

Communications and Engagement Plan

Rail Safety Week 2022

Purpose

The purpose of this initiative is to support our rail safety partners, TrackSAFE and KiwiRail, to enhance and champion their messaging for Rail Safety Week 2022. This initiative offers an opportunity to encourage people to have conversations about being safe around trains.

Background

Rail Safety Week is an annual event run by the New Zealand rail safety organisation TrackSAFE, and KiwiRail.

The theme for this year is to promote a superstition 'Blow left, blow right, for safe travels.' The 'superstition' is designed to be a conversation piece, to get people surreptitiously talking about rail safety as a way to raise awareness.

Objectives

- Bolster TrackSAFE and KiwiRail's Rail Safety Week campaign messaging through utilising Waka Kotahi channels
- Work collaboratively with rail safety partners eg Police and Transdev to raise awareness of the need to be safe around trains
- Raise internal awareness and support of Rail Safety Week with Waka Kotahi employees

Audiences

Internal

- All Waka Kotahi people
- Executive Leadership Team
- Directors of Regional Relationships
- Internal groups
 - Rail teams
 - Transport Services
 - Engagement & Partnerships
 - Regulatory Services

External

- KiwiRail
- TrackSAFE
- New Zealand Police

- SADD
- ACC
- Transdev
- Auckland One Rail
- Auckland Transport
- Locals Councils
- LEARNZ
- General public

Channels list

Internal

- Digital innovation demonstration
To create a buzz around rail safety KiwiRail will visit the Chews Lane office on 8 August and demonstrate two key pieces of technology they're using to keep rail workers safe - virtual reality headsets and gamification. These tools are used to train rail workers, testing their knowledge and technical skills in a realistic but safe environment. Our people in Wellington will be invited to come and hear from KiwiRail about the technology, watch a demonstration and then have a go themselves. We will also film the event so it can then be shared with the rest of the organisation.
- ELT live Call
- Yammer
- OnRamp story and popup
- CE video update
- Elevator pitch with member of the rail team
- Lockscreen
- Teams and Zoom background
- Email signature
- Posters and fliers in tea rooms
- Internal newsletters
 - The Way We Move
 - Te Waka Kōtuia pānui
 - Transport Services
 - Regulatory

External

- Ministerial launch event
- Joint media release with New Zealand Police
- Social media (Facebook, Tik Tok)
- LinkedIn opinion piece by Nicole Rosie
- Regional Transport Committee reports

- Waka Kotahi website pop up
- Education portal
- Posters and fliers at railway stations

External activities in collaboration with partners

Rail Safety Week launch event

The week will be launched by Minister Wood at Wellington Railway Station on Monday 8 August at 9.30am. The event will be attended by a number of dignitaries, people affected by level crossing collisions, locomotive engineers and representatives from local schools. Nicole Rosie is attending the launch and is one of three speakers, alongside Minister Wood, and KiwiRail CE Peter Reidy.

Virtual field trip

Our Education team has worked closely with TrackSAFE and KiwiRail to facilitate a rail safety virtual field trip which schools can enrol in. Targeted at intermediate and secondary aged students (Years 7-10) students will learn how digital innovation such as virtual reality, gamification and digital shields are helping rail workers acquire new skills and carry out their work safely. They will also learn how they too can stay safe around railway tracks and trains through a video series written, created and starred in by Rāroa Intermediate school students. The virtual field trip is available free to schools through our Waka Kotahi [Education Portal](#).

Quiz

We're exploring options with Stuff to insert rail safety questions into the Stuff quiz or have a dedicated rail quiz

SADD

We've held workshops with SADD students (Students Against Dangerous Driving) to explore ways they could support Rail Safety Week. This has resulted in the development of a Tik Tok that highlights do's and don'ts around railway crossings to keep ourselves safe. The Tik Tok will be shared through SADD channels.

Class visits

Transdev Wellington will host a classroom from Plimmerton School to promote rail safety and take them on a tour of the control centre.