

A Where are we now?

Environment/Performance

- Awareness raising charitable trust
- Promoter of rail safety awareness and public education
- Funding and support from KiwiRail, NZ Transport Agency and Transdev Auckland and Wellington
- Good knowledge of key safety issues at different locations on the New Zealand rail network
- Board membership includes Greater Wellington Regional Council and Auckland Transport
- Constructive and collaborative relationships with sponsors and stakeholder organisations
- Focus has shifted to data-based interventions and an evidence-based approach towards schools' education
- Recent years have seen a decline in vehicle collisions
- Increased government funding to upgrade pedestrian level crossings in Auckland

Strategic Challenges

- Limited resources and staff to deliver high profile education campaigns
- Cross-agency collaboration is sometimes challenging due to the size and number of involved stakeholders.
- Results require positive behaviour change which is challenging to achieve and measure
- Stakeholders also have limited resources

Strategic Opportunities

- Lifting the profile of the risks at level crossings with local government
- Strengthening relationships with NZ Police
- Working closely with Police and local government to raise awareness with the public of safe behaviour
- Advocating for continued long term capital investment to reduce risk to motorists and pedestrians around the rail network
- Continuing to extend opportunities to use social media to increase public awareness of safe behaviour
- Basing awareness campaigns on analysis of data and targeted to specific audiences
- Maintaining neutrality

C How do we get there?



D What do we do to get there?

Raising awareness

- Develop and deliver safety awareness campaigns aimed at the audiences/regions most at risk from harm
- Provide advice and assistance to agencies funding their own rail safety awareness campaigns/programmes
- Promote rail safety education in schools based on an evidence-based method
- Encourage other stakeholders to adopt and practice the same approach
- Base campaigns on data and research to target correct areas and demographics to reduce risk of harm to pedestrians and motorists

Partnerships/engagement

- Build strong relationships and engage with stakeholders in high risk areas to deliver and fund rail safety awareness initiatives

Advocacy

- Advocate for new technology trials and engineering upgrades to level crossings
- Publicly support all new technology initiatives with education and awareness through the media

B Where do we want to be?

Who are we?

- A charitable trust raising awareness about safe behaviour on and around the rail network through communication, engagement and collaboration.

Our goals are:

- To raise awareness with pedestrians, motorists and cyclists of the risks around the rail network.
- To encourage safe behaviours
- To assist stakeholders in promoting safety to the New Zealand public; and
- To encourage all affected organisations to promote rail safety to their own networks.

What is our purpose:

- driving widespread public awareness and knowledge of safe practices to prevent harm and reduce deaths and serious injuries
- working together with stakeholders to pursue the initiatives that will most effectively improve safety
- facilitating a safe systems approach to thinking

What will success look like?

- People are aware of the risks and understand how to behave safely
- A reduction in vehicle and pedestrian collisions and harm
- All stakeholder organisations play a role in promoting safety around the rail network

How will we measure success?

Increased stakeholder engagement

More collaboration across agencies

Public is aware of the risks around railway tracks

Pedestrians, cyclists and motorists behave safely

Focusing Question:

How do we engage people and organisations to understand that improving public safety on the rail network is everyone's responsibility?