 15, I was waiting to catch my train. In a split second, my life changed.

As the train arrived, the crowd surged forward.

I was too close to the platform edge, lost my balance and fell into the path of the oncoming train. I was in a coma for two weeks, & it took two years to walk again. So please...

STAND BACK. LOOK UP. AND STAY RAIL SAFE

Vanessa's ongoing support of TrackSAFE & passion for rail safety sees the launch of our new advertising campaign during RSW in August.

Vanessa is training to compete at the Paralympics in August & will join TrackSAFE during a webinar on 11 August 2021 at 12noon (EST).

Following the Paralympics, TrackSAFE will work with Vanessa on additional opportunities to share her story with RSW supporting organisations & the Australian community from November & into 2022.

Campaign creative

This year's creative includes a range of assets available for use in the public domain from Monday 9 August 2021. Download via

<https://tracksafefoundation.com.au/rail-safety-week/>

Logos and brand guide:

RSW logos with and without dates

Posters:

A4/A3 (portrait and landscape)

Creative is suitable for outdoor media (other sizes

Available on request)

Email signature:

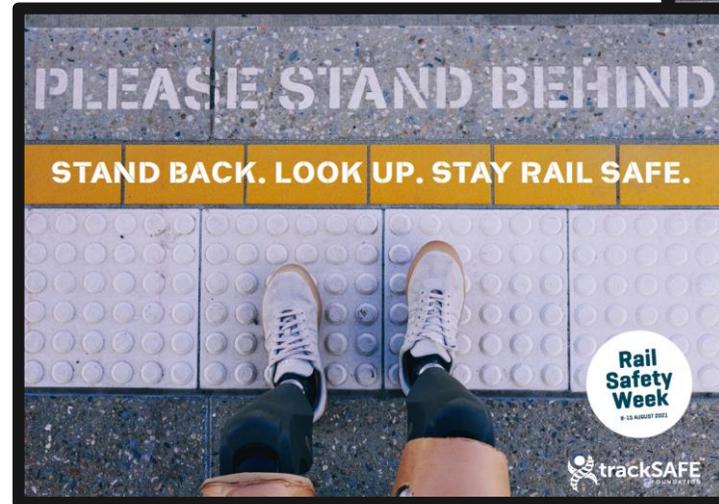
12:9 static signature

Pull up banner:

Portrait (800x2000)

Merchandise:

Print ready files for wristbands, pens, T-shirts



Campaign creative

TVC/Digital Video (with/without mask on rail):

1:1 OLV (30-sec & 15-sec)

16:9 OLV (30-sec & 15-sec)

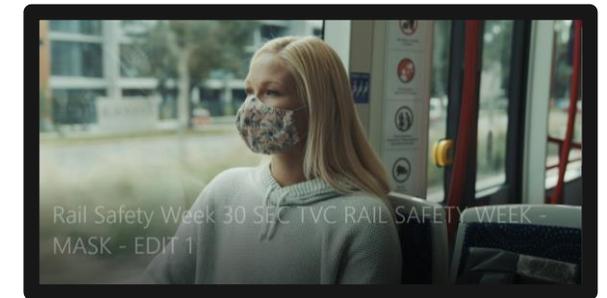
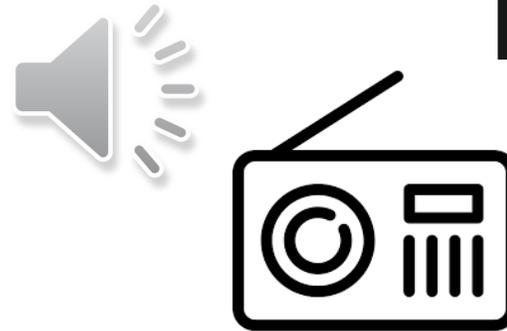
Radio:

30-sec Radio ad

Social:

Tile 1:1 (1080x1080)

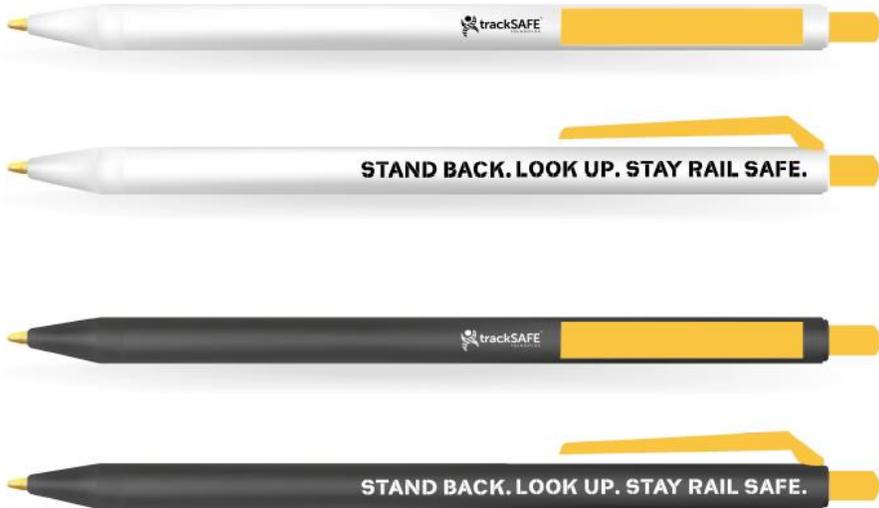
Banner 16: 9 (1920x1080), (1200 x 600)



Merchandise

TrackSAFE will not be coordinating merchandise orders in 2021, however as part of the downloadable resources, design files for T-shirts, pens & wristbands are available for organisations wishing to arrange their own production.

Organisations developing their own merchandise are encouraged to be mindful of physical distancing & hygiene requirements relating to COVID-19.



Social media

Handles & hashtags



Recommended copy

Introduction

It's Rail Safety Week & we're urging the community to be alert & safe around rail.

Option 1: A moment of distraction can change your life forever. STAND BACK. LOOK UP. STAY RAIL SAFE.

Option 2: Unsafe actions around trains & trams can affect a rail worker's life forever. STAND BACK. LOOK UP. STAY RAIL SAFE.

Option 3: A person is killed or injured on the Australian rail network every 2.5 days. Remember to STAND BACK. LOOK UP. STAY RAIL SAFE.

Option 4: This Rail Safety Week, let's all remember to STAND BACK. LOOK UP. STAY RAIL SAFE.



Web:

<https://tracksafefoundation.com.au/rail-safety-week/>

Key messages – passenger, freight, light rail

This year's theme, STAND BACK. LOOK UP. STAY RAIL SAFE is relevant across a range of rail environments. Additional messages below may assist freight, passenger & light rail communications during RSW.

Freight rail

- Whether you're a cyclist or pedestrian always STAND BACK. LOOK UP. STAY RAIL SAFE before crossing at a level crossing.
- Trains can't swerve & can take up to 14 football fields to stop. Whether you're a motorist or pedestrian, don't try to beat a train; ensure there is enough time for you to safely cross tracks.
- For motorists, always ensure there is enough space for your vehicle on the other side of a level crossing before making the decision to cross.

Passenger rail

- Stand back - stand behind the yellow or white line on the platform at all times.
- While travelling on board a train make sure you're holding onto something and exercising courtesy towards others.
- Be sensible, pay attention & be alert around trains; remember to pop your mobile phone away, hop off your bike & always remove headphones when near train tracks.



Light Rail

- Road users – always to check blind spots - particularly to your right - before crossing light rail tracks. Give space & drive safely around trams with caution.
- Pedestrians - be alert of your surroundings, limit distractions such as mobile phones & headphones when walking around trams or across light rail tracks.
- Passengers – always look to make sure the road is clear when exiting a tram at a kerbside stop.

**LOOK UP.
SPEAK UP.
STAY RAIL SAFE.**

**LOOK OUT.
SPEAK UP.
STAY RAIL SAFE.**

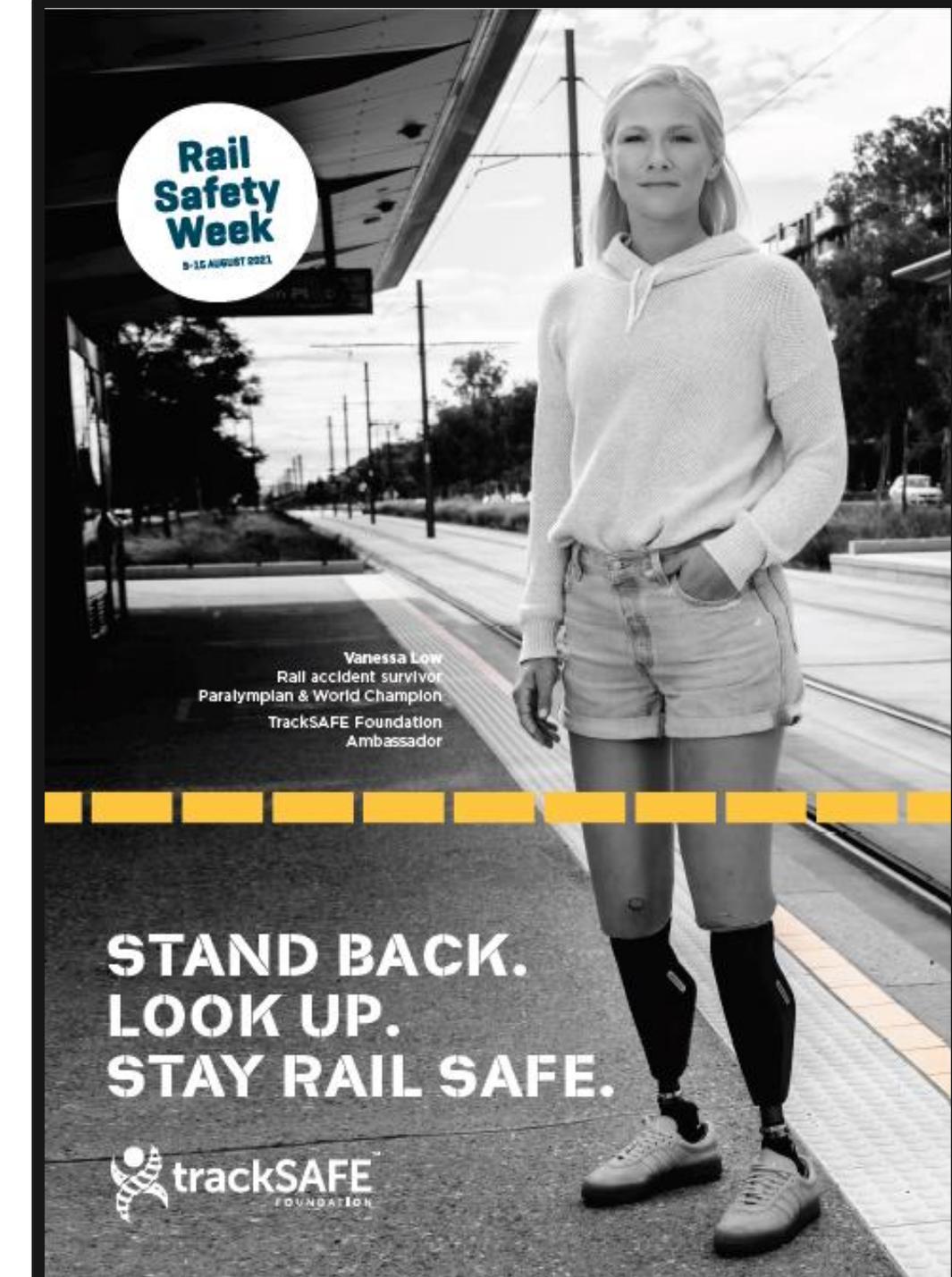
Rail workforce – key messages

In addition to public focused messaging, TrackSAFE has developed additional messages, focused on the frontline rail workforce.

These messages aim to remind workers of the importance of being aware of their surroundings, creating a safe working environment, & encouraging workers to speak up if they are concerned about their own, or a workmates safety.

Key messages

1. A moment of distraction can change your life forever.
2. Speak up when it comes keeping you & your workmates safe.
3. Look Up. Speak Up. Stay Rail Safe.



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Media brief

- RSW is an annual community awareness week held in Australia and NZ, designed to engage the community in safe rail practices.
- This year's Rail Safety Week (RSW) will be held 9-15 August 2021, marking the events 16th year!
- A member of the public is killed or injured on the Australian rail network every 2 ½ days. Plus, there are around 2,000 near hits at level crossings or because of trespass each year.
- During RSW, rail operators, police, government and community organisations unite by organising various activities such as media events, safety demonstrations, hosting webinars and virtual events, along with engaging with schools & community groups to raise awareness on the importance of rail safety.
- Fatalities, incidents and near hits on the network can cause severe and lasting trauma to the rail employees involved, and the majority of these incidents can be avoided.
- This year will see over 90 organisations unite to promote RSW reminding the community to act responsibly when near, or on, the rail network.
- This year's Rail Safety Week campaign, **STAND BACK. LOOK UP. STAY RAIL SAFE** features Paralympian Vanessa Low, who shares her own lived experience as a rail accident survivor. When Vanessa was 15, she fell from a crowded platform and into the path of an oncoming train. Vanessa lost both her legs in the accident.
- As the TrackSAFE Foundation's Rail Safety Ambassador, Vanessa is committed to raising awareness of rail safety and educating the community through her own lived experience.



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Additional resources

In addition to the new 2021 campaign assets, the following resources are available;

Webinar

During RSW, TrackSAFE will host a webinar on Wednesday 11 August, 12noon (EST). The webinar will focus on importance of a wellbeing as part of safety. Links to access the webinar will be available on the TrackSAFE website during RSW.

Rail Res

A safe workplace culture includes wellbeing. TrackSAFE's Rail Res App is designed to assist rail employees in managing stress if exposed to a traumatic event & build long term resilience to help employees stay healthy.

Tracksville Trivia

The online trivia game '[Tracksville Trivia](#)' is a useful resource for school groups. The Trivia asks users 10 questions about rail safety.

Animated video

TrackSAFE's [animated video 'Tracksville'](#) is another resource to connect with younger audiences on the issue of rail safety, with schools able to use this resource at any time throughout the year.

Education

[TrackSAFE's Education](#) website includes a range of materials for teachers, primary/secondary students, rail staff & community groups.



Timelines

Briefing: 1 July 2021

Downloads on website: from 7 July 2021

Campaign launch: 9 August 2021

Supporter activities: 9-15 August 2021

TrackSAFE hosted webinar: 11 August 2021

Post event survey: 18 August 2021

TrackSAFE will provide email updates in the leadup to RSW 2021.

Contact

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<https://tracksafefoundation.com.au/rail-safety-week/>

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