

# Inland Rail Strategy Workshop Tuesday

9:30am – 3:00pm 1 May 2018

East Hotel, Kingston

# Introduction and welcome

- **Kim Forbes**, Assistant Secretary, Department of Infrastructure, Regional Development and Cities
- **Brian Elton**, Managing Partner, Elton Consulting

# Research to support the Communications Services



# Inland Rail Communications Services – Research

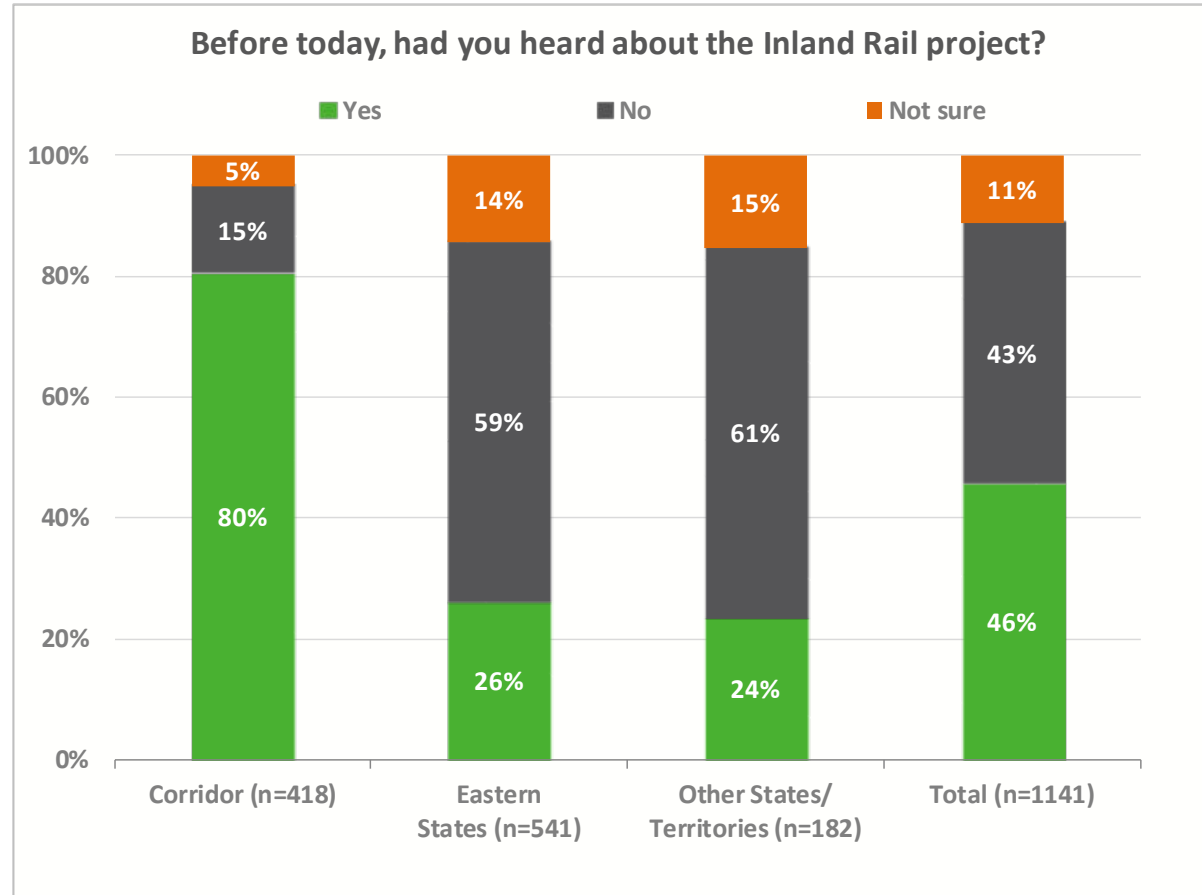
1. Overview of our approach
2. Sharing some of the key findings
3. Shaping the communications

# 1. Our approach to the research

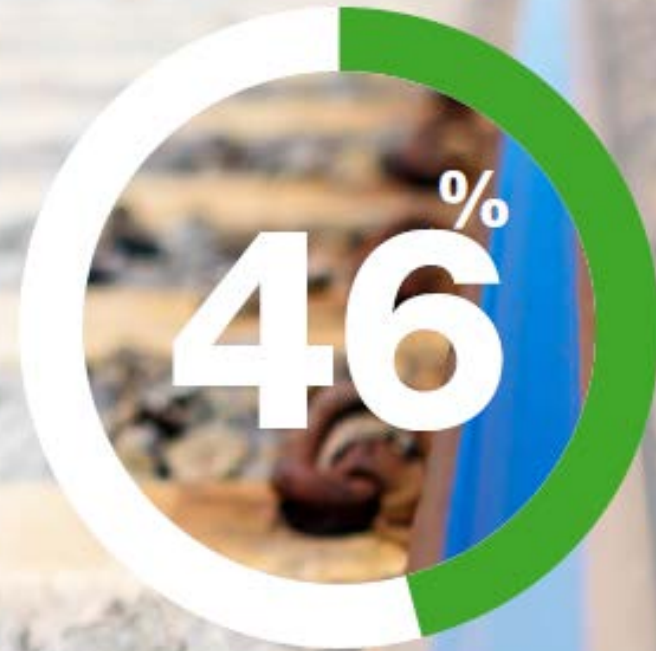
- The task
- Mixed method – qualitative and quantitative
- Sampling

## 2. Key findings of the research

# What people know



**OVERALL...**



**of people had heard about Inland Rail**

**80% CORRIDOR**

**26% EASTERN STATES**

**24% AUSTRALIA**

# What people know

Can you briefly describe what you know about the Inland Rail project?	<i>Eastern States</i>	<i>Other States/ Territories</i>	<i>Corridor</i>	<i>Total</i>
It will go from Melbourne to Brisbane	29.1%	18.6%	48.6%	40.6%
It will go through regional communities	7.8%	11.6%	29.0%	21.6%
It will transport freight	11.3%	20.9%	24.0%	20.2%
No/Limited knowledge	27.7%	27.9%	8.4%	15.4%
It will increase freight transport efficiency	5.7%	9.3%	13.4%	10.9%
It will reduce road freight congestion / costs	4.3%	7.0%	8.1%	6.9%
It is a large interstate rail system (generic knowledge)	7.1%	23.3%	4.7%	6.9%
It will involve new and existing sections of track	.7%	2.3%	3.7%	2.8%
The project is contentious	2.8%	7.0%	2.2%	2.8%
The project has been proposed / no action	2.1%	2.3%	2.5%	2.4%
Don't know / unsure	3.5%	2.3%	0.0%	1.2%
Other	12.1%	9.3%	3.1%	6.1%
<b>SAMPLE</b>	<b>141</b>	<b>43</b>	<b>321</b>	<b>505</b>



# What people want to know

Are there (other) things you'd like to know about Inland Rail now, or in the future as part of the planning, construction and operation phases?	<i>Eastern States</i>	<i>Other States/Territories</i>	<i>Corridor</i>	<i>Total</i>
Where the planned route is / how it was selected	54.4%	59.8%	65.4%	59.2%
How much it will cost	54.0%	65.9%	36.6%	49.9%
How it will affect communities	46.5%	48.6%	45.0%	46.3%
The number, types and locations of jobs it will generate	43.3%	44.7%	40.1%	42.4%
Timeframe for delivery / operation	36.7%	36.3%	50.8%	41.6%
The number of trucks it will take off our roads	36.7%	35.2%	41.9%	38.3%
Why Australia needs Inland Rail / how it will deliver an efficient freight rail system	40.3%	47.5%	28.0%	37.2%
How affected landowners will be compensated	31.1%	33.5%	38.5%	34.1%
How it will work for users (business, industry)	32.4%	25.7%	33.2%	31.6%
Other	2.6%	5.0%	12.6%	6.5%
<b>SAMPLE</b>	<b>531</b>	<b>179</b>	<b>382</b>	<b>1092</b>

# How people feel

Overall support for Inland Rail	<i>Eastern States</i>	<i>Other States/Territories</i>	<i>Corridor</i>	<i>Total</i>
% strongly support (8-10)	46.2%	38.5%	67.8%	52.6%
1-10 Mean	7.07	6.77	8.06	<u>7.37</u>
SAMPLE	541	182	400	1123

OVERALL...



of people strongly support Inland Rail

68% CORRIDOR

46% EASTERN STATES

39% AUSTRALIA

# What people see as the benefits

What do you see as the potential benefits of Inland Rail - for you as an individual, business owner or employee, and for your community?	<i>Eastern States</i>	<i>Other States/Territories</i>	<i>Corridor</i>	<i>Total</i>
It will take trucks off the roads	60.6%	50.5%	75.2%	64.3%
It will generate construction jobs	60.3%	53.3%	72.0%	63.4%
It will improve environmental outcomes	49.0%	44.5%	68.2%	55.3%
It will generate other type of jobs	49.7%	46.7%	61.9%	53.7%
It will support business / industry	47.0%	42.9%	66.3%	53.3%
It will support regional communities	42.0%	40.1%	66.5%	50.6%
It will help to reduce the cost of consumer goods	39.7%	36.8%	44.1%	40.9%
NONE	9.8%	11.0%	4.6%	8.1%
Other	.9%	1.1%	3.4%	1.8%
<b>SAMPLE</b>	<b>541</b>	<b>182</b>	<b>415</b>	<b>1138</b>

# What people see as the benefits

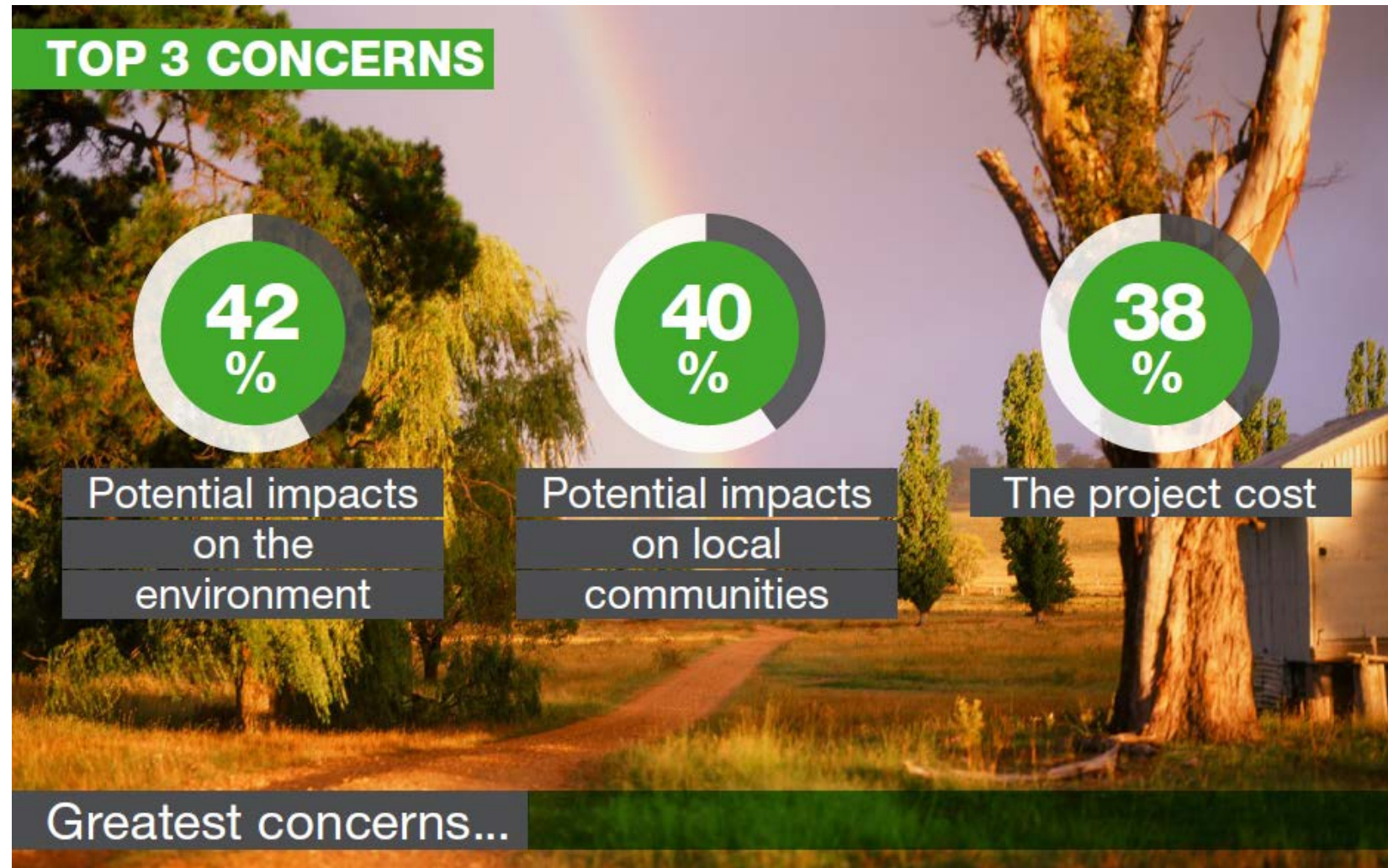


# What people are concerned about









<i>How do you feel about the following aspects of the project? (% concerned)</i>	<i>Other States/ Territories</i>	<i>Eastern States</i>	<i>Corridor</i>	<i>Total</i>
<b>Potential impacts on the environment</b>	<b>42.9%</b>	<b>45.1%</b>	<b>40.5%</b>	<b>42.4%</b>
<b>Potential impacts on local communities</b>	<b>39.4%</b>	<b>38.5%</b>	<b>42.7%</b>	<b>40.4%</b>
<b>The project cost</b>	<b>38.3%</b>	<b>43.4%</b>	<b>34.2%</b>	<b>37.6%</b>
<b>Delivery of the project by the Australian Government</b>	<b>33.8%</b>	<b>33.5%</b>	<b>40.0%</b>	<b>36.0%</b>
<b>Potential impacts on industry</b>	<b>28.5%</b>	<b>34.1%</b>	<b>26.7%</b>	<b>28.7%</b>
<b>The route location</b>	<b>17.9%</b>	<b>14.8%</b>	<b>28.4%</b>	<b>21.3%</b>
<b>SAMPLE</b>	<b>182</b>	<b>541</b>	<b>415</b>	<b>1141</b>



# What people are concerned about



# Testing concepts

Statement		Other States/ Territories (n=182)	Eastern States (n=541)	Corridor (n=418)	Total (n=1141)
Statement #1: Inland Rail will create a more reliable freight network with shorter delivery times, which will improve the efficiency and competitiveness of Australian industries		76.4%	75.2%	73.0%	74.6%
Statement #4: Inland Rail will connect our regions to our cities and ports, and to global markets		62.1%	71.2%	82.7%	73.9%
Statement #7: Road congestion on some of Australia's busiest highways will be reduced		67.0%	70.2%	75.4%	71.6%
Statement #3: Inland Rail will stimulate the economies of local regions, creating jobs and opportunities during the delivery phase and into operation		66.5%	68.2%	77.4%	71.3%
Statement #6: Inland Rail will reduce congestion and create capacity for Sydney road and rail		59.3%	62.7%	59.6%	61.0%
Statement #8: Up to 15 serious road crashes will be avoided every year		36.3%	49.7%	40.4%	44.2%
Statement #5: Inland Rail will create 16,000 direct and indirect jobs		42.9%	46.4%	34.3%	41.4%
Statement #2: Inland Rail will return \$16 billion to the national economy during the delivery phase and the first 50 years of operation		31.9%	36.4%	24.6%	31.4%

# What people think

## TOP 3 CONCEPTS ATTRACTING AGREEMENT AND APPEAL



**MOST APPEALING**

**#3** Inland Rail will stimulate the economies of local regions, creating jobs and opportunities during the delivery phase and into operation



**SECOND MOST APPEALING**

**#1** Inland Rail will create a more reliable freight network with shorter delivery times, which will improve the efficiency and competitiveness of Australian industries

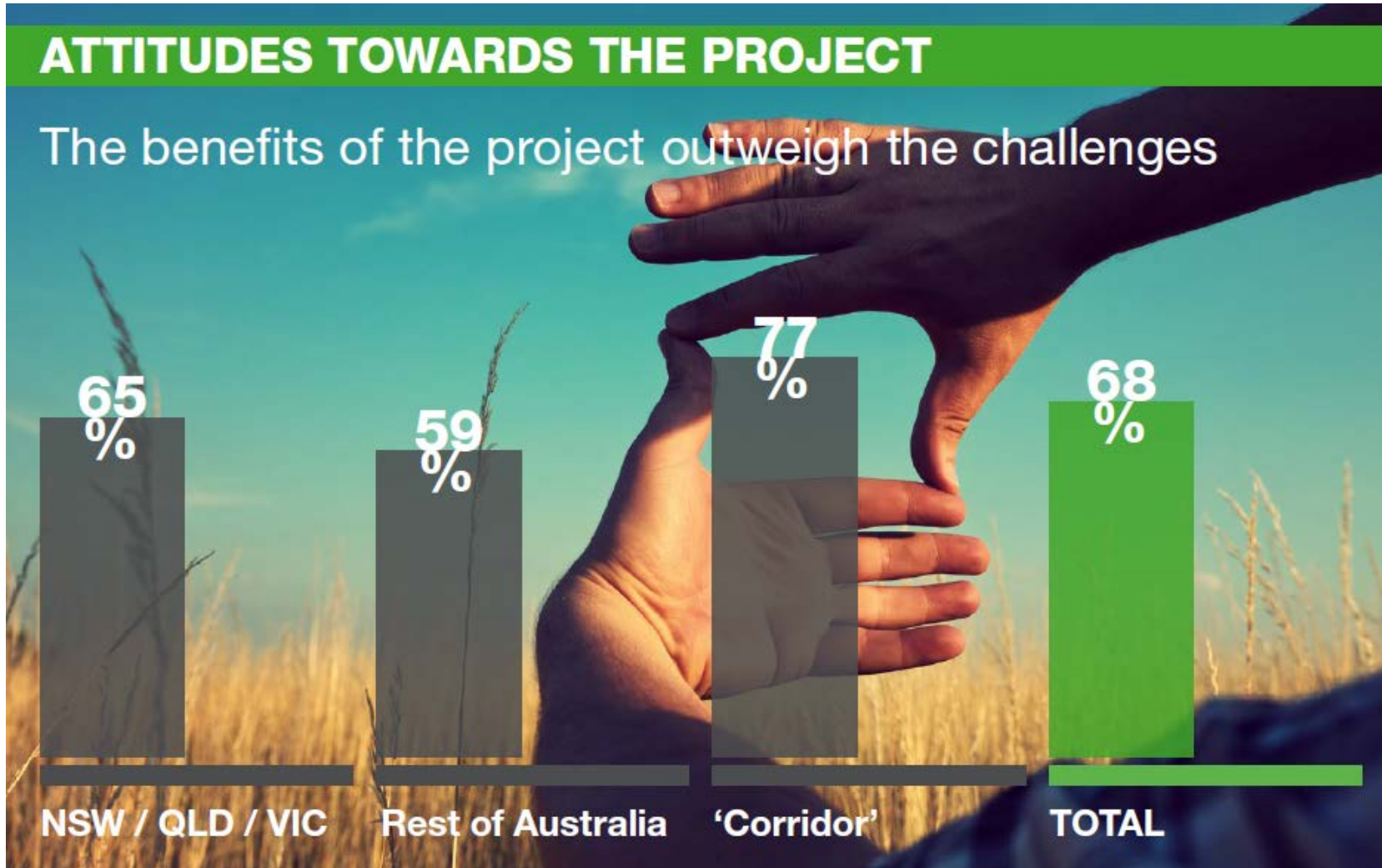


**THIRD MOST APPEALING**

**#7** Road congestion on some of Australia's busiest highways will be reduced

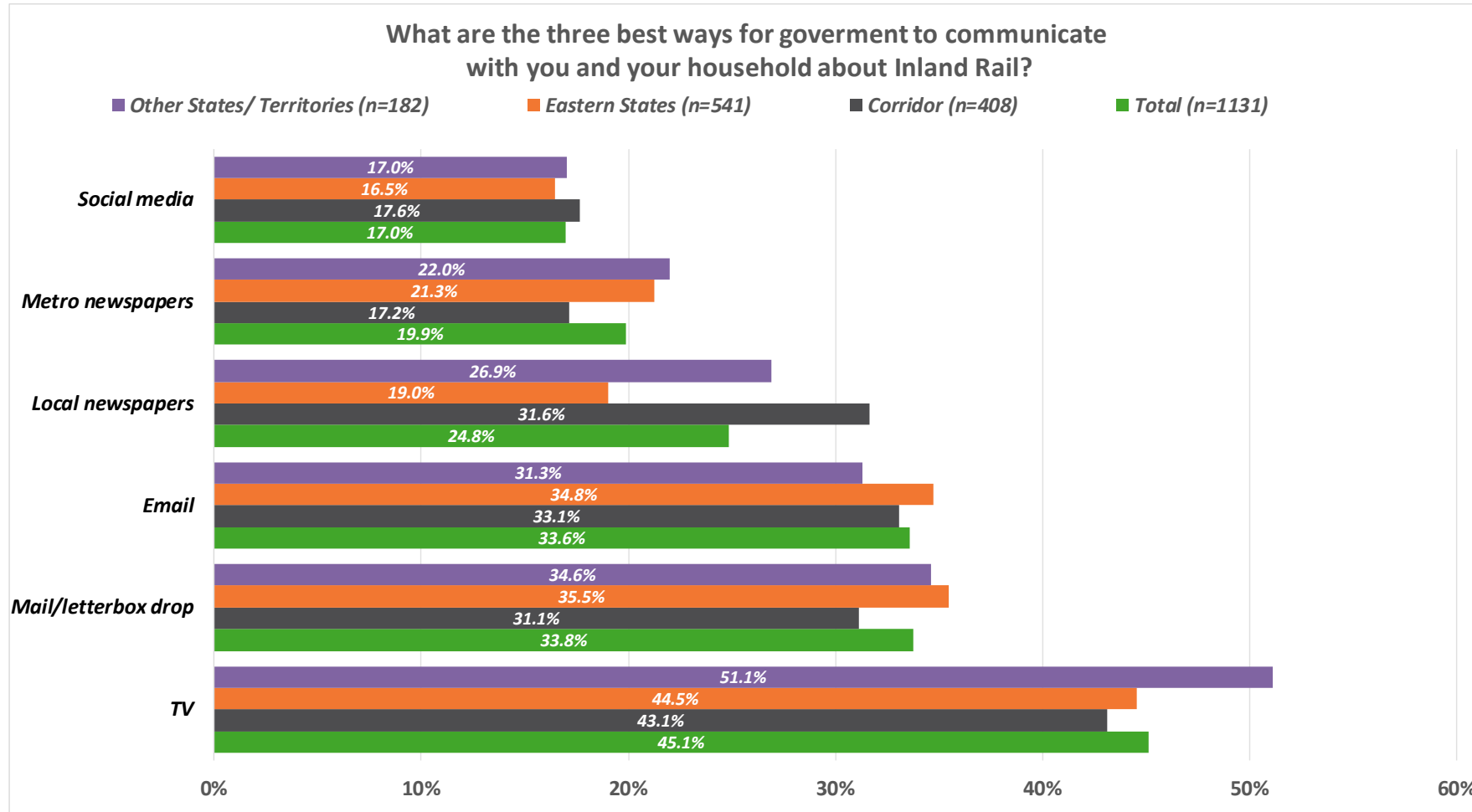


# Weighing it all up...



# 3. Shaping communications

# Best ways for government to communicate about Inland Rail



# News via social media

In the last 48 hours, which of the following social media have you used to access news?	<i>Eastern States</i>	<i>Other States/Territories</i>	<i>Corridor</i>	<i>Total</i>
Facebook	54.5%	61.5%	41.1%	50.8%
None	33.5%	27.5%	46.8%	37.3%
YouTube	22.0%	25.8%	6.9%	17.2%
Instagram	15.7%	14.3%	4.0%	11.3%
Twitter	10.9%	8.8%	3.2%	7.8%
LinkedIn	7.2%	4.9%	3.2%	5.4%
Other	4.4%	5.5%	13.9%	8.0%
<b>SAMPLE</b>	<b>541</b>	<b>182</b>	<b>404</b>	<b>1127</b>

# Possible spokespeople

When thinking about possible spokespeople for Inland Rail, who do you see as the community leaders or trusted people in your local/state or territory?	<i>Eastern States</i>	<i>Other States/Territories</i>	<i>Corridor</i>	<i>Total</i>
Local councils	39.0%	33.0%	43.0%	39.4%
Businesses, farmers, producers, truck drivers etc	34.0%	40.1%	39.8%	37.0%
Members for Parliament	25.5%	31.3%	35.8%	30.1%
Premier	30.7%	24.2%	12.8%	23.2%
TV / radio personalities	22.2%	22.0%	13.0%	18.9%
Business / industry peak organisations	18.9%	14.3%	20.5%	18.7%
Your representative of Regional Development Australia	20.3%	16.5%	15.3%	17.9%
Other	6.8%	9.3%	18.0%	11.2%
<b>SAMPLE</b>	<b>541</b>	<b>182</b>	<b>400</b>	<b>1123</b>



# Effective communications – opportunities and considerations

- **Reach out**
  - beyond the Corridor
  - to people of all ages
  - with communications that have relevance
- **Promote the benefits of Inland Rail**
  - to the existing support base
  - to those who are undecided
  - to tell the overarching narrative of the project
  - to share the stories of individuals and communities



# Inland Rail Communications Strategy

# Inland Rail Communications Strategy overview

## Communications objectives

- Raise awareness and positive sentiment for Inland Rail
- Build support for and interest in Inland Rail by empowering the industry and spokespeople to become active champions for the project
- Position the Department as the trusted source of information on the Australian Government's role in funding and commitment to Inland Rail
- Promote the economic benefits and regional development opportunities from Inland Rail
- Humanise the project by drawing on human interest stories in communications



# Communications recommendations

- Communications approach to increase awareness and positive sentiment for Inland Rail
- Clear target audiences – who to target, how and why
- Key messages – for specific audience groups
- The timing and effective use of communications methods to achieve the strategy and Department's objectives
- Style and design advice
- The delineation of the roles and responsibilities between ARTC and the Department (and the Department of Finance if required)
- The role of the Minister as the primary spokesperson and the approach to cultivating other spokespeople and champions for the project.

# Key messages

## Primary key messages

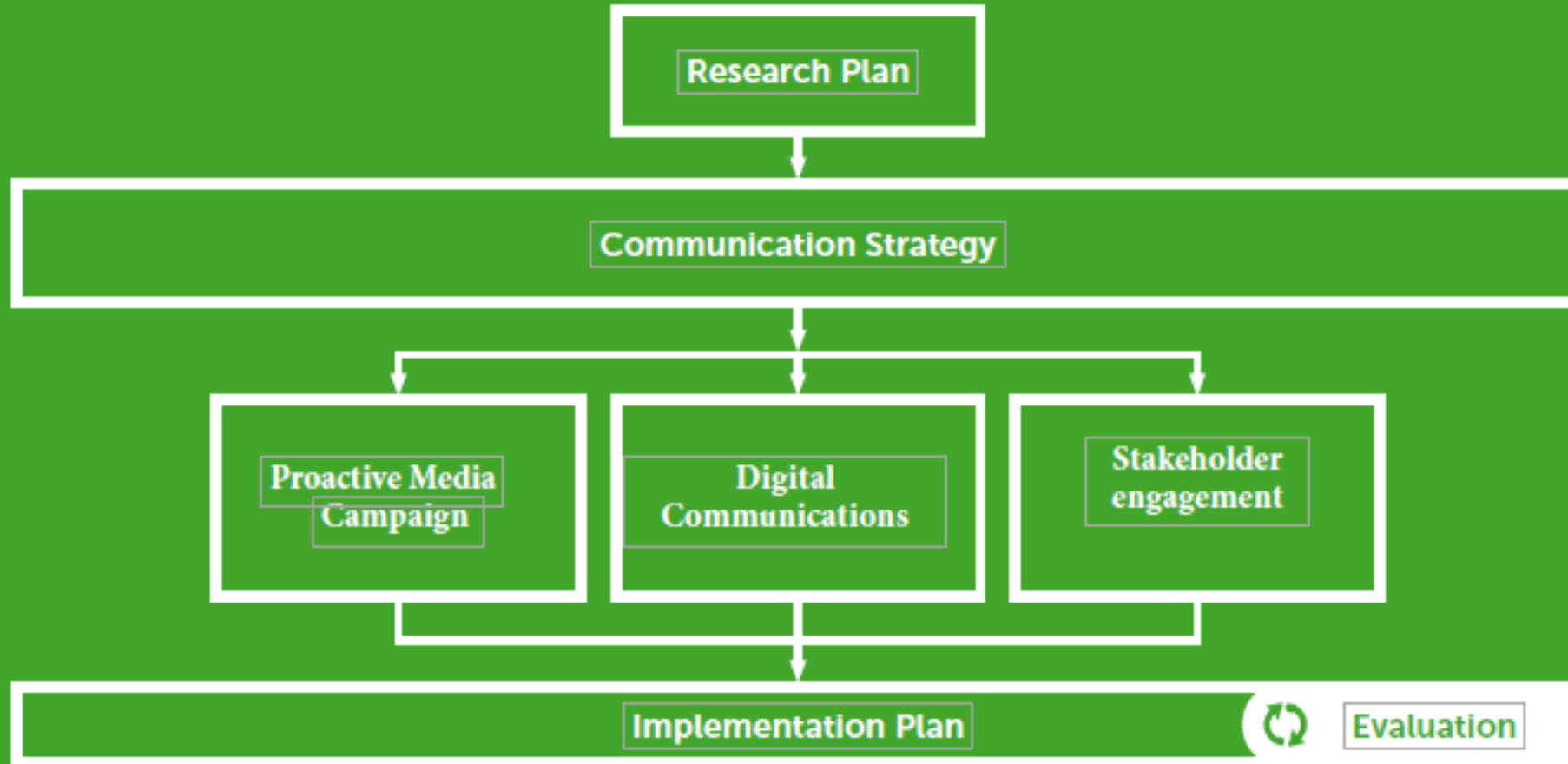
- Inland Rail will deliver a freight network that will serve Australia for the next century.
- Inland Rail will increase our national productivity, stimulate economic growth, create jobs and increase our global competitiveness.
- The Government is investing over \$9 billion, in equity and grant funding, making it an owner and major shareholder.
- The 1,700 km Inland Rail will provide a direct freight link between Melbourne and Brisbane. Work to deliver Inland Rail is happening right now and will be up and running by 2025.
- Inland Rail will create approximately 16,000 new jobs during peak construction, and approximately 700 jobs each year during operations.

**Secondary key messages** will drill further down into wide-ranging benefits of the projects, tailored and personalised for different target audiences.

# Communications approach

- Build the foundation and platform for Australian Government communications from now until 2025
- Central website as trusted source of information
- Social media
- Humanise the project by telling human interest stories
- Ambassador and empowering spokespeople
- Launch event in Parkes (18/19 July 2018)
- Develop visual identity for Inland Rail that will resonate with target audiences and stir emotions and sentiment about the iconic nature of Inland Rail

# Communications Approach



# Media engagement strategy

## Proactive media campaign

Media engagement activities will include:

- Media events
- Articles
- Op-ed pieces
- Regular briefing of selected regional media outlets
- Media releases
- Human interest stories
- Ambassadors

# Digital communications

- Interactive website
- Videos
- Animated and non-animated infographics
- Animations such as a map showing regions
- An image library
- Social media - dedicated Facebook, Instagram, Twitter and LinkedIn

# Website

- Project timeline with key milestones
- Employment opportunities
- Fact sheets and Frequently Asked Questions
- An animated interactive map
- Short videos of project progress and telling human interest stories along the route
- Animated and non-animated infographics
- Stakeholder toolkits
- Feedback facilities (either live, by email or phone contact)

# Stakeholder communications

- Positive and diverse spokespeople – well known Australians and community leaders
- Inland Rail Ambassadors or Champions
- Stakeholder roadshow
- Events, presentation opportunities and backbencher briefings
- A launch event – 18/19 July in Parkes – to mark construction starting and to launch website, social media and stakeholder kits



# Implementation plan



## Between now and end of June

- Develop and soft launch website
- Activate social media
- Develop stakeholder toolkits
- Start media campaign

# 2018 Inland Rail Conference



Australian Logistics Council (ALC) and Australasian Railway Association (ARA)  
Conference

Parkes NSW on 18 & 19 July 2018

Speakers:

- Deputy Prime Minister, Michael McCormack
- Secretary, Department of Infrastructure, Regional Development and Cities,  
Dr Stephen Kennedy

Launch website, social media, stakeholder kits

# Implementation plan



## July onwards

- Frequent social media activity
- Proactive media campaign
- Empower spokespeople
- Stakeholder roadshow and conference speaking opportunities

# Monitoring and evaluation

- The baseline research to benchmark track progresses against
- Continuous monitoring and evaluation (through digital monitoring, media monitoring and feedback received)
- Evaluation at strategic points e.g. after key events such as Parkes to Narromine construction
- 6-month review of the strategy's effectiveness and implementation in October 2018
- 12-month review of the strategy's effectiveness in May 2019

# Inland Rail Strategy Workshop Tuesday

9:30am – 3:00pm 1 May 2018

East Hotel, Kingston