



Australian Government
Civil Aviation Safety Authority

Change through communication

Amanda Palmer, Communications Manager
Civil Aviation Safety Authority, Australia

21 March 2024



Our team



COMMUNICATION
EXPERTS



BEHAVIOURAL
CHANGE
SPECIALISTS



WRITERS/
EDITORS



DIGITAL
EXPERTS



CAMPAIGN
MANAGERS



EVENT
MANAGERS

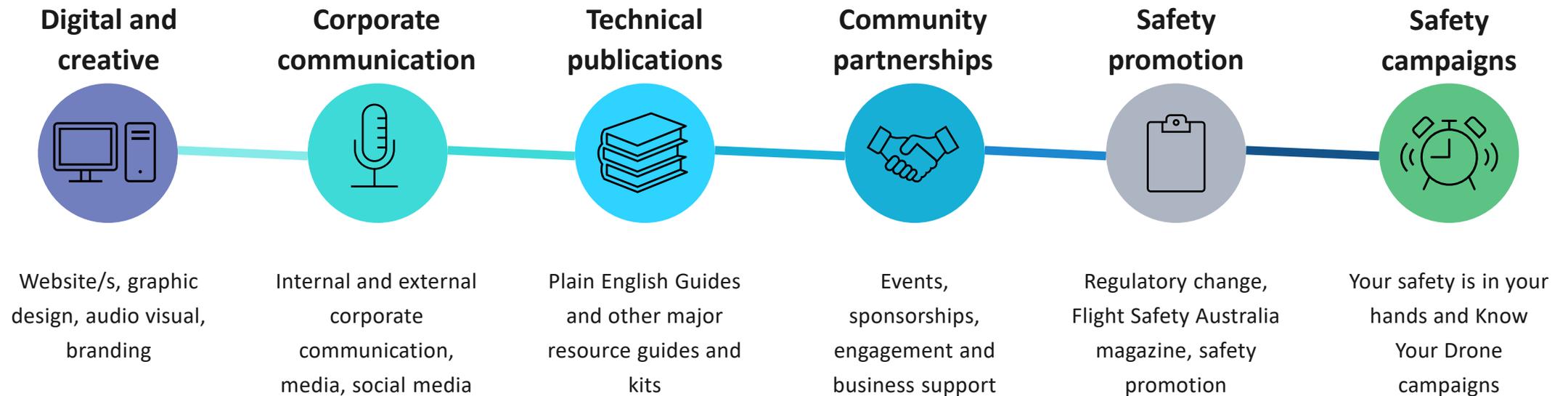


RELATIONSHIP
MANAGERS



AVIATORS

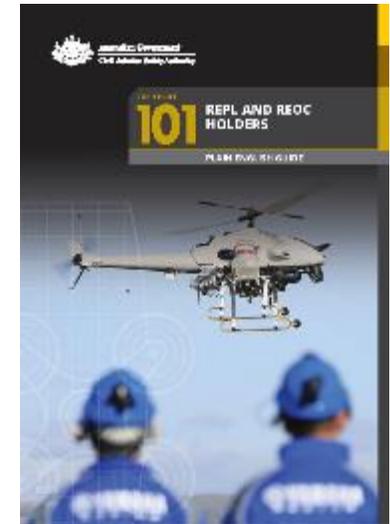
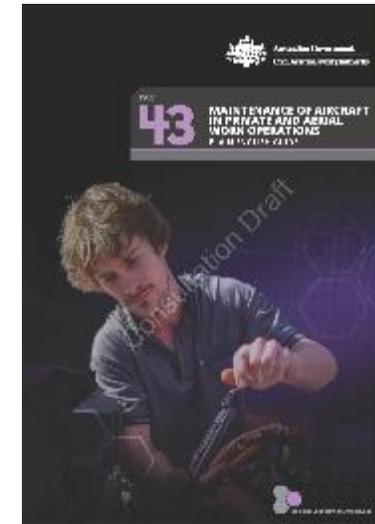
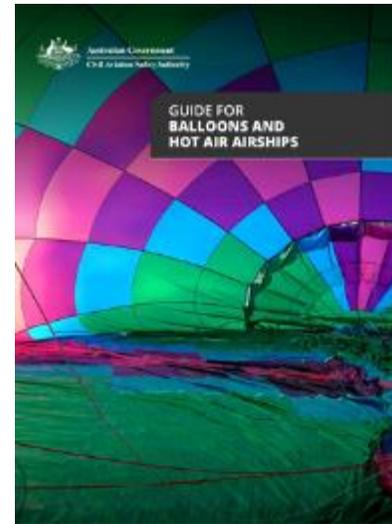
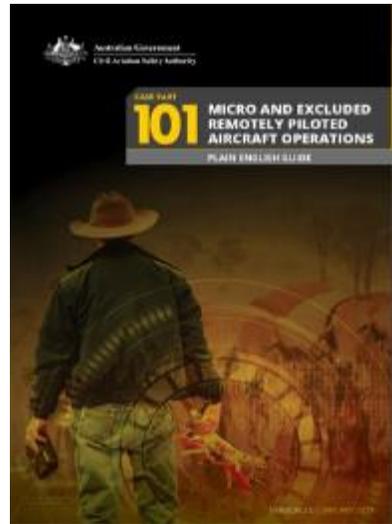
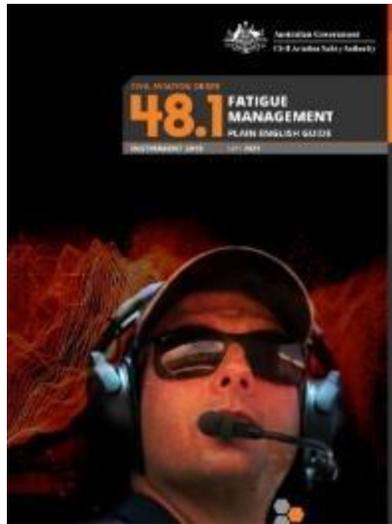
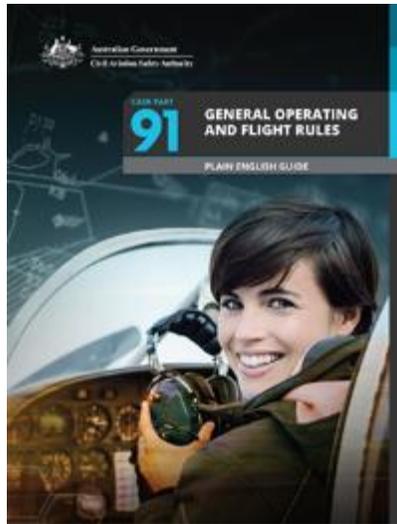
How we're structured



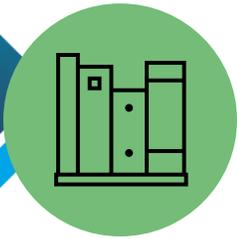


Our focus

Plain English Guides



“That’s (plain English guides) probably the greatest thing that CASA has done in the last 4 or 5 years”
Industry participant, CASA Stakeholder Satisfaction Survey 2023



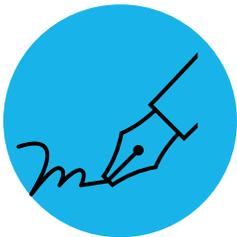
Documents

More than 20 – regulations, manual of standards, advisory circulars, exemptions



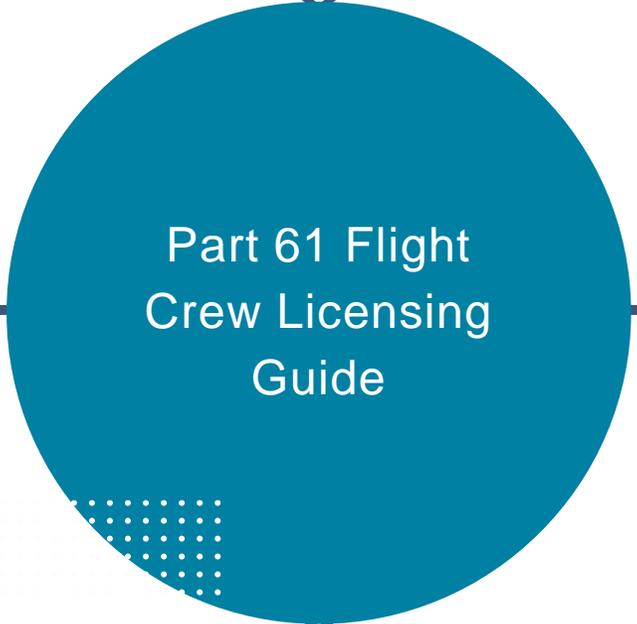
Pages

More than 1200 pages to read, understand and cross-reference



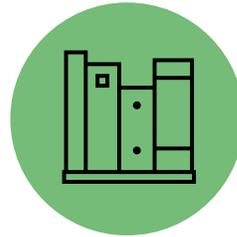
Words

More than 300,000 excluding the syllabus



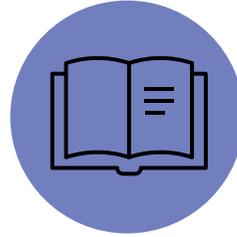
Documents

One single reference document



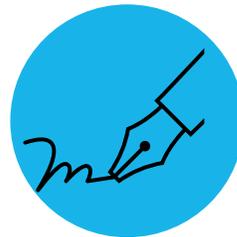
Pages

About 150 pages – we've done the cross-referencing for you



Words

Around 80,000, give or take



How can we change or influence behaviour for good?



Communications and safety promotion is one aspect



Design of the broader environment



Delivery of services

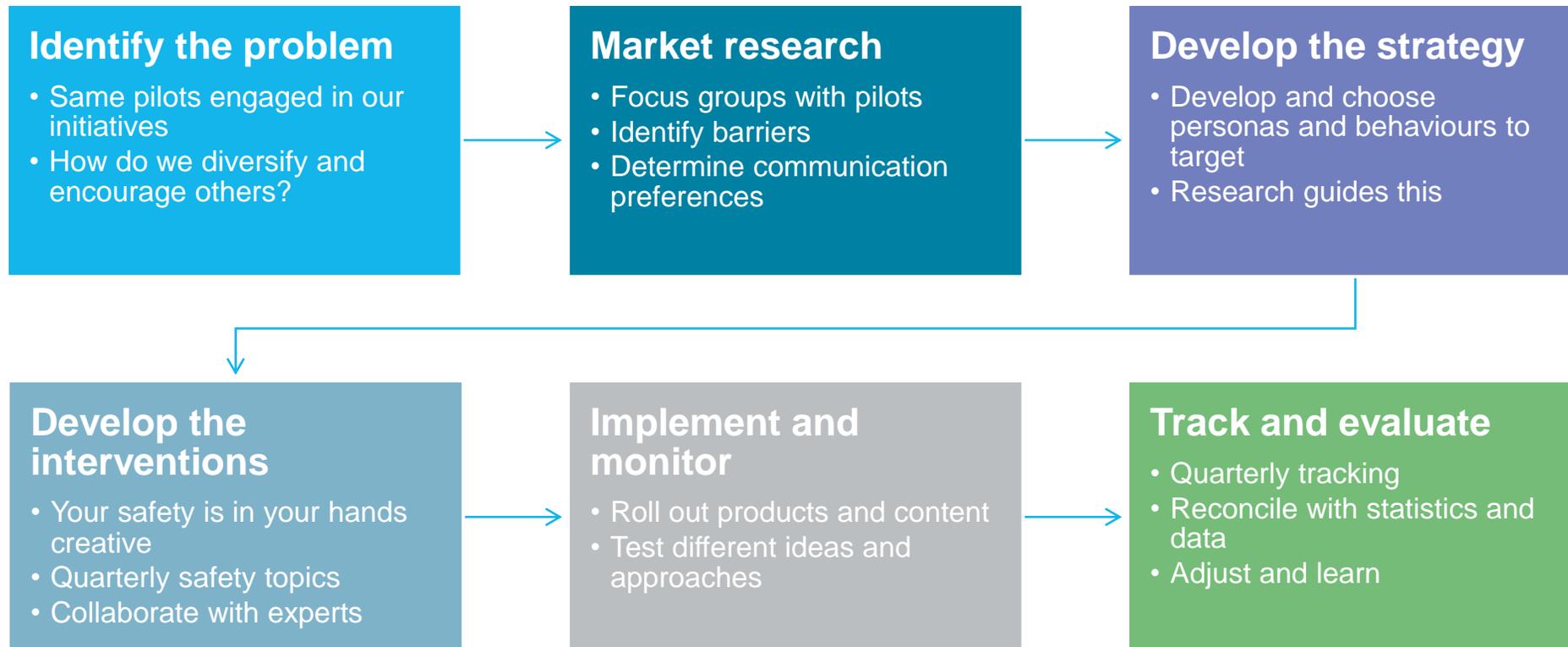


Regulatory levers



Incentives (and disincentives)

Approach to pilot safety campaign





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Civil Aviation Safety Authority

Your safety is in your hands.

Are you and the aircraft ready and fit to fly?
Make sure you complete your safety checklist before you take off.



Non-controlled
aerodromes



Weather and
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Flight
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Controlled
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Visit CASA's pilot safety hub
for a range of useful tools
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casa.gov.au/pilots

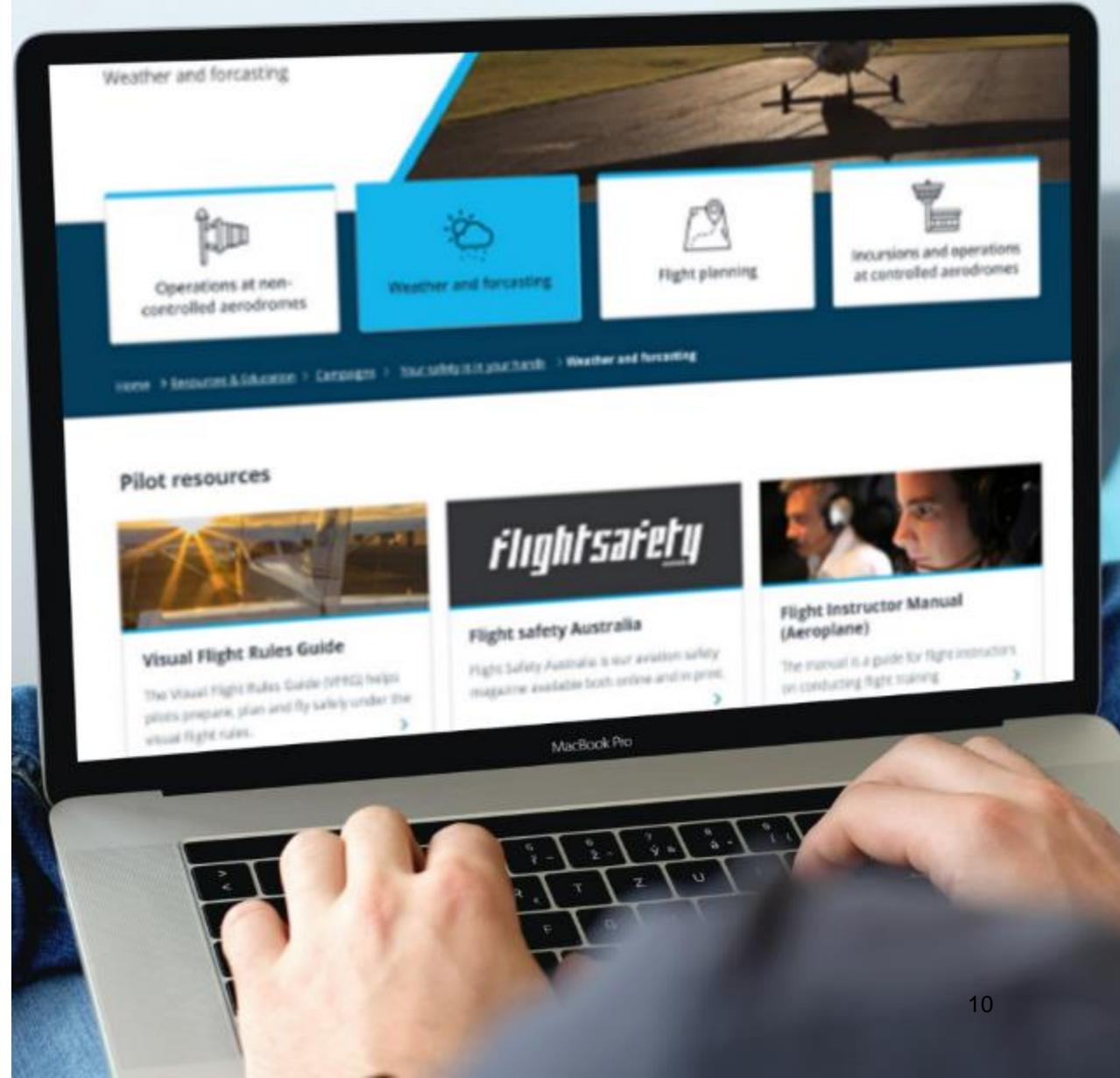
Your safety is in your hands

- Emphasises personal responsibility and role pilots play in their own development
- Removes CASA from appearing overbearing or intrusive
- Questions draw pilots in – either helping to reinforce that they know what they need to do, or a 'better go check' approach

Pilot safety hub

Pilots wanted a central source to easily find relevant safety information that they could trust

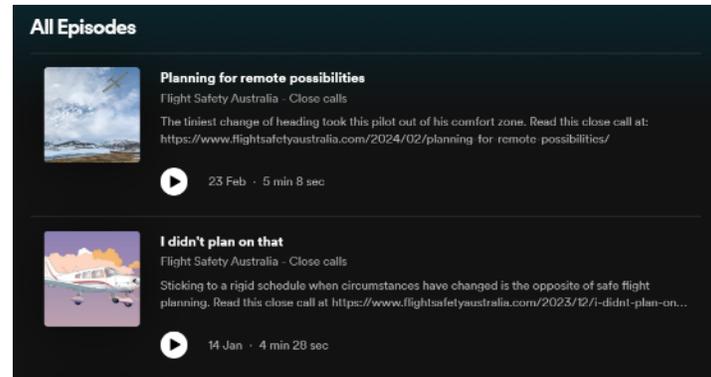
Broken into topics with relevant resources, including from our other government stakeholders and international resources



Pilots love accident reports



Investigative panel video with industry experts



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Animated crash comic'

Helpful information in different formats



Short 'explainer' videos – using content from plain English guides and other guidance material

Civil Aviation Safety Authority



Webinar series – addressing barriers of face to face engagement, on demand and hearing from experts



Topic quizzes



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Other interventions



Pilot welcome kits



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In this rotary edition you'll find new flight planning content including an AvSafety investigation, information on minimum height rules and flight reviews, and more.

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Intermediaries



Flight safety Australia magazine

The results so far...



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81% recognition of the campaign



9 in 10 people said the information is important to share



Two thirds did something as a result

Know Your Drone

Our approach to educating recreational drone operators in Australia.

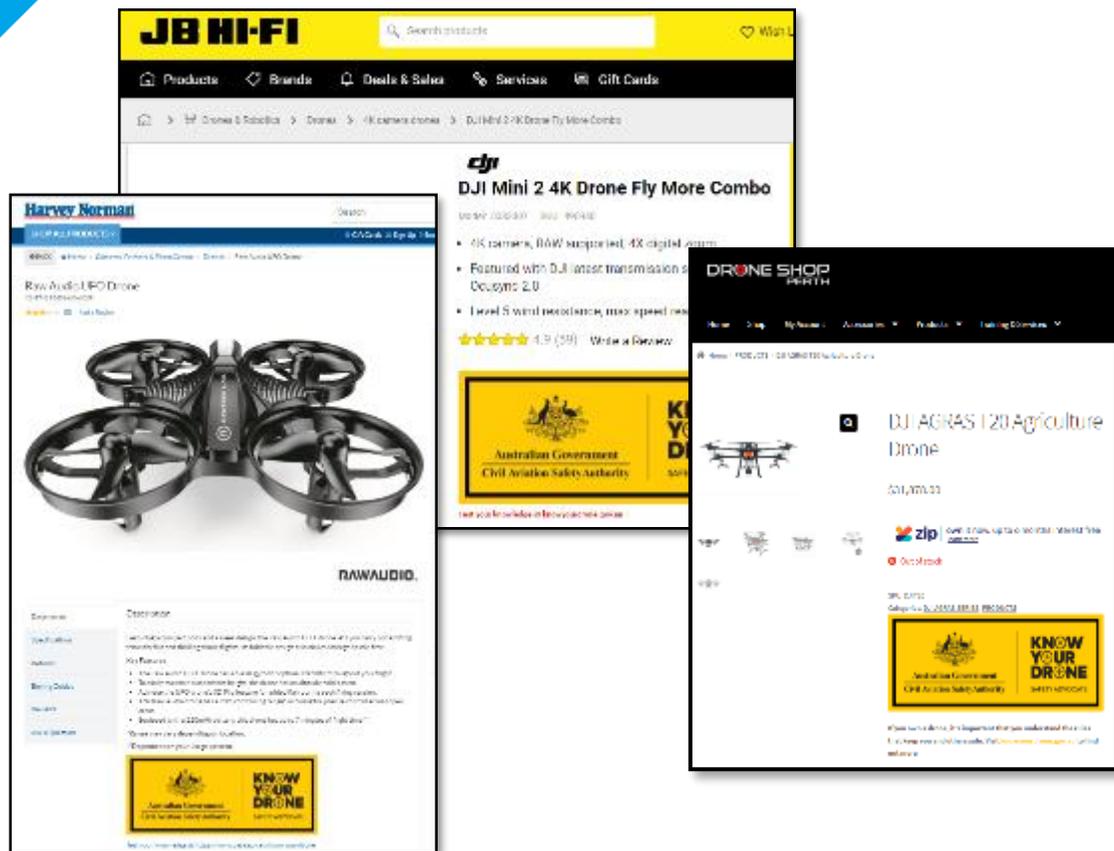


Drone retail engagement strategy

Encouraging retailers, wholesalers and manufacturers to become a drone safety advocate.

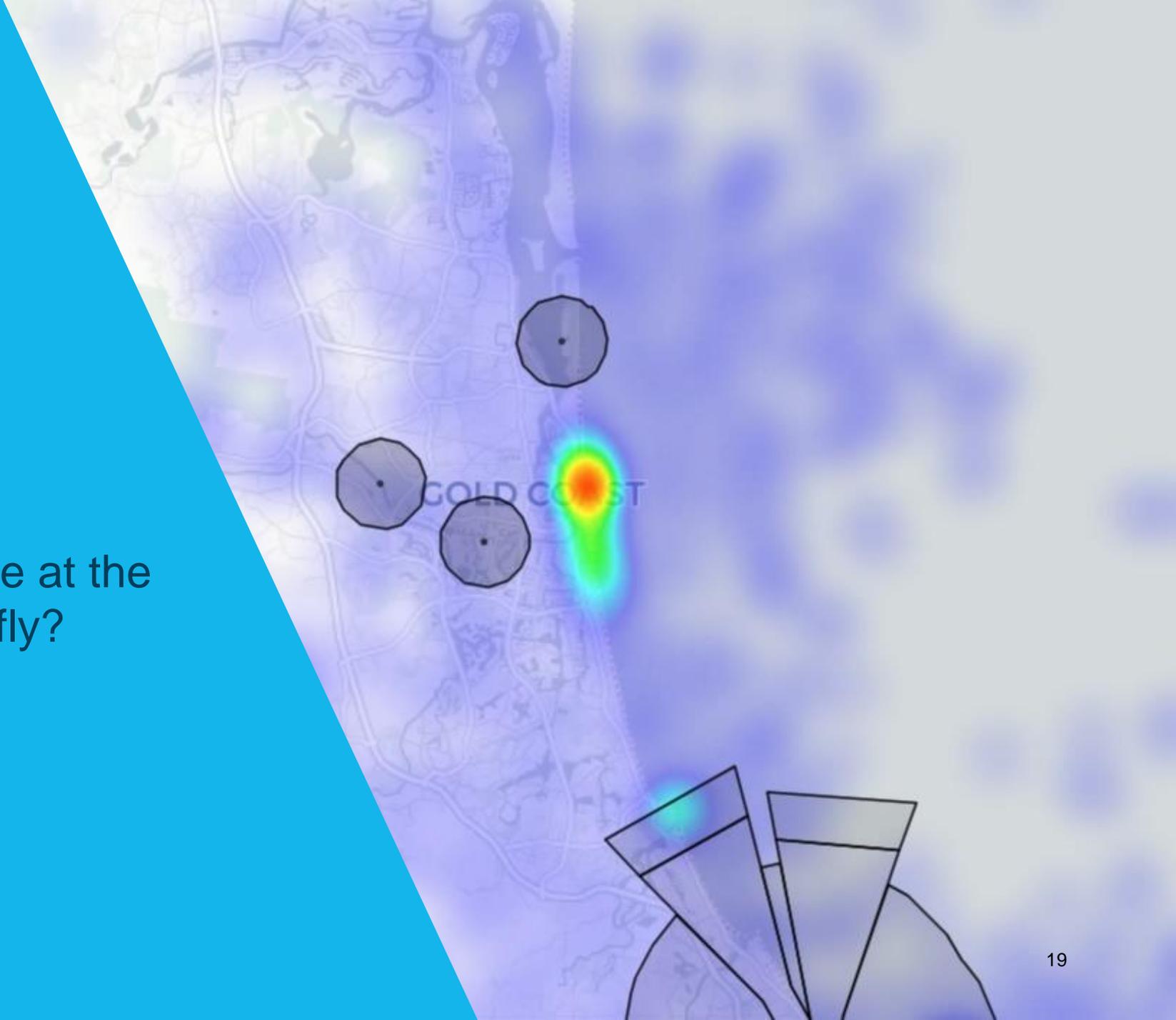


Drone safety advocate results



Data-driven approach

How do we intervene at the point of deciding to fly?



Out of home advertising



Drone hotspots





What works - drone hotspot engagement

- Positive framing and an educative (not punitive) approach
- Signage is effective
- Collaboration with airport gives credibility
- Mobilise local government and community organisations

A person wearing a tan t-shirt and blue jeans is standing in a grassy field. They are holding a black remote control in their right hand and a white drone with four propellers in their left hand. The drone is partially folded. The background is a blurred green field. A large blue diagonal shape is on the left side of the image.

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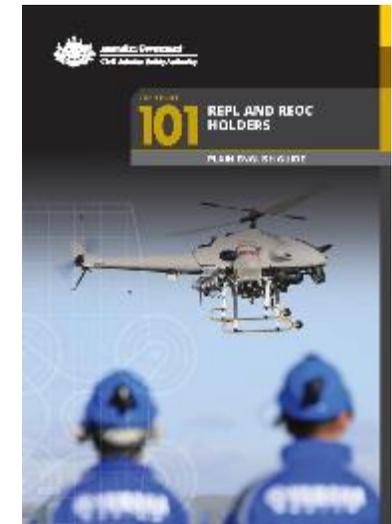
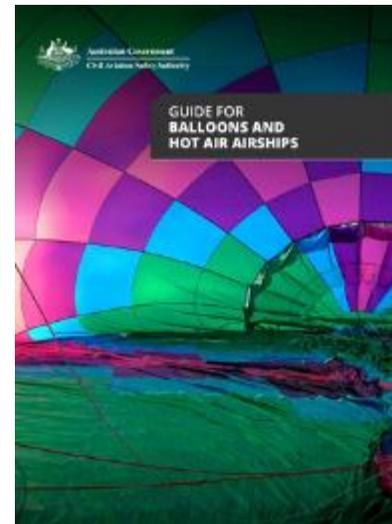
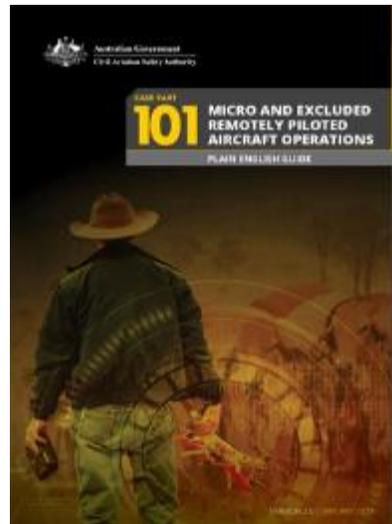
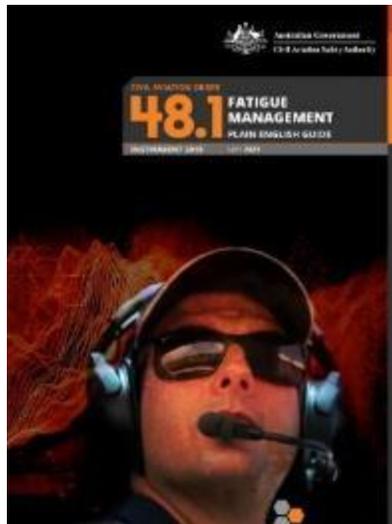
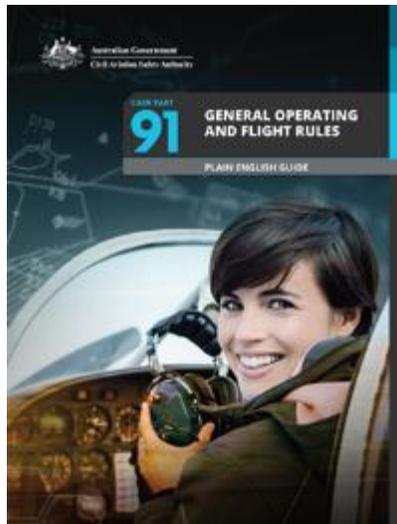
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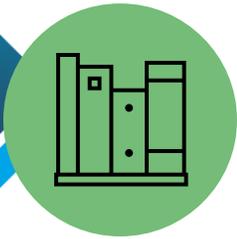


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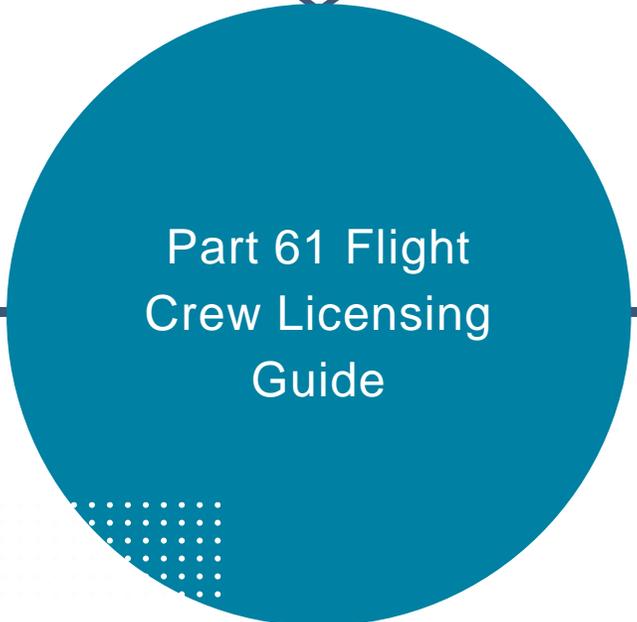
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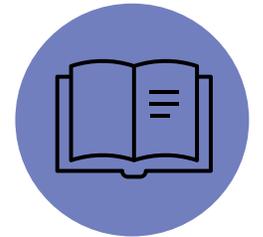
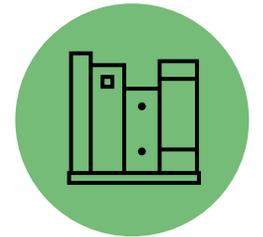
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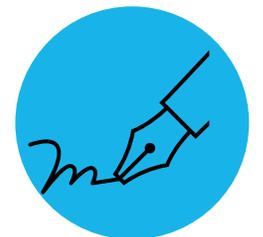
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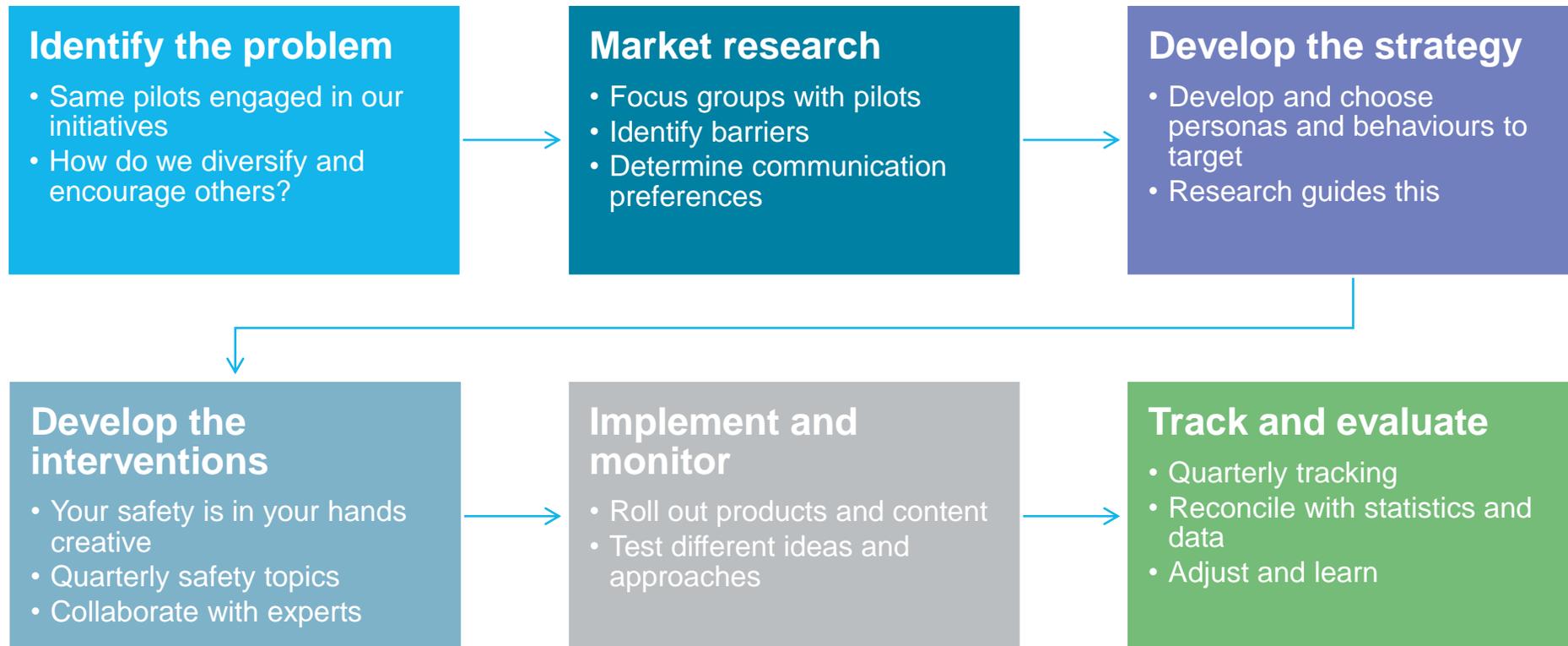


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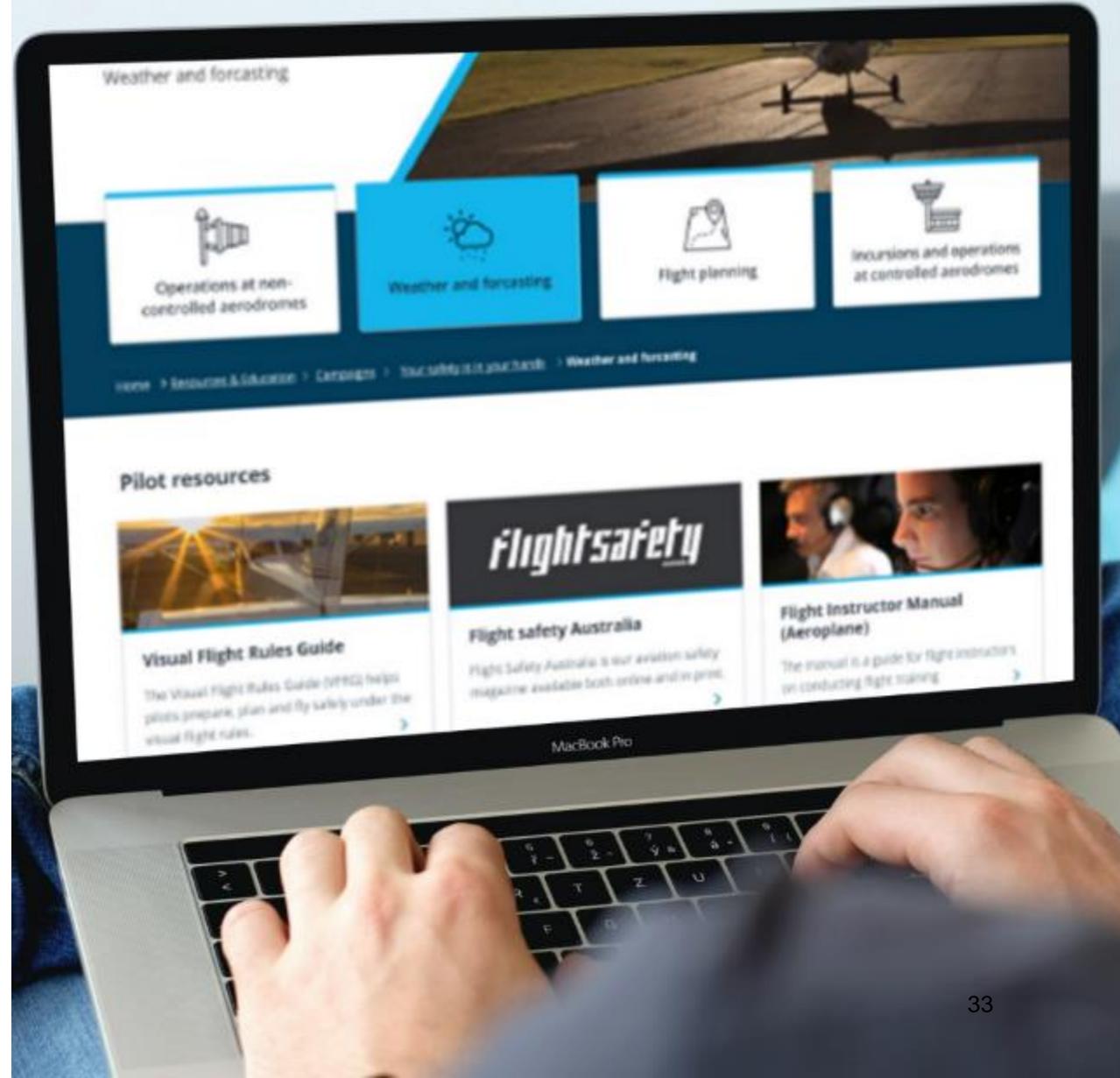
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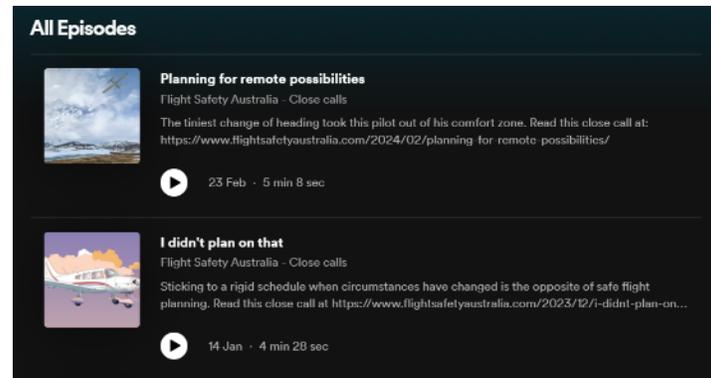
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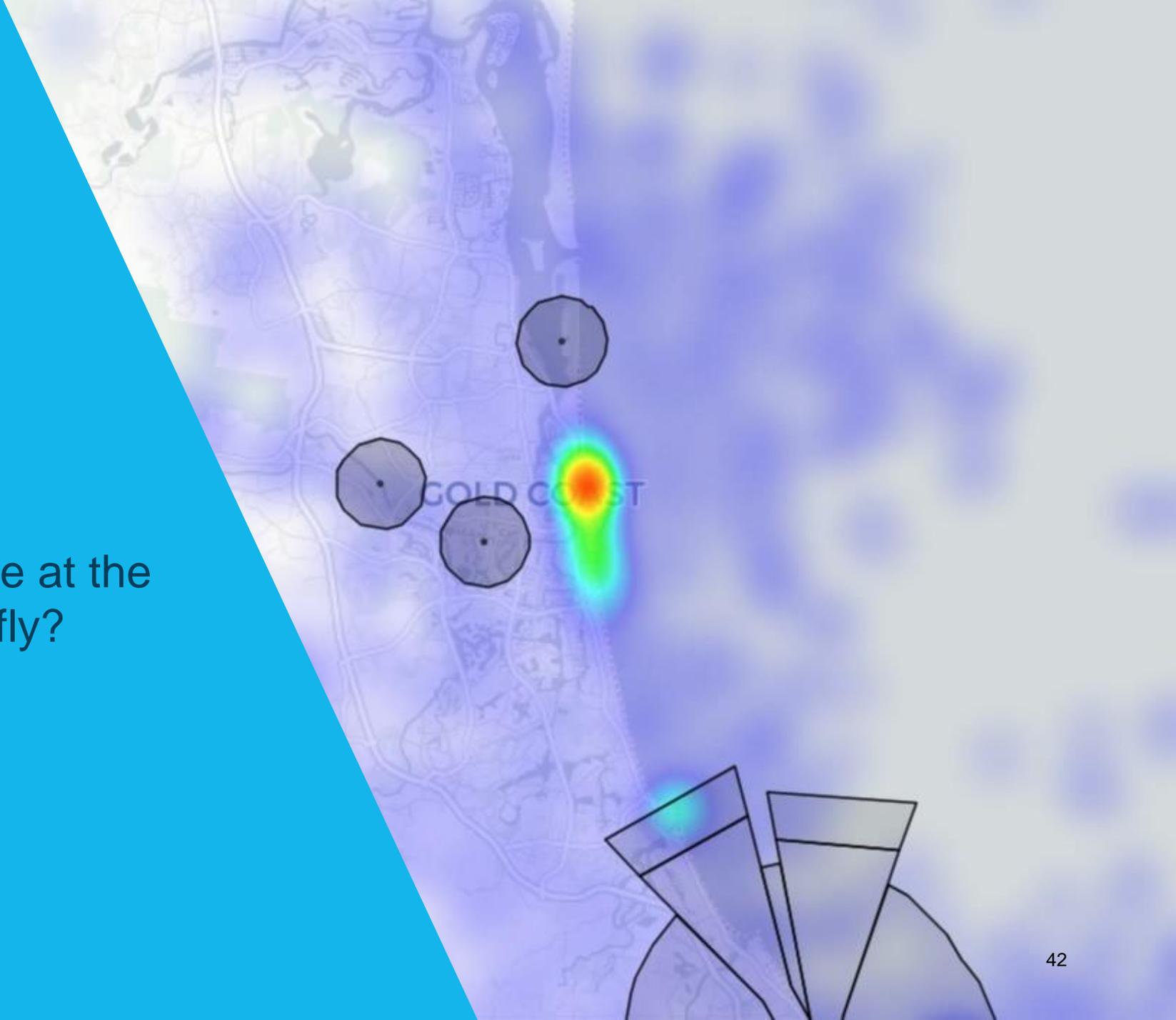
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