



Australian Government
Civil Aviation Safety Authority

SAFETY COMMUNICATION IN AN ERA OF INFORMATION



Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises, and by eloquence sometimes sublime and sometime pathetic.

Dr. Johnson 1759

Effective safety communication

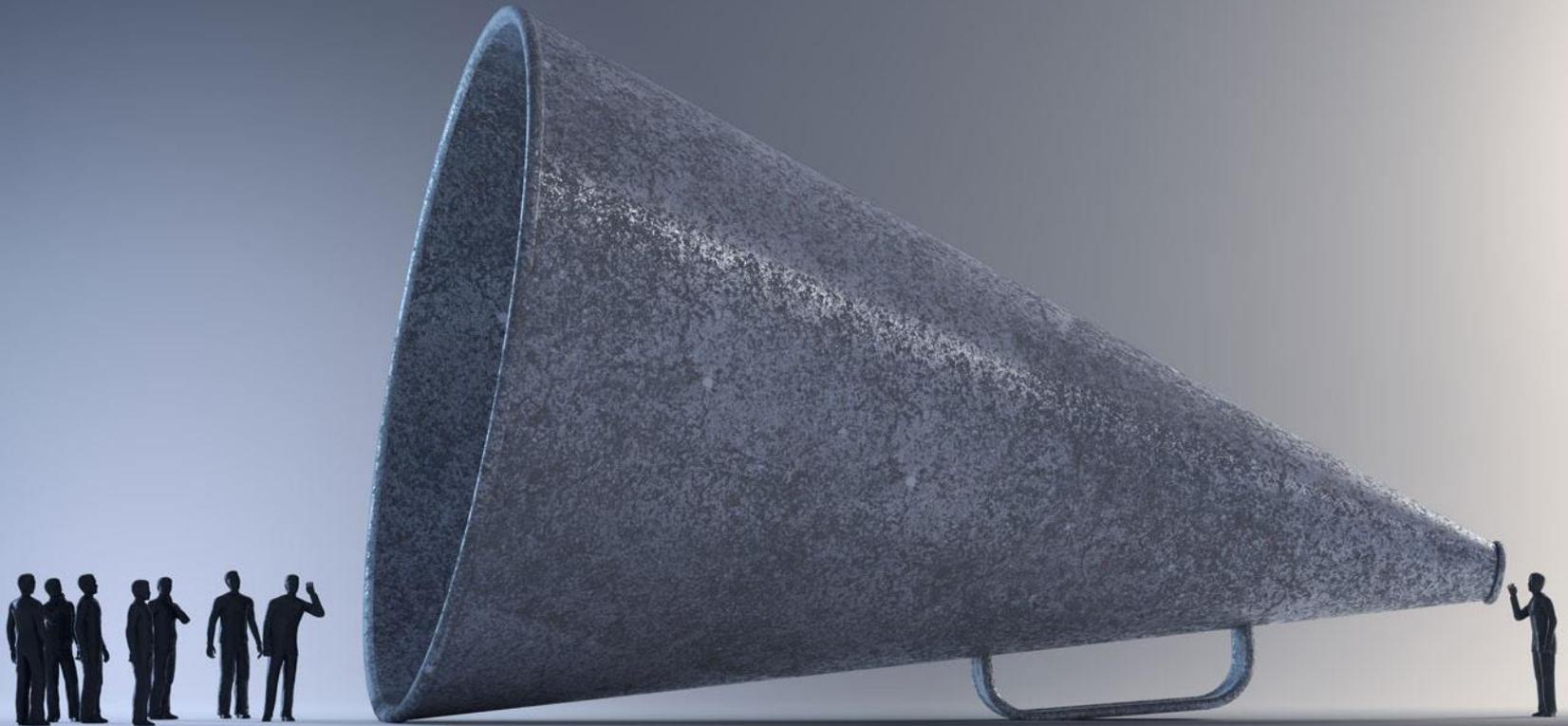
Content

Channel

Content

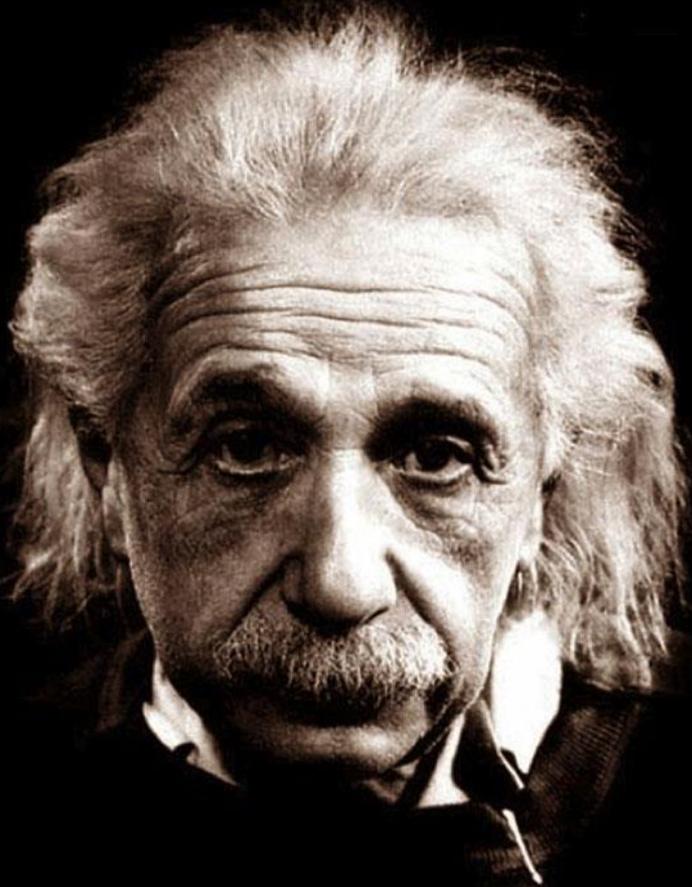
Old model 'preaching'

One-way communication



Aviation communication often poor

MELBOURNE FIR (YMMM) C1193/11 REVIEW C6130/10 TEMPO DISCRETE AREA BCST FREQ 127.8 ESTABLISHED IN LAKE EYRE REGION WI THE BOUNDARIES OF STRAIGHT LINES JOINING S27 30.0 E136 00.0 TO S27 30.0 E139 00.0 TO S30 00.0 E139 00.0 TO S30 00.0 E136 00.0 TO S27 30.0 E136 00.0 TO ASSIST IN SEPARATION FM OTHER ACFT PILOTS ENTERING AND OPR WI THE DESIGNATED AIRSPACE MUST BCST THE FOLLOWING ON THE BCST FREQ; 1.ACFT CALLSIGN 2.ACFT PSN 3.ACFT LVL 4.PILOTS INTENTIONS IN RELATION TO FLIGHT PILOTS OPR AT AD WI THE DESIGNATED AIRSPACE MUST MAKE BCST AS APPLICABLE TO NON TOWERED AD IN CLASS G AIRSPACE AS SPECIFIED IN AIP ON DISCRETE AREA BCST FREQ. THE DISCRETE BCST AREA INCLUDES LAKE EYRE NORTH, LAKE EYRE SOUTH, MARREE (YMRE) AND WILLIAM CREEK (YWMC) SFC TO 5000FT AMSL FROM 02 232341 TO 11 281130



**Everything
should be made
as simple as
possible, but
not simpler**

Albert Einstein

The danger of bureaucratic language

Fire warning Black Saturday Feb 2009

Even though the fire is not currently posing a threat, the communities of Kinglake West (4), Kinglake (38), Pheasant Creek, Panton Hill, Smiths Gully, Christmas Hills need to be aware that the activity in the area has increased and has the potential to impact directly.

Black Friday 1939

‘Blown by wind of great force’ ‘balls of crackling fire’ ‘consuming with a roaring explosive noise all that they touched’ ‘Great pieces of burning bark ... setting in raging flame regions not yet reached by the fires’

IMAGE © Peter Brown | Black Saturday fire

Flight Safety Australia

then



now





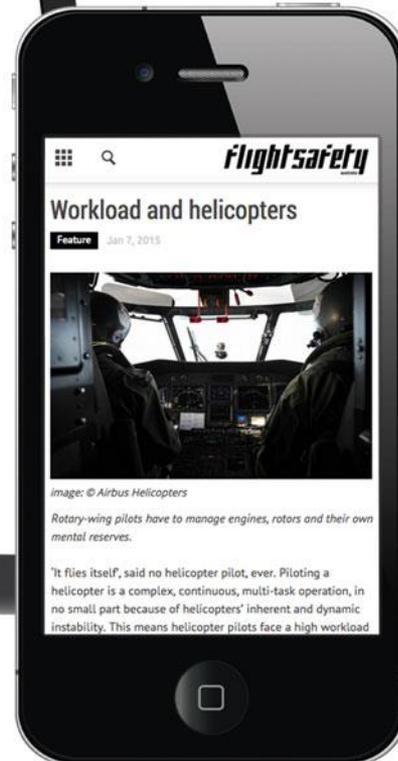
Channel

- Increasingly, two-way communication
- Delivery via multiple platforms

Impact of social media

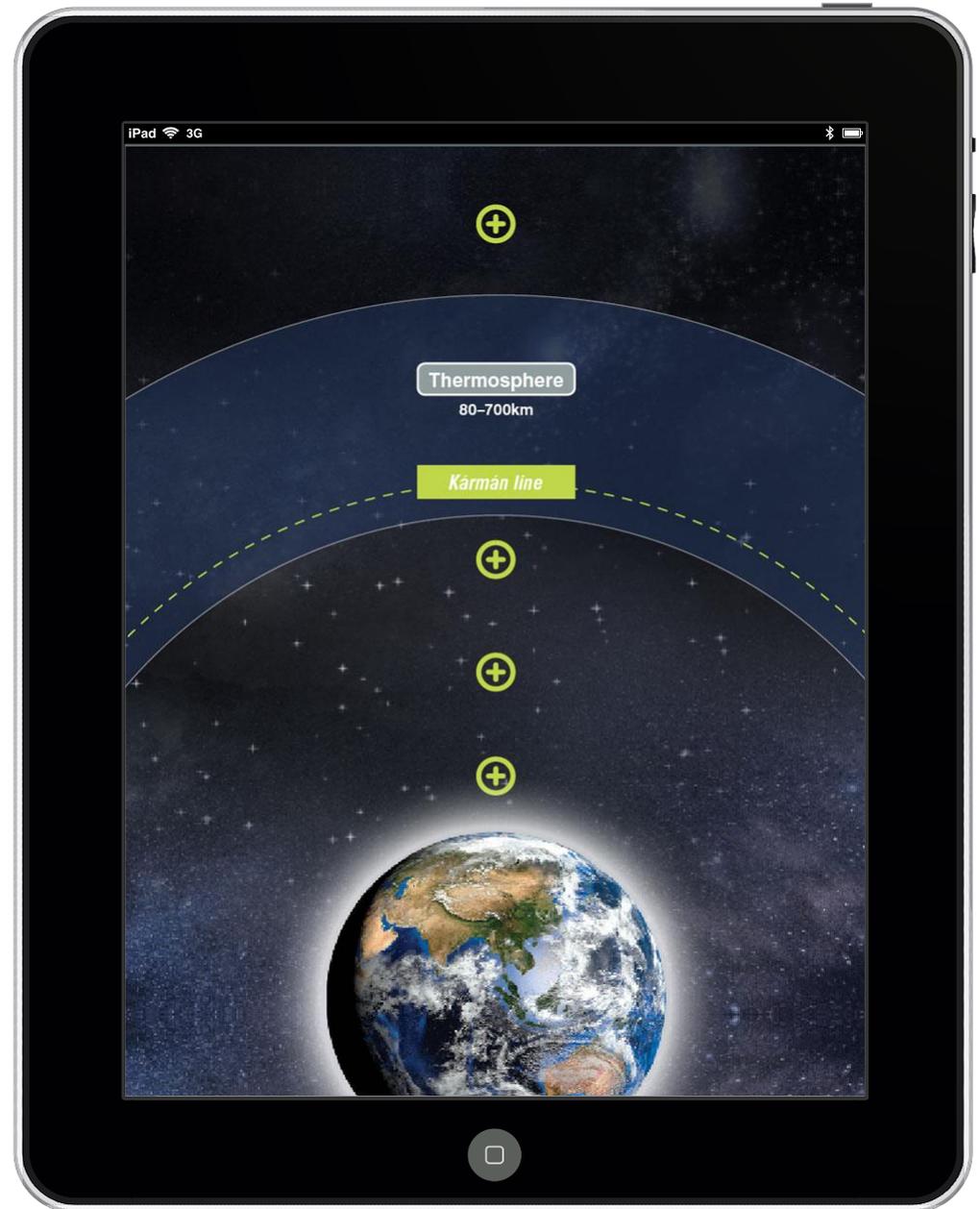
- Twitter, Facebook, YouTube, blogs (*FSA*)
- Integration of channels





New channels, new opportunities

- Aviation audience, pilots, ATC and engineers
- Visual, spatial orientation





SAFETY COMMUNICATION IN AN ERA OF INFORMATION OVERLOAD

OnTrack

The screenshot displays the OnTrack website interface. At the top, the Australian Government Civil Aviation Safety Authority logo is visible, along with navigation links for Home, Education, and On Track. The main heading reads "OUTBOUND TO THE NORTH VIA KILMORE Moorabbin Aerodrome". Below this, a map shows the flight route from Moorabbin Aerodrome (MOR) to Melbourne CTR (MEL). The route is marked with a dashed line and includes various waypoints and altitudes. Key areas shown include the AVALON CTR (Avalon) and MELBOURNE CTR (Melbourne). The map also displays various airspace boundaries, such as C LL 2500, C LL 4500, and A LL FL 180. A sidebar on the right provides information about Moorabbin Aerodrome, including its frequency (123.0) and coordinates (37° 58.6' S, 145° 06.1' E). It also contains a warning about terrain and the eastern steps of Melbourne's controlled airspace, advising pilots to clear the Moorabbin circuit before turning towards Sugarloaf Reservoir. The sidebar includes a "Previous" and "Continue" button.

ontrack.casa.gov.au

Dangerous goods campaign



CASA @CASABriefing · Oct 17
Least Wanted #TopTen Dangerous Goods for 2014, coming in at No. 1 - Lithium Batteries casa.gov.au/leastwanted

No. 1 - Lithium Batteries
Can be extremely dangerous.
All spares must be in your carry-on baggage only!

[DG] dangerous goods. IF IN DOUBT, ASK!



TWEETS 53.3K FOLLOWING 8,961 FOLLOWERS 153K FAVORITES 858

Virgin Australia @VirginAustralia FOLLOWING YOU
Welcome to the official page for Virgin Australia, where we share our news and embrace your stories. Assistance: 13 67 89 Feedback: virg.co/RetMw
Australia
virginaustralia.com/au/en/
Joined July 2008

Tweet to Message

34 Followers you know

513 Photos and videos

Tweets Tweets & replies Photos & videos

Virgin Australia retweeted
CASA @CASABriefing · Oct 17
Travelling with batteries? We've made this video to help you do it safely. youtube.com/watch?v=jvxS3... #aviation #travel #safetyfirst

YouTube

The video thumbnail shows the text "Travelling safely with lithium batteries" with a play button icon. Below it is the text "[DG] dangerous goods." and the website "www.casa.gov.au/dg". A lithium battery icon is also present.

View more photos and videos

Questions?

