



**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

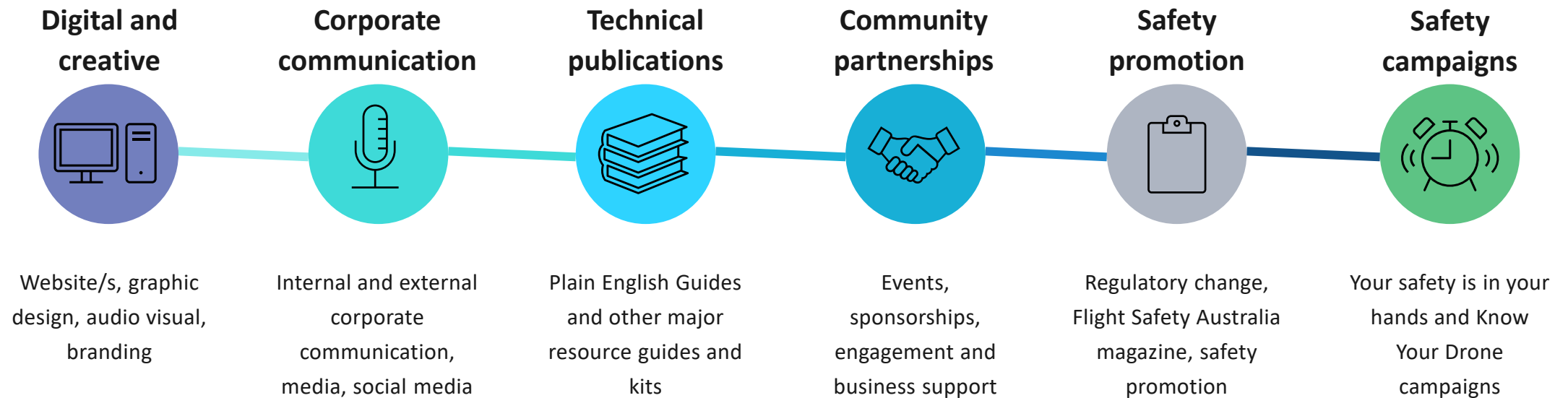


RELATIONSHIP  
MANAGERS



AVIATORS

# How we're structured

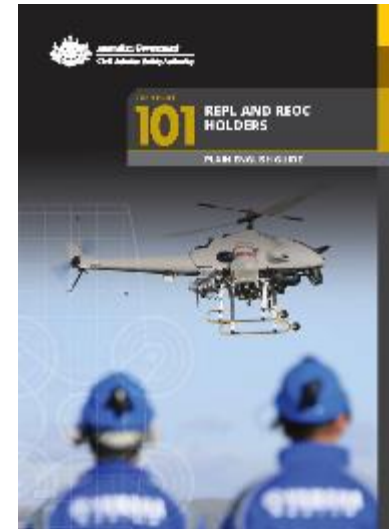
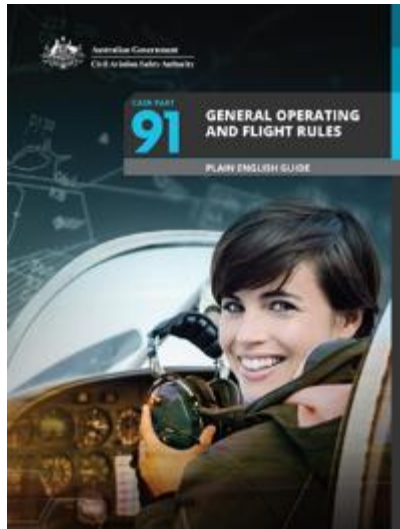






**Our focus**

# 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



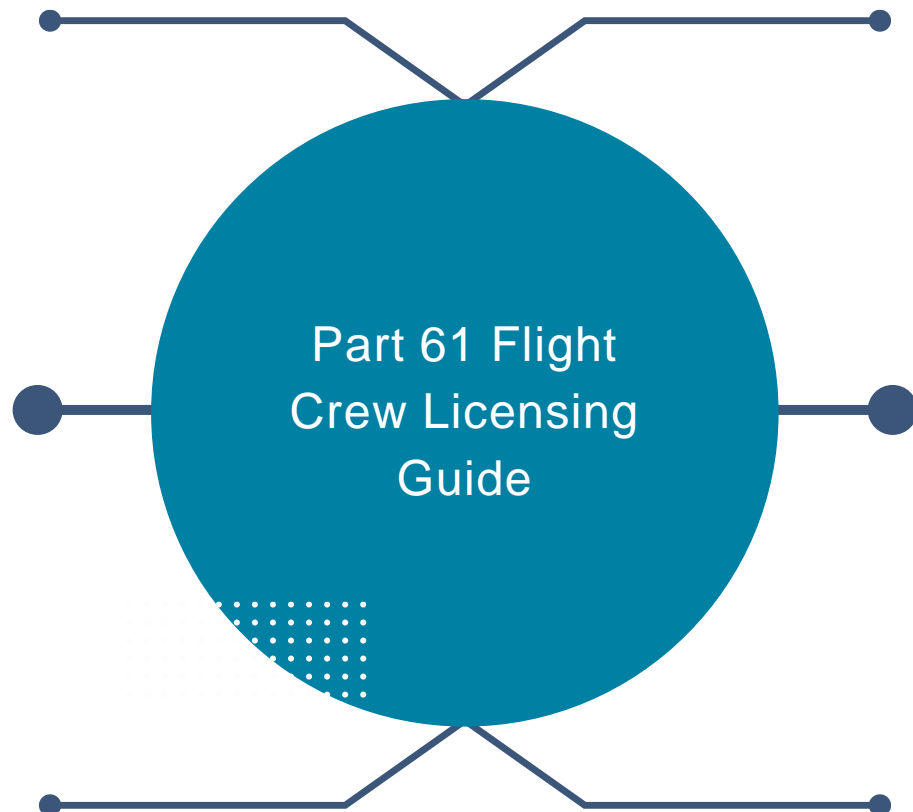
## Pages

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



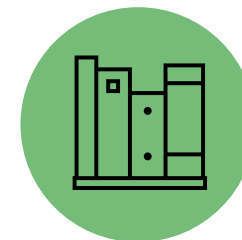
## Words

More than 300,000 excluding the syllabus



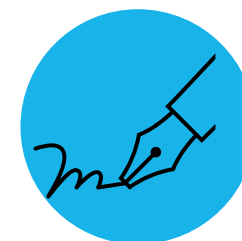
## Documents

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



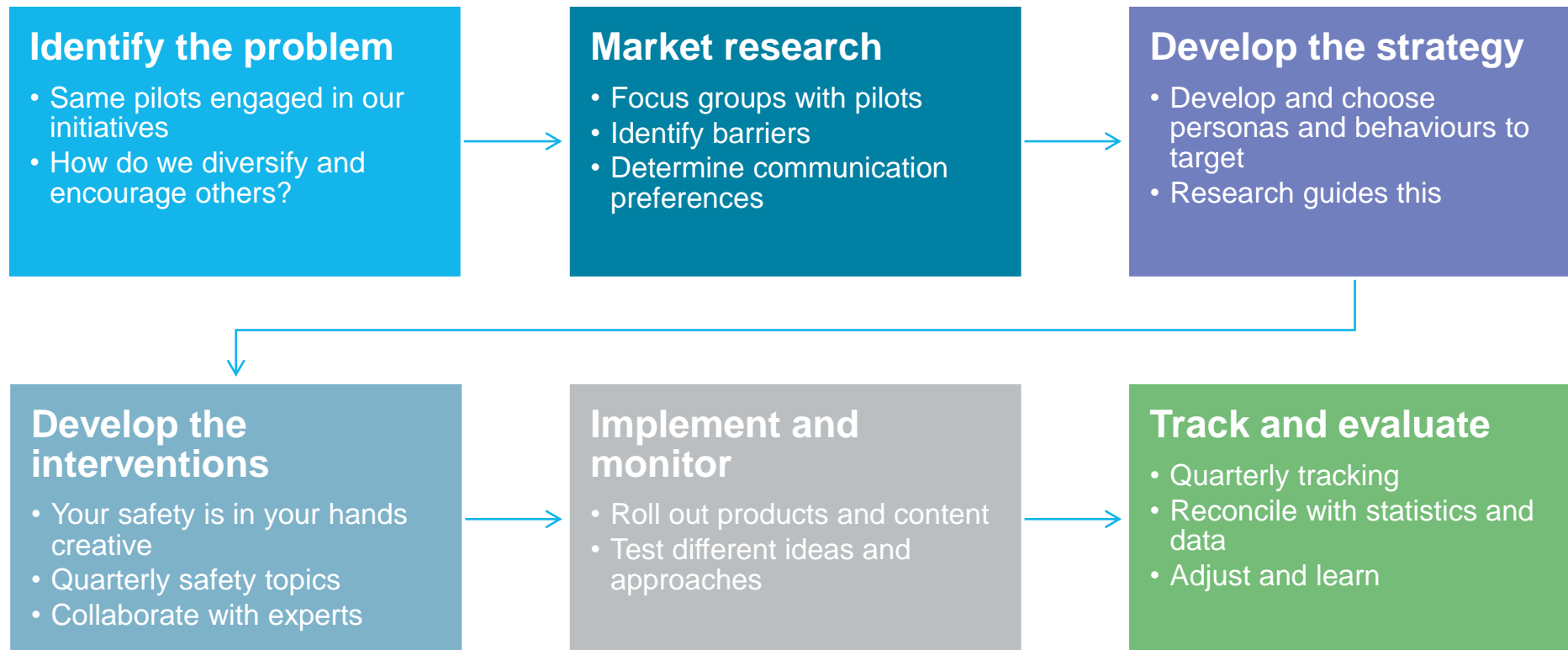
Regulatory levers



Incentives (and disincentives)



# Approach to pilot safety campaign







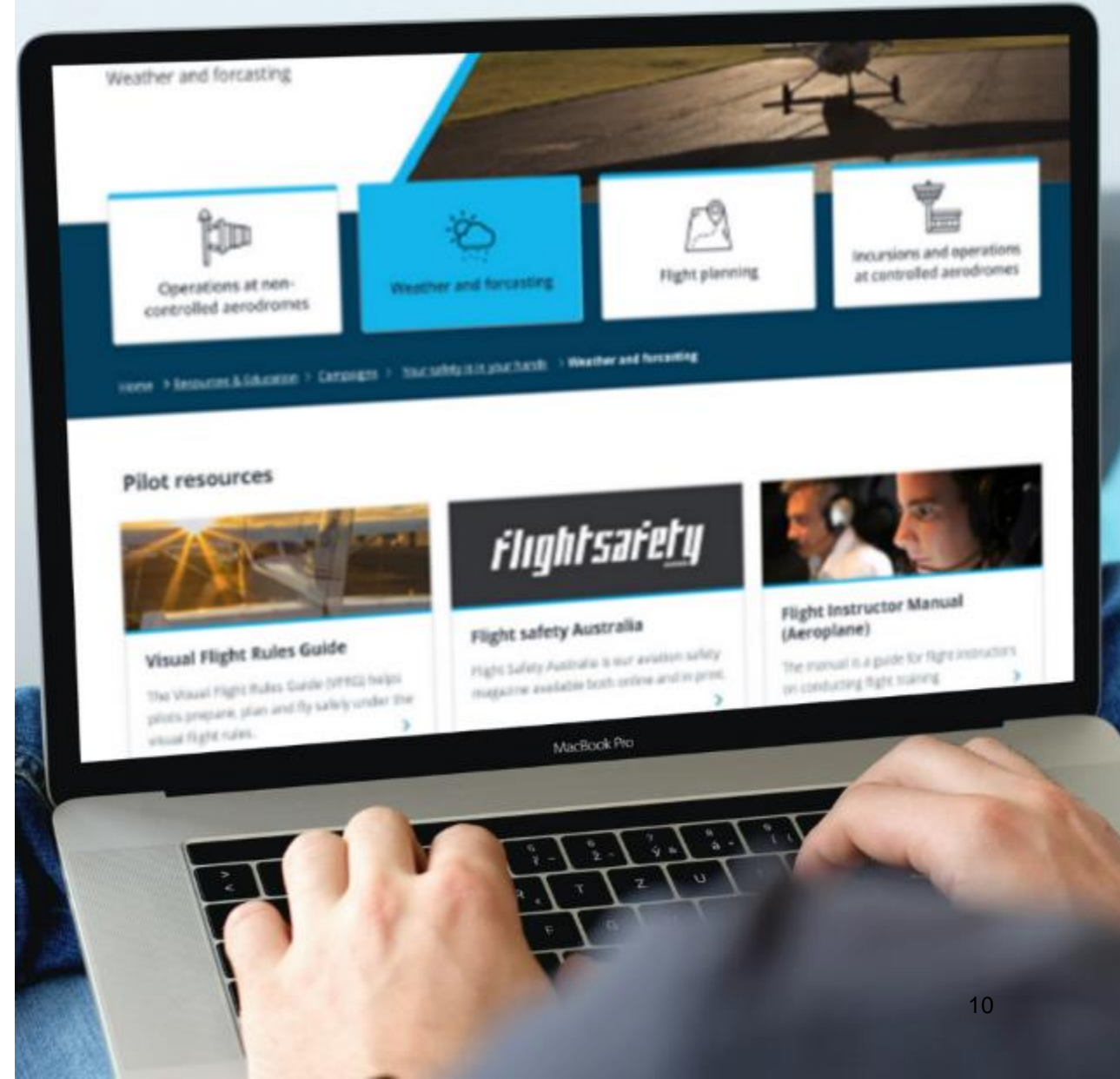
# Your safety is in your hands

- 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

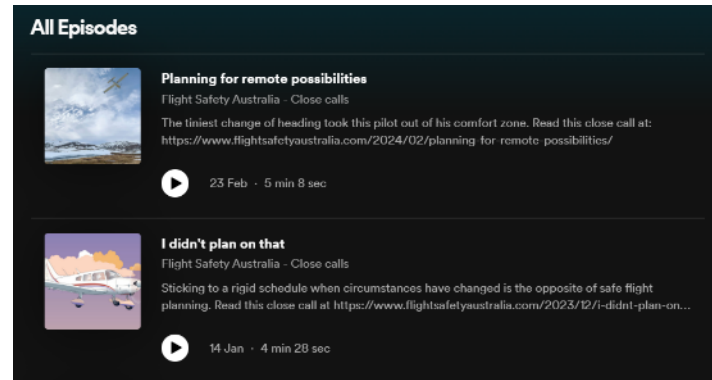
Broken into topics with relevant resources, including from our other government stakeholders and international resources



# Pilots love accident reports



Investigative panel video  
with industry experts

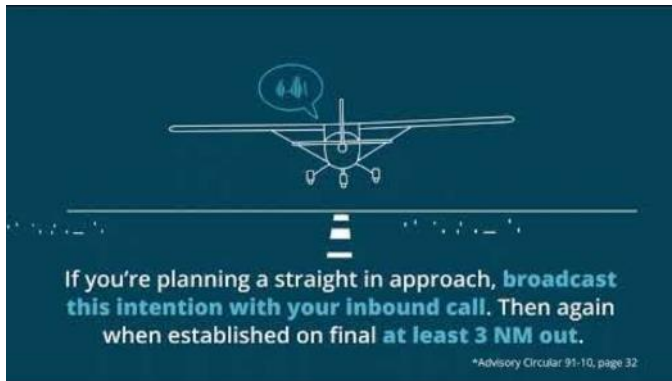


Close calls 'podcast'



Animated crash comic'

# Helpful information in different formats



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



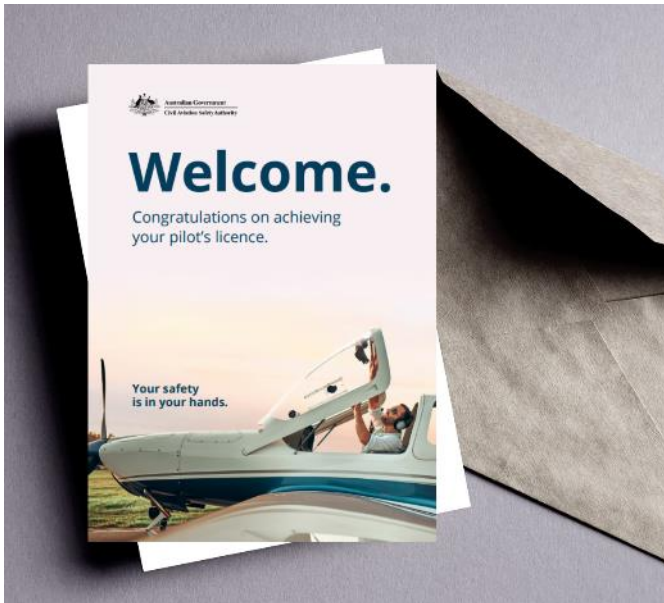
Webinar series –  
addressing barriers of  
face to face engagement,  
on demand and hearing  
from experts



Topic quizzes



## Other interventions



Pilot welcome kits



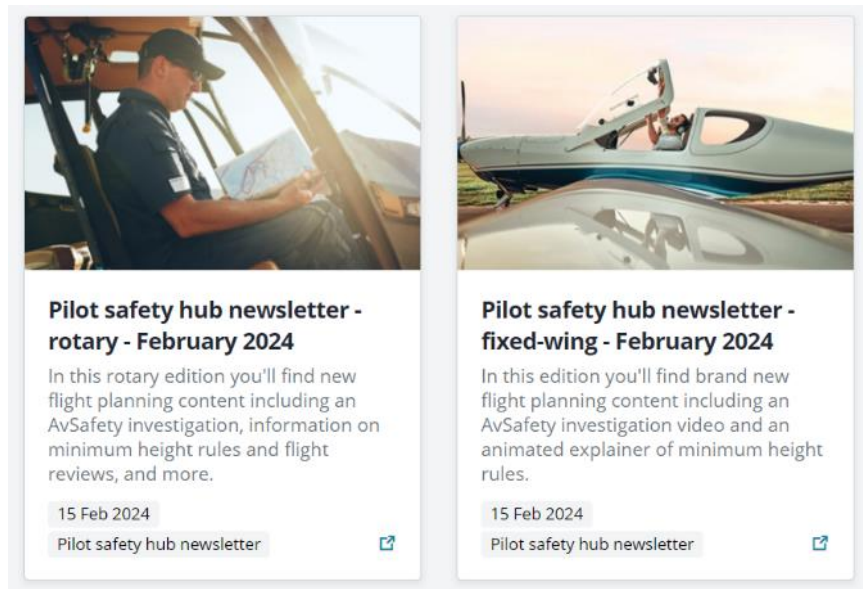
Printed materials for  
flying schools and aero  
clubs



Digital badges for  
webinar attendance



# Using our channels



Pilot safety newsletter

Civil Aviation Safety Authority



Social media schedule



Intermediaries



Flight safety Australia magazine

# The results so far...



83,000 visitors to the pilot safety hub



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.



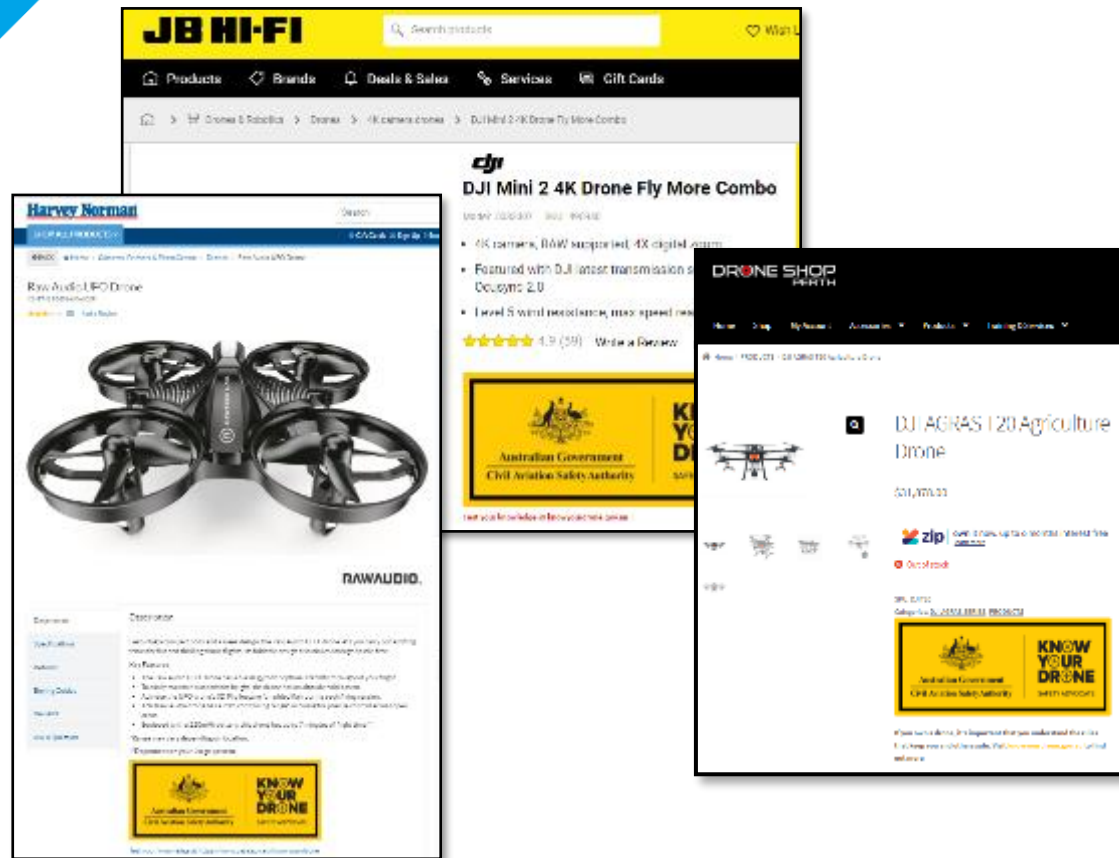


# Drone retail engagement strategy

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



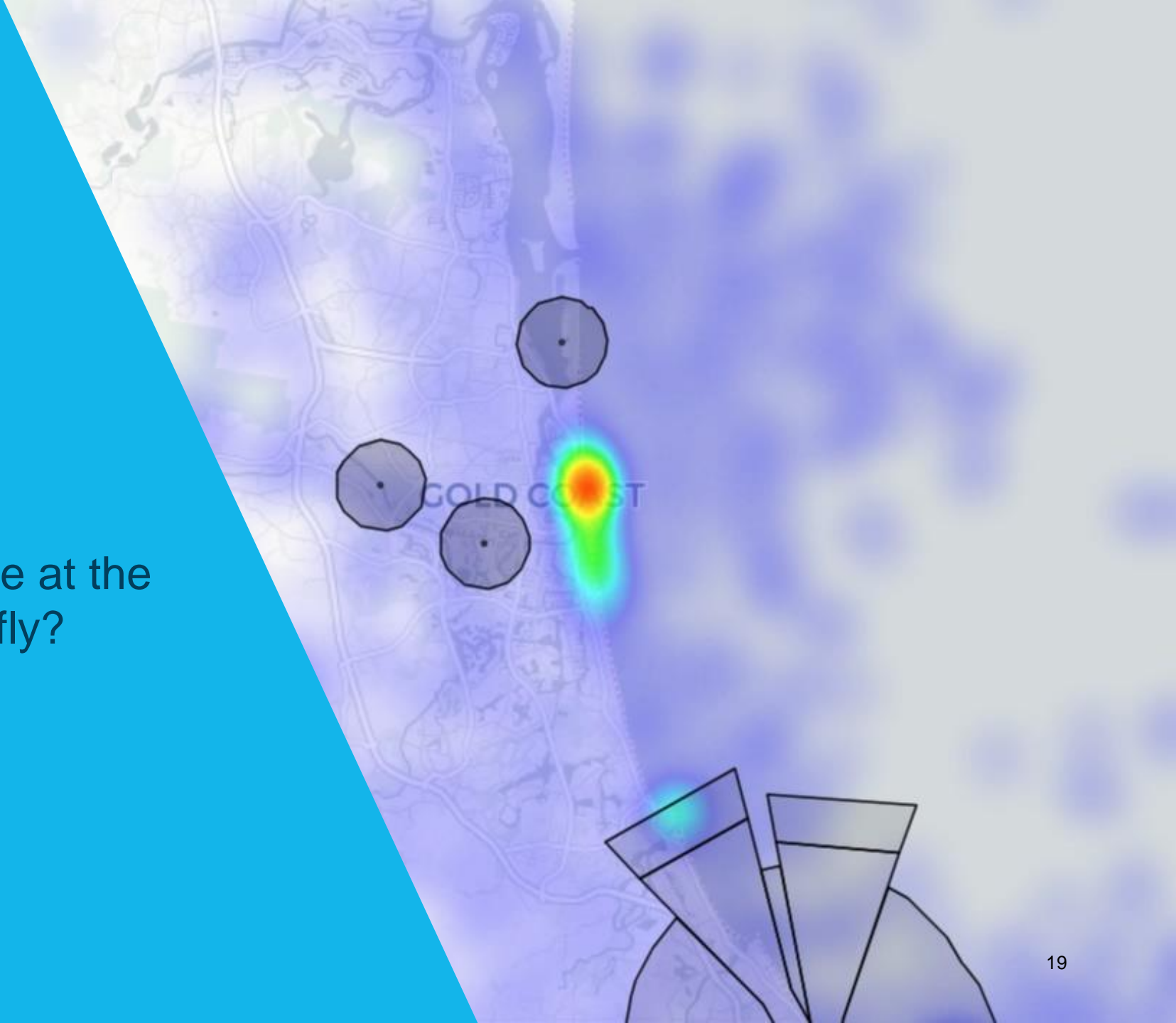
# Drone safety advocate results





# Data-driven approach

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



# Out of home advertising





# Drone hotspots



Alice Springs



City of Canterbury



## 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



# Thank you





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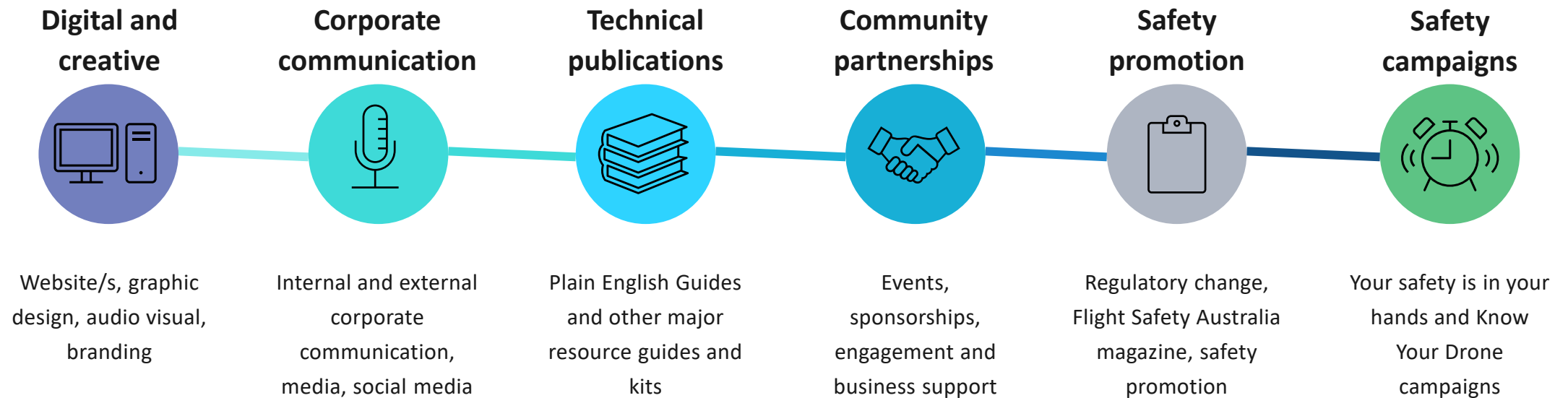


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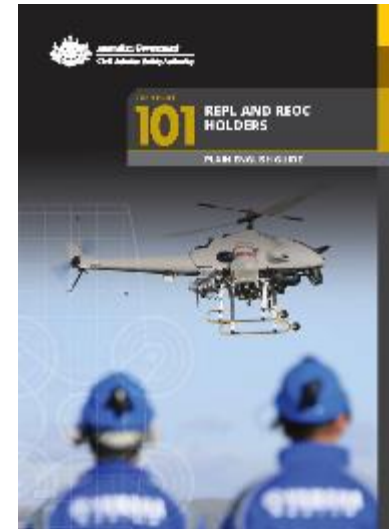
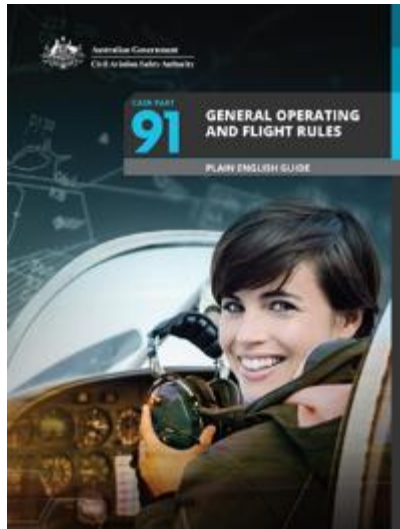






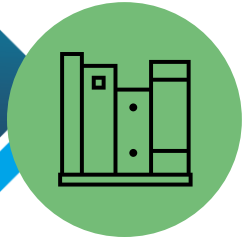
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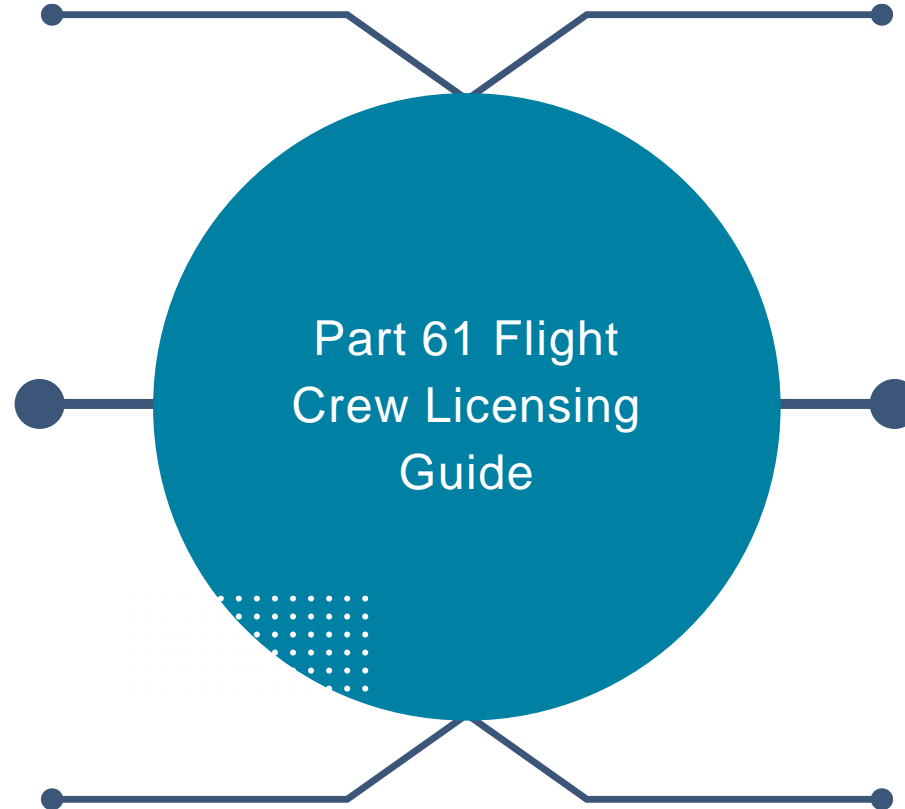
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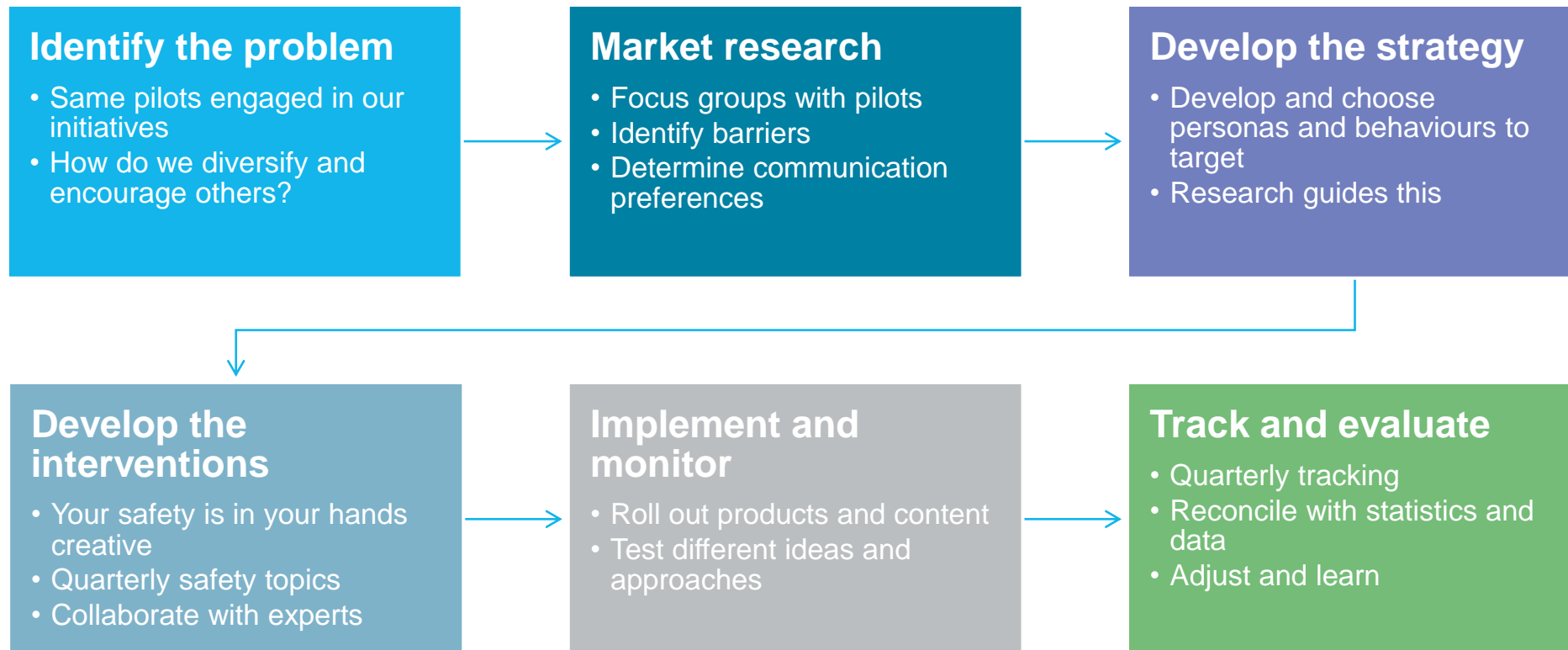


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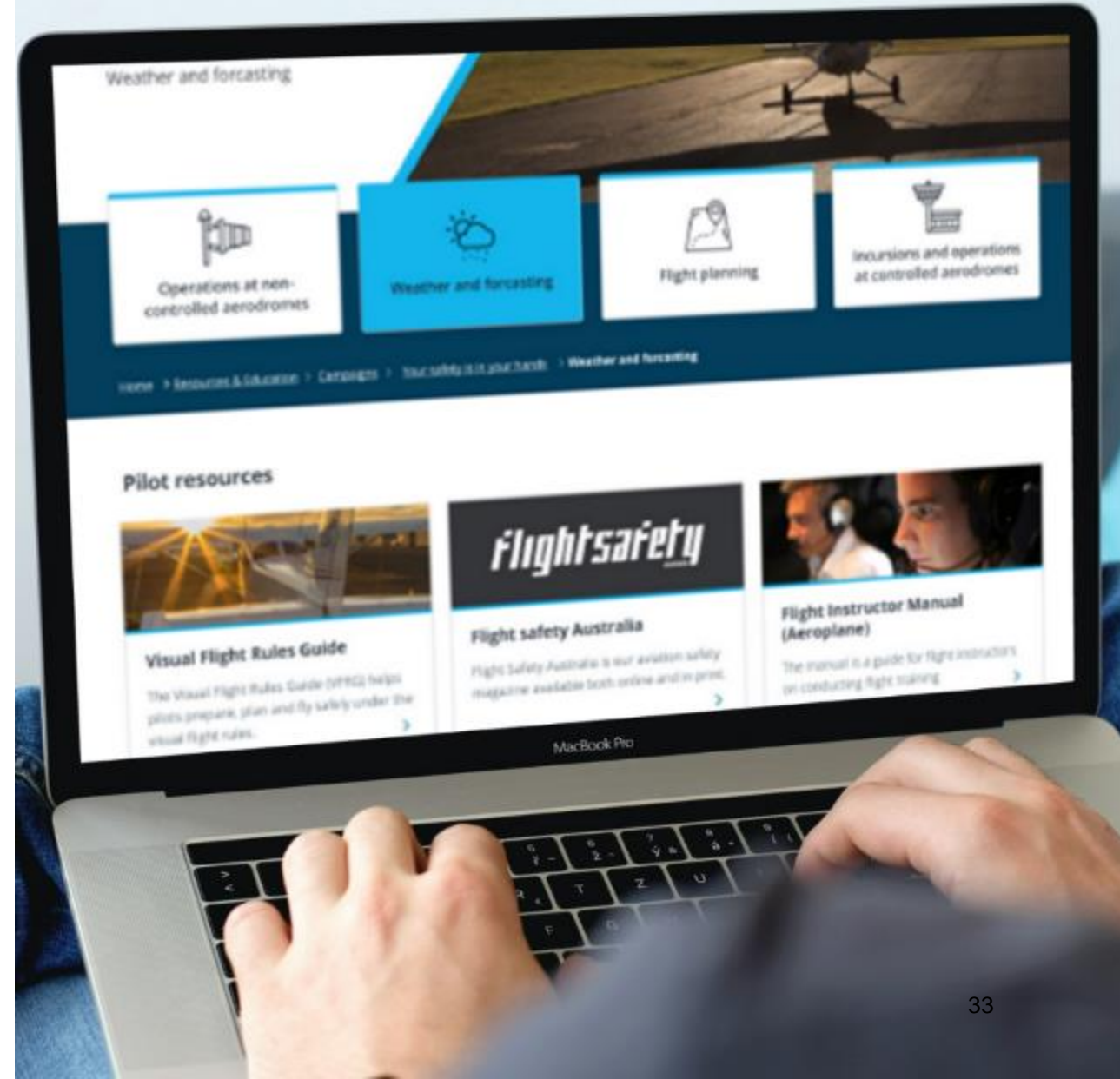
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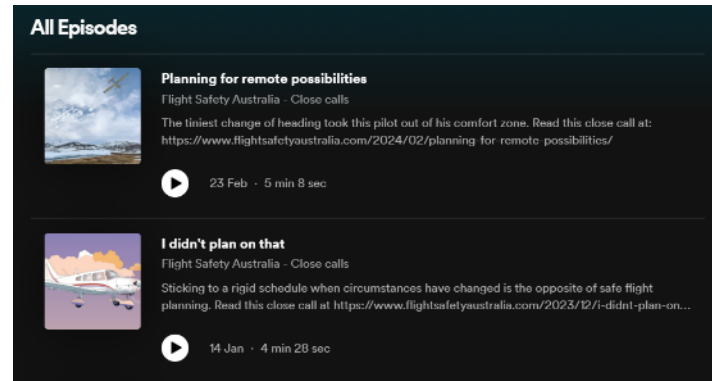
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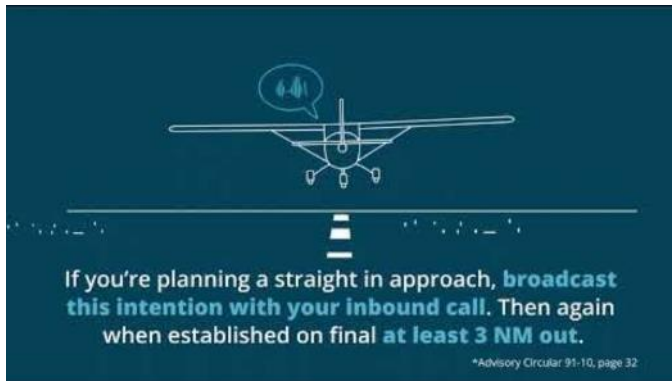
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# Using our channels



## Pilot safety hub newsletter - rotary - February 2024

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.

15 Feb 2024

Pilot safety hub newsletter



## Pilot safety hub newsletter - fixed-wing - February 2024

In this edition you'll find brand new flight planning content including an AvSafety investigation video and an animated explainer of minimum height rules.

15 Feb 2024

Pilot safety hub newsletter



## Pilot safety newsletter

Civil Aviation Safety Authority



## Social media schedule



## Intermediaries



## Flight safety Australia magazine



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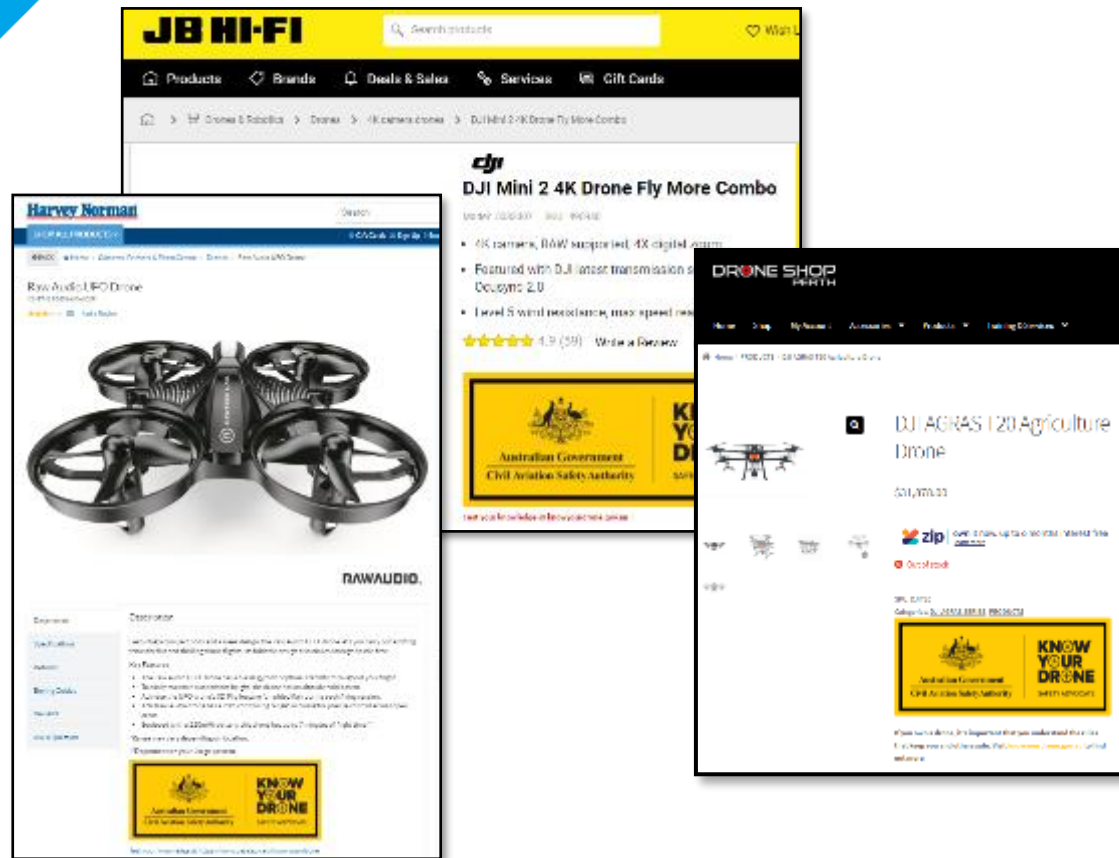
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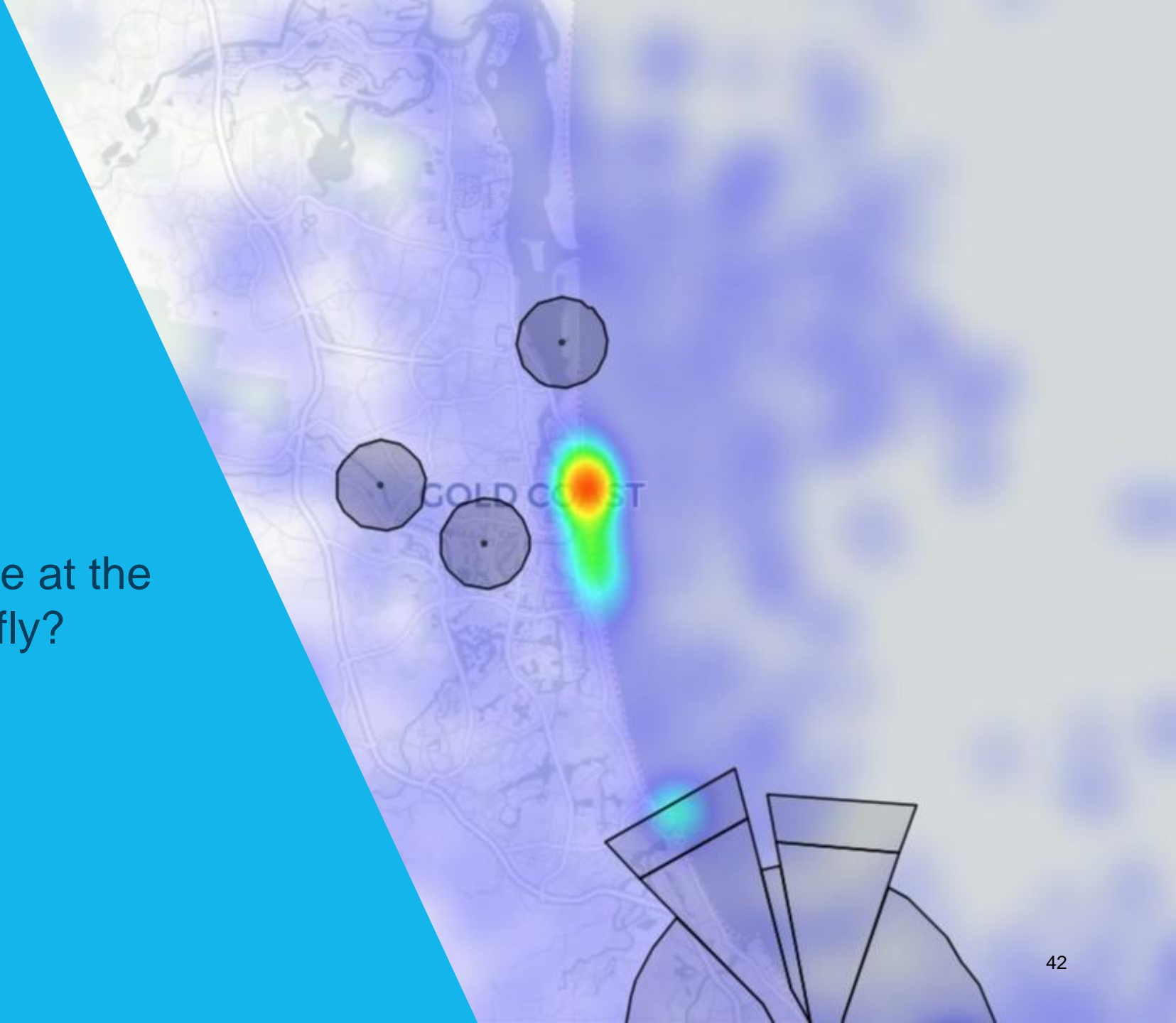
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