



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

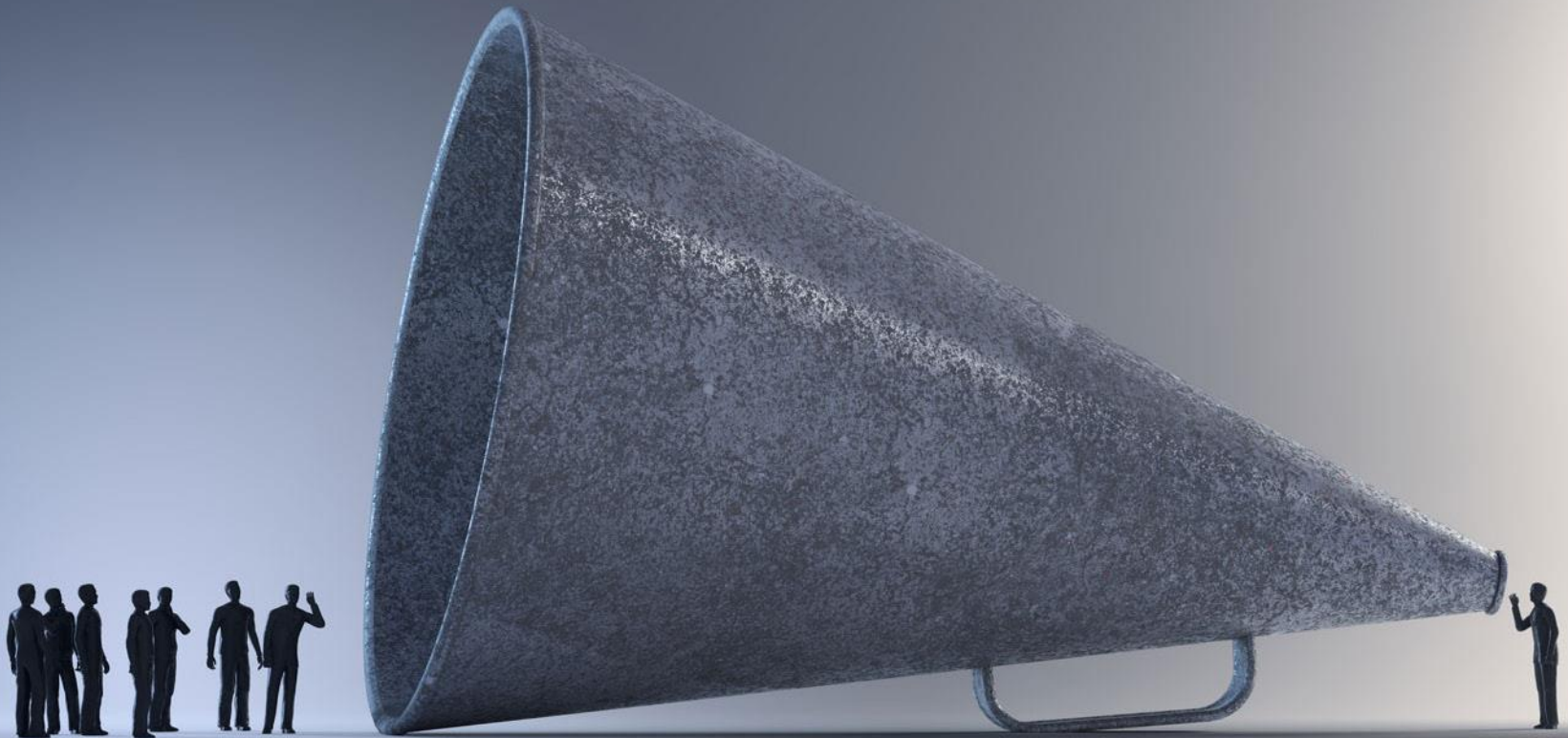
Channel



Content

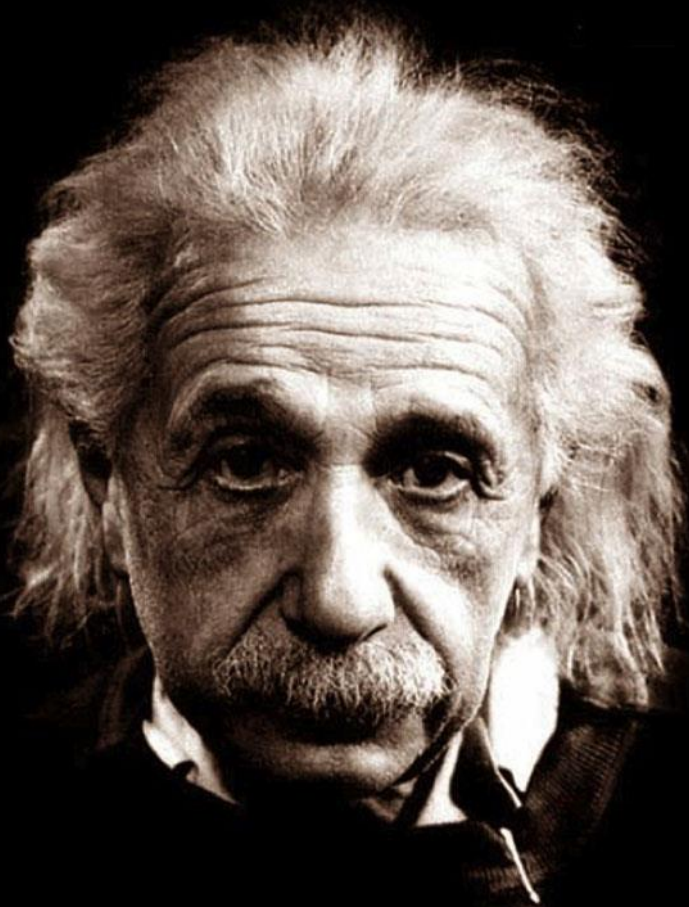
Old model 'preaching'

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





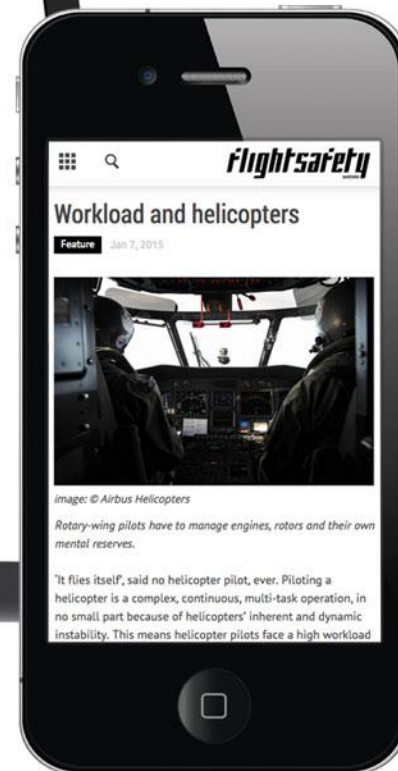
Channel

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

Impact of social media

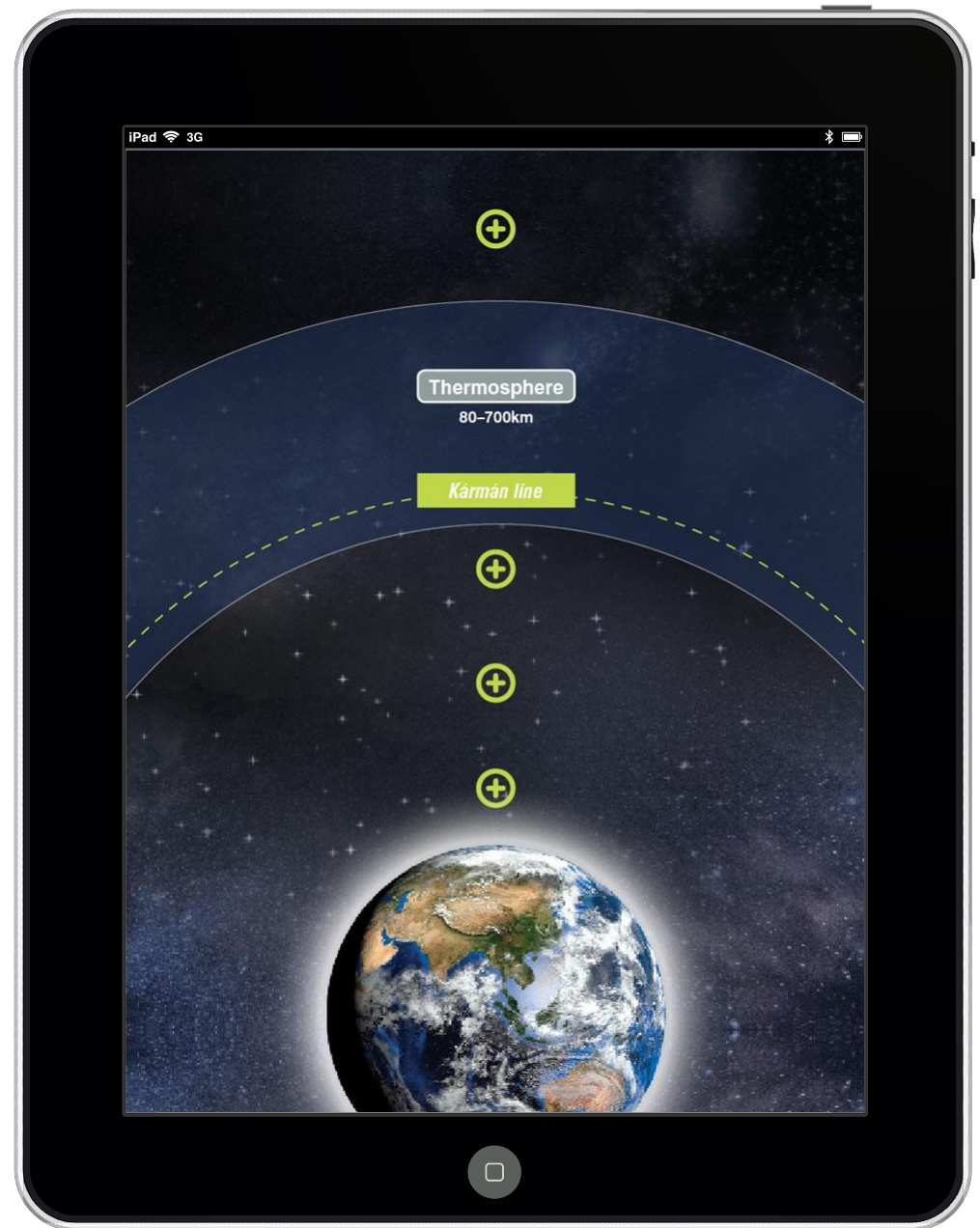
- Twitter, Facebook, YouTube, blogs (*FSA*)
- Integration of channels





New channels, new opportunities

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





SAFETY COMMUNICATION IN AN ERA OF INFORMATION OVERLOAD

The screenshot displays the CASA OnTrack website interface. At the top, the header includes the CASA OnTrack logo, navigation links (Home, Education, On Track), and a search bar. The main content area shows a map of the Melbourne area with various flight routes and altitudes. The route is marked with a dashed line and includes altitude restrictions such as 1500, 2500, and 4500 feet. The map also shows the Moorabbin Aerodrome, Melbourne CTR, and AVALON CTR. The right sidebar contains a section for Moorabbin Aerodrome, including a photo, frequency information, and a description of the route. The bottom of the page features a 'Previous' and 'Continue' navigation bar.

SAFETY COMMUNICATION IN AN ERA OF INFORMATION OVERLOAD

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!

LITHIUM

[DG] dangerous goods.

IF IN DOUBT, ASK!



TWEETS 53.3K FOLLOWING 8,981 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...](https://www.youtube.com/watch?v=jvxS3...) #aviation #travel #safetyfirst

YouTube



View more photos and videos

Questions?

