

# Safety After Dark Innovation Challenge

Transport Digital Accelerator  
Friday March 6<sup>th</sup>, 2020

# Welcome

# Introduction

**Calvin Frith**  
**Innovation Program Manager**

Transport Digital Accelerator  
Transport for NSW

# Agenda

1. Introduction
2. Opening remarks
3. Transport Digital Accelerator
4. Safety After Dark
5. The Challenge
6. Q and A

## Safety After Dark

A city where women travel safely at night.





# On offer

**Seed Funding**

A white icon on a teal background showing a dollar sign (\$) with a plant sprout growing from it, symbolizing investment and growth.

**Connections to customers**

A white icon on a grey background showing a network of nodes connected by lines, with a padlock in the center, representing secure customer connections.

**Access in Transport**

A white icon on a dark blue background showing a high-speed train on tracks, representing access to transport services.

**Masterclasses**

A white icon on a green background showing a globe surrounded by several human figures, representing global masterclasses or training.

**Mentorship**

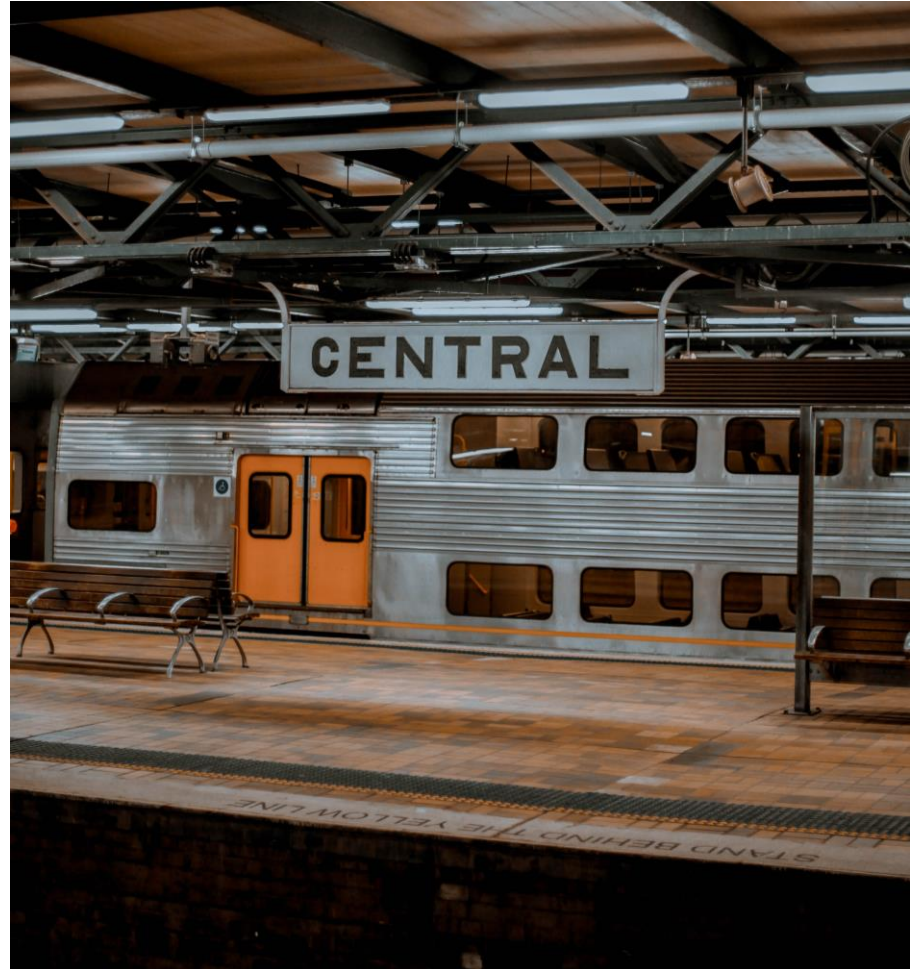
A white icon on a red background showing a larger figure assisting a smaller figure up a set of stairs, symbolizing mentorship and support.

**Captive Audience**

A white icon on an orange background showing a group of human figures, representing a captive audience or a large group of users.

## Don't worry!

A recording of this session and a copy of the presentation slides will be available on the Transport Digital Accelerator website



# Opening remarks

**Elizabeth Mildwater**  
Deputy Secretary, Greater Sydney

Transport for NSW



# Transport Digital Accelerator

**Stephanie Salter**

Director, Transport Digital Accelerator

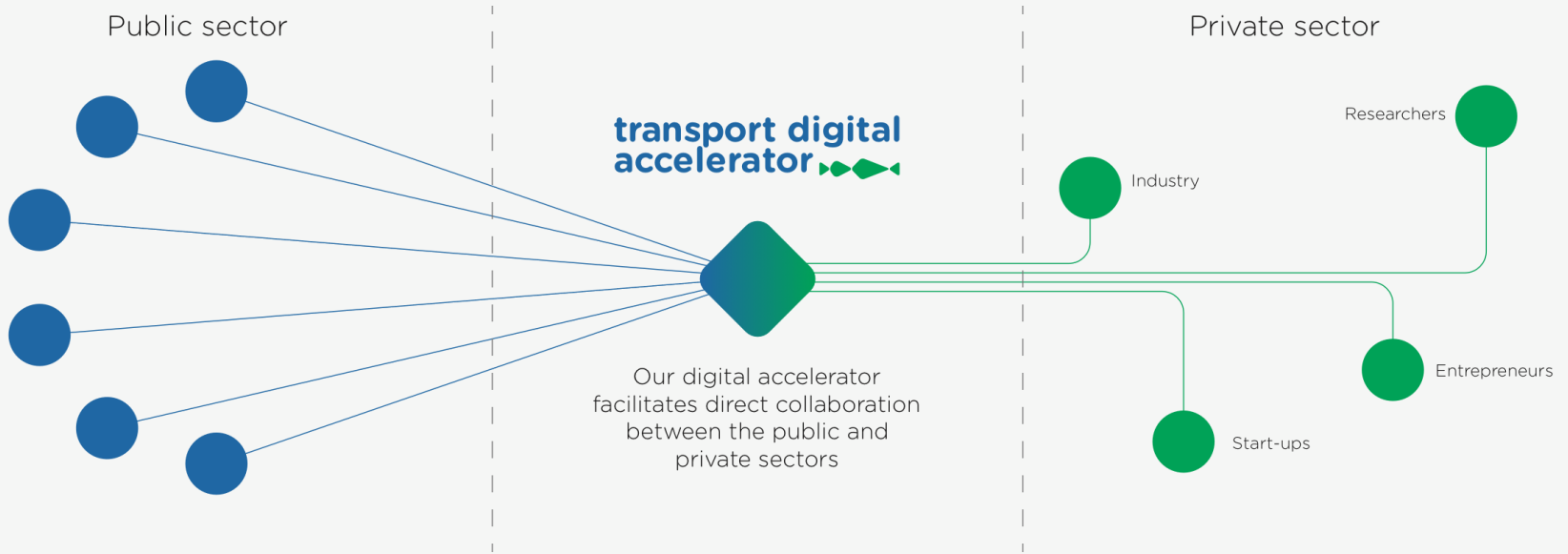
Customer Strategy and Technology  
Transport for NSW



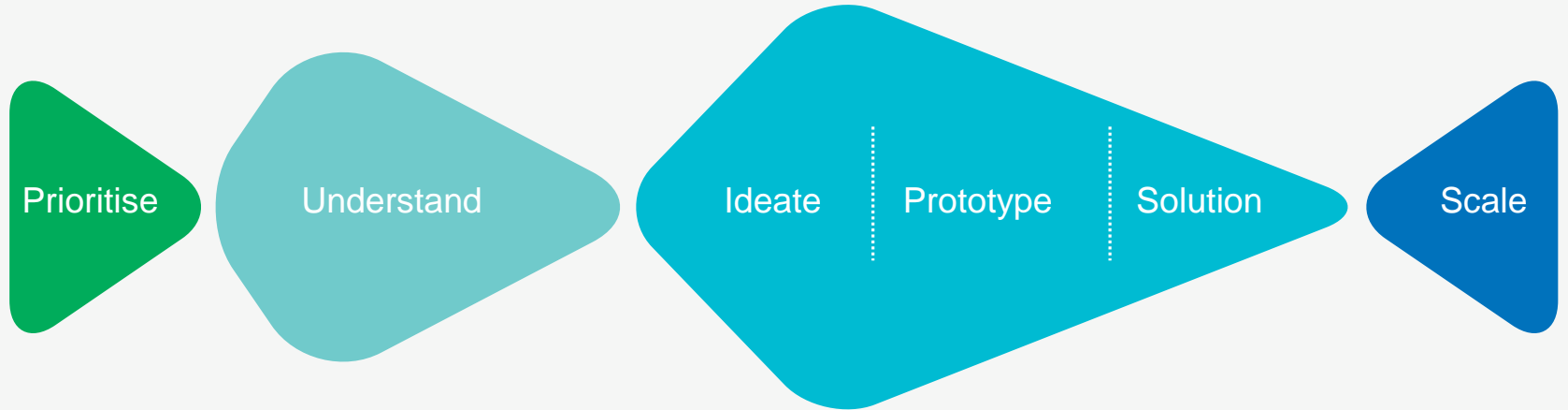
# Who we are



# How we work



# Transport Digital Accelerator Framework



## Our Partners



CITY INNOVATE



**Deloitte.**



**OPTUS**



## Successful case studies from past challenges



sw:ft.fare fleet



Uber



# Safety After Dark

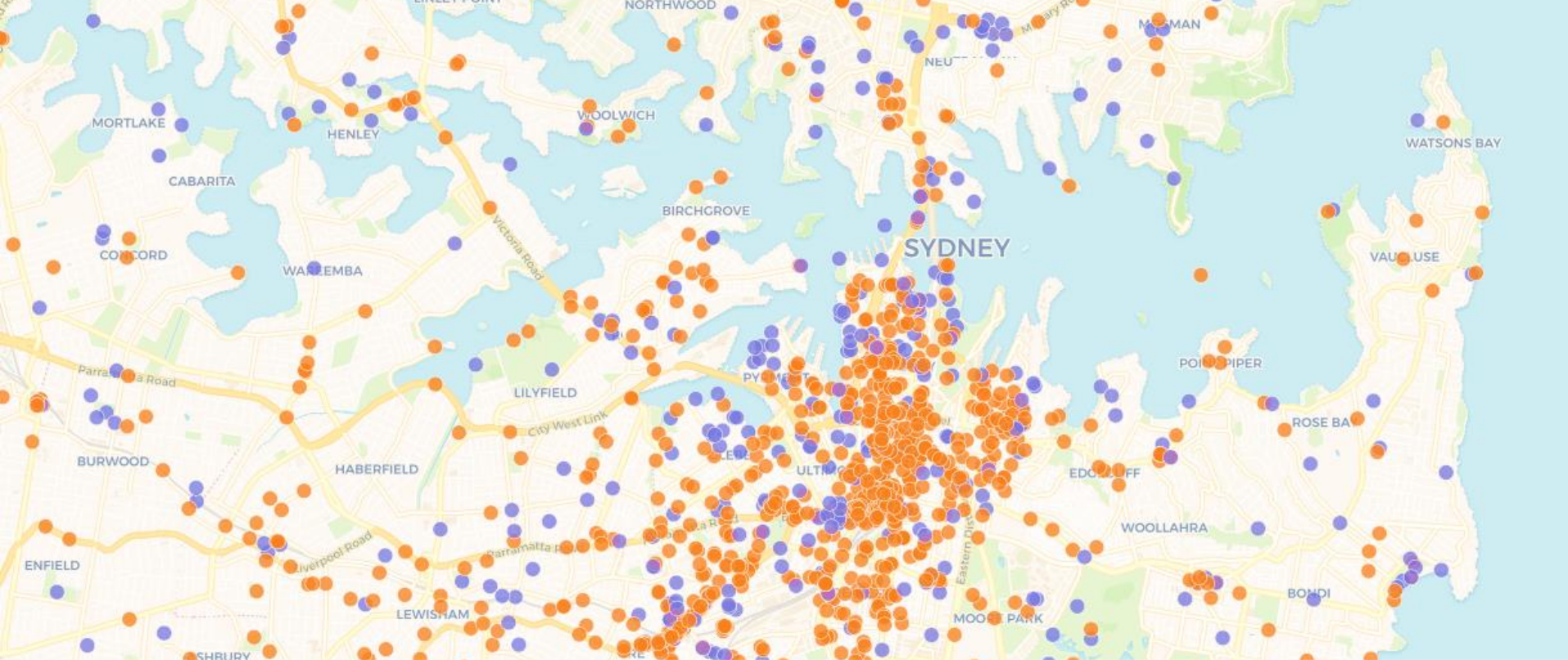
**Stephanie Strilakos**  
Senior Service Designer

Transport Digital Accelerator  
Transport for NSW





**What is Safety After Dark?**



## Plan International: Free to Be - Sydney





# Greater Sydney Women's Safety Charter



**1 in 2 women do not feel safe walking home at night, compared to 1 in 5 men.**

The Australia We Want - Second Report  
Community Council for Australia, 2019

**87% of Australian women have  
experienced street harassment and  
modify their behaviour in response.**

Everyday Sexism  
The Australia Institute, 2015

## How women react and modify their behaviour

**47%**

**avoid the area if  
they are alone**

---

“I don't run there in  
the late afternoon  
anymore.”

*Age 17*

**12%**

**never went  
back there**

---

“I now use a  
different route to the  
station, park my car  
elsewhere.”

*Age 25*

**1%** (20  
respondents)

**stopped going to  
school, university  
or work**

---

“I quit my job  
because I was  
terrified.”

*Age 24*

**36%**

**are resigned to  
the fact that these  
things happen**

---

“I always check behind  
my back and scan the  
trees and bushes and  
walk fast to the main  
road where light is.”

*Age 25*

*“The repercussions go beyond the physical and psychological toll on individuals who have been attacked. Harassment and fear of violence can impede free movement of girls and women and stop them reaching their full potential, both socially and economically”*

**What would a city that is safe for women look like?**  
The Guardian, December 2018



**20%** of bad pins were tagged to  
public transport.

Free to Be – Sydney  
Plan International, 2018

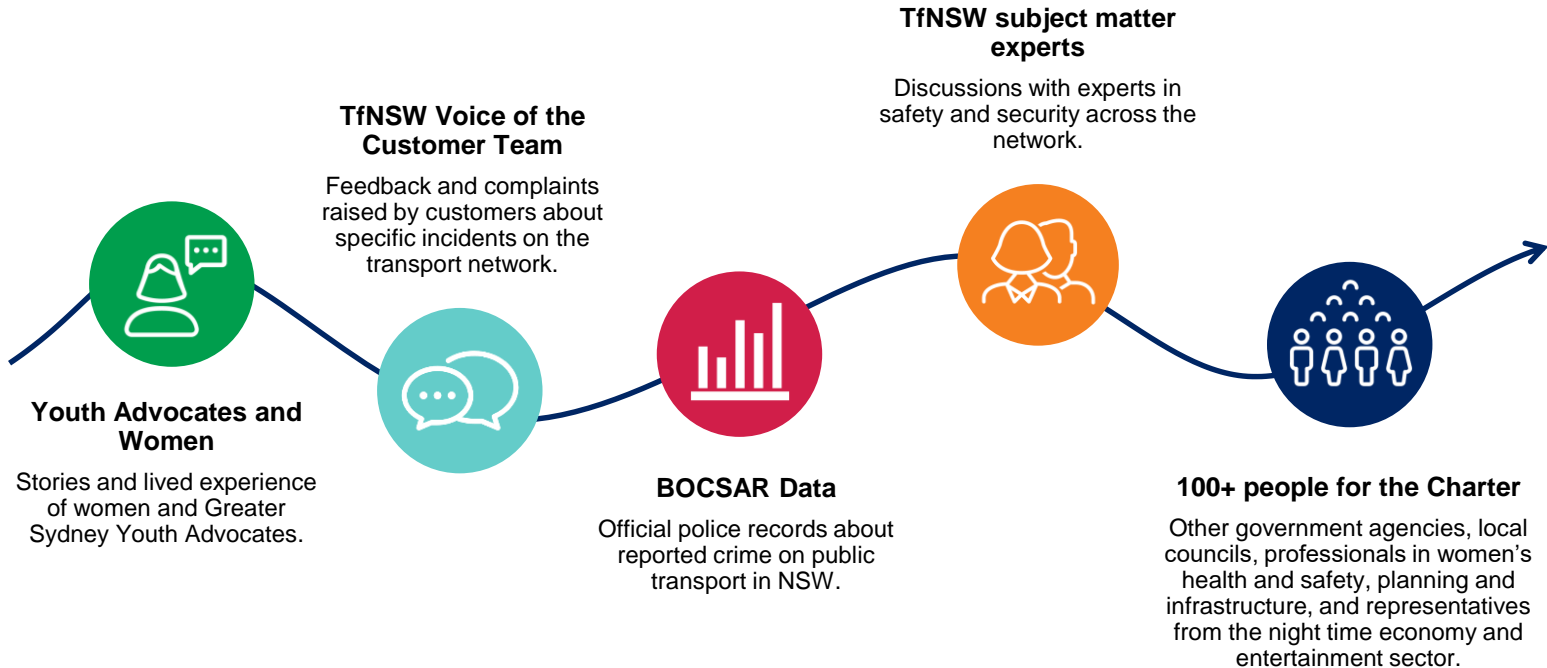
## Our vision is safer mobility for women in the city.

*“Women have the right to feel safe every minute of every day in NSW. Transport is committed to ensuring every woman feels protected moving around our state”*

Minister for Transport and Roads, Andrew Constance

# The Research

# Who we spoke to





## Who are we designing for?

Research has revealed that girls and women are particularly vulnerable to unwanted behaviour and harassment in public spaces. For this challenge, we are looking at **women's safety after dark**, with the belief that improving the transport experience for women will improve the experience for all.

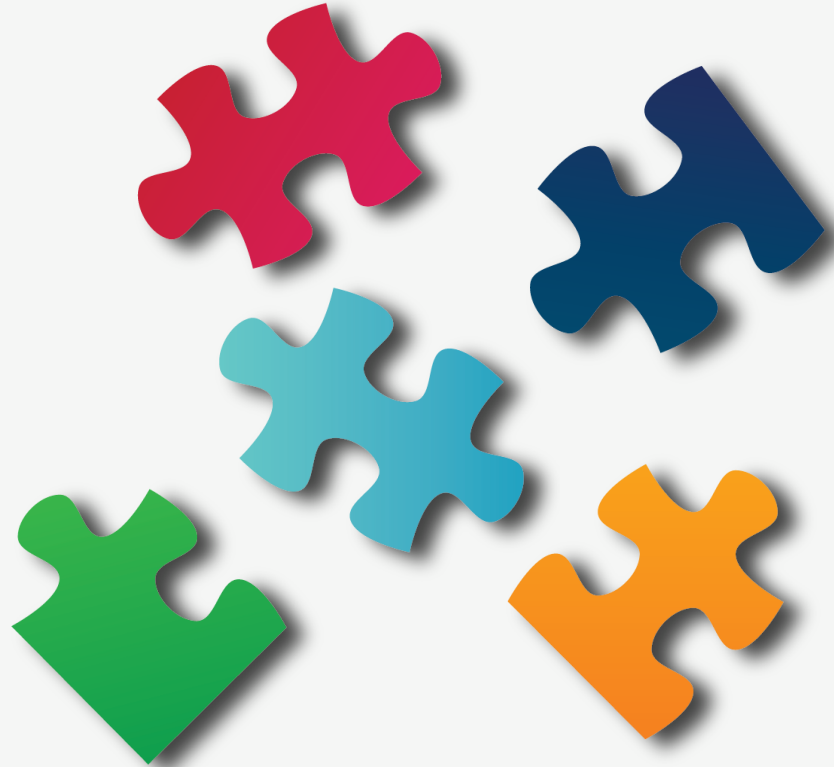
Some things to consider:

- Reason for travel
- Location
- Resources

## We don't have the full picture

The statistics and data on women's experiences reveal only part of the picture, partially due to low levels of reporting and high levels of normalisation and minimisation.

With these significant gaps, our understanding of the problem is incomplete, which may be impacting the decisions we make.





## Women are often tasked with ensuring their own safety

Traditionally, safety communications have reinforced the message that it is women's responsibility to ensure their own safety.

***'Stay alert', 'Don't travel alone at night',  
'Make sure your friends get home safe'***

This often results in women modifying their behaviour to make themselves safer, doing mental 'risk assessments' when out, and being at a financial disadvantage to increase their safety through private transport.

## Safety can be personal and subjective

The problem of women not feeling safe moving about the city is not a unique issue to us alone. At the root is entrenched social norms and cultural ideas about behaviour and gender.

This is a complex problem space, and what makes one person feel safer may not bring the same level of comfort to the next person.

We are taking the approach of 'test and learn' and are keen to understand what interventions show promise at increasing safety across our network.





# Key Journey Stages



## First and last mile

Navigating to a stop or station by walking and other modes of active transport



## Transport precinct

Moving through and interacting with the area around a transport hub (inc. walkways and tunnels)



## Interchange

Waiting at a stop or station for a transport service



## Travelling on mode

Travelling on a mode of transport between point A and point B



## Reporting

Notifying authorities of unwanted behaviour, harassment and assault

## First and last mile

## Transport precinct

The first and last mile is a key decision point for women when considering how, when and if to travel.

This step of the journey can be a significant barrier to women using public transport at night if they do not feel safe.



Interchange

Travelling on mode

Station platforms and train carriages while crowded during peak times, can become quite different environments at night.

The lack of other passengers to provide passive surveillance often changes perceptions of safety.



## Reporting

It is estimated on average only 10% - 20% of incidents that occur are reported to authorities. We also know that it is likely only violent sexual assaults will be reported.

Women often experience unwanted behaviours that are not classified as 'crimes' – leading to ambiguity around if and where they can tell someone about what has happened.



## Where to focus

Street harassment and  
unwanted behaviour

Serious sexual  
assault



# Where to focus

**Street harassment and  
unwanted behaviour**

Serious sexual  
assault



You could consider...

**Perceptions**

**Predict or  
prevent**

**Detect and  
act**

## Existing products in the market

There are a number of products, services and solutions in the market (both Australia and overseas) that are targeted towards improving women's safety in public spaces and when travelling.



**Apps and subscription services** that track locations and allow users to contact help



**Wearables**, such as physical devices and panic buttons



**Digital 'panic' buttons**



**Policy interventions**, such as segregated carriages (Japan)



**Awareness campaigns**, such as Report it to Stop it (London), Ask For Angela



# Problem statement

## Problem statement:

How might we use data and insights to inform decisions and put in place actions to make travelling in the city safer for women at night?

## Resources and links

- Plan International  
<https://www.plan.org.au/freetobe>  
<https://www.plan.org.au/learn/publications>
- Crowdspot data from the Sydney Free to Be Project  
[https://crowdspot.carto.com/tables/ftb\\_sydney\\_archive/public](https://crowdspot.carto.com/tables/ftb_sydney_archive/public)
- Safety After Dark Report – Committee For Sydney  
<https://www.sydney.org.au/publication/sydney-adding-to-the-dividend-ending-the-divide-2-2/>
- Everyday Sexism – The Australia Institute  
<https://www.tai.org.au/content/everyday-sexism>
- The Australia We Want 2019 Report – Community Council for Australia  
<https://www.communitycouncil.com.au/content/australia-we-want-second-report>
- BOCSAR Data  
<https://www.bocsar.nsw.gov.au/>
- Greater Sydney Women’s Safety Charter  
<https://www.greater.sydney/womens-safety-charter>

# The Challenge

**Calvin Frith**  
**Innovation Program Manager, Transport Digital Accelerator**

Customer Strategy and Technology  
Transport for NSW

## Problem statement:

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## Problem statement:

How might we use data and insights to inform decisions and put in place actions to make **travelling in the city safer for women at night?**



## Focus areas for the Challenge



### First and last mile

Navigating to a stop or station by walking and other modes of active transport



### Transport precinct

Moving through and interacting with the area around a station (inc. walkways and tunnels)



### Interchange

Waiting at a stop or station for a transport service



### Travelling on mode

Travelling on a mode of transport between point A and point B



### Reporting

Notifying authorities of unwanted behaviour, harassment and assault

# Out of Scope

## **Policies and procedures around emergencies**

We are not replacing the function of the police. Should a customer be in a situation where they need immediate assistance, they are always advised to call triple 0.

## **Transport reporting systems and procedures**

Internal reporting processes and feedback systems are always improving. Solutions may lay outside of this (i.e. consider what isn't reported)

## **Regional Transport**

Regional transport presents a set of unique factors such as long journeys, distances between stations and overnight services. For this phase of the project, it is out of scope.



### TRAVELLING ON TRAINS

1. As might not  
you cannot in order experience when something  
the time of night

2. As might not  
you cannot in order experience when something  
the time of night

3. As might not  
you cannot in order experience when something  
the time of night

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the time of night

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the time of night

11. As might not  
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the time of night

12. As might not  
you cannot in order experience when something  
the time of night

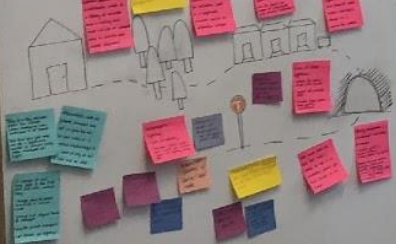
13. As might not  
you cannot in order experience when something  
the time of night

# FIRST AND LAST MILE

How might we make the first and last mile safer for women so we can better connect them to public transport?

**Context** Travelling to a stop or station by walking and other modes of active transport.

Research has shown that women feel particularly unsafe walking around the streets of the city at night with at least half of the women in Australia not feeling safe walking alone at night.



## Challenges

- Sticky note 1: [Handwritten text]
- Sticky note 2: [Handwritten text]
- Sticky note 3: [Handwritten text]
- Sticky note 4: [Handwritten text]
- Sticky note 5: [Handwritten text]

# IDEAS!

- Sticky note 1: [Handwritten text]
- Sticky note 2: [Handwritten text]
- Sticky note 3: [Handwritten text]
- Sticky note 4: [Handwritten text]
- Sticky note 5: [Handwritten text]
- Sticky note 6: [Handwritten text]
- Sticky note 7: [Handwritten text]
- Sticky note 8: [Handwritten text]
- Sticky note 9: [Handwritten text]
- Sticky note 10: [Handwritten text]

# FINAL CONCEPTS

- Sticky note 1: [Handwritten text]
- Sticky note 2: [Handwritten text]
- Sticky note 3: [Handwritten text]
- Sticky note 4: [Handwritten text]
- Sticky note 5: [Handwritten text]



## Solution areas

### Deep Tech

Advanced technology that optimises data collection and informed decision making.

This included the use of sensors, artificial intelligence, and increasing capabilities of CCTV.

### Targeted interventions

Targeted interventions in areas where specific problems have been identified.

Focus could be on the built environment, along identified routes, or where there is potential to radically change systems of safety.

### Education and Behaviour Change

Data and insights on behaviours that influence safety and interventions that nudge towards desired behaviour.

Creativity is encouraged, providing approaches are informed by accurate data and interventions are underpinned by advanced technology.

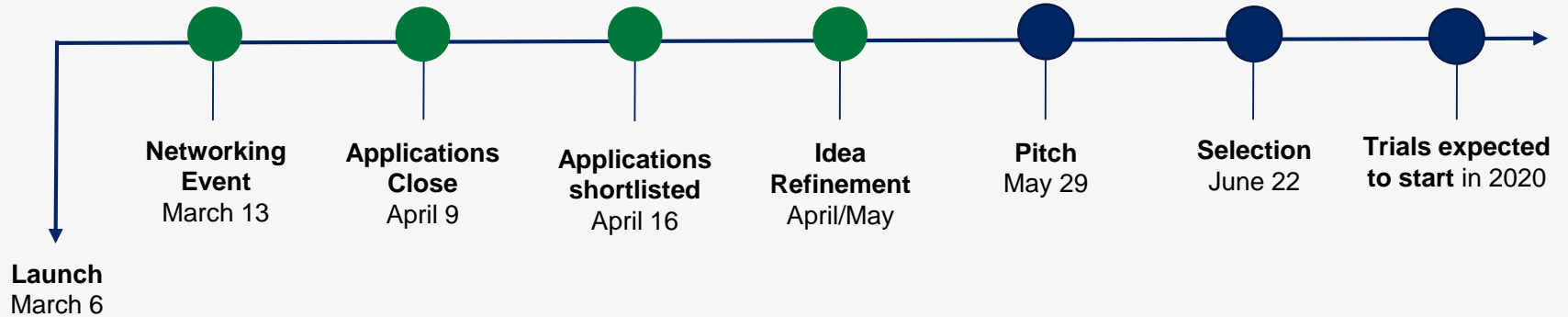
## Criteria

1. **Action and Alignment** - Is the project aligned to the Safety After Dark project? Is action being taken?
2. **Understanding of Problem** - Has the applicant explained how women travelling at night would benefit and how women have been considered in the design and delivery?
3. **Data-Informed Decision Making** - How deeply has the application considered data in its' approach?
4. **Technology and Team** - Is the technology new, innovative, or advanced?
5. **Timeline and Stakeholders** - Can the project be implemented within the allocated timeframes?
6. **Support Required** - Does the project represent good value for money?



# Next steps

## Next steps



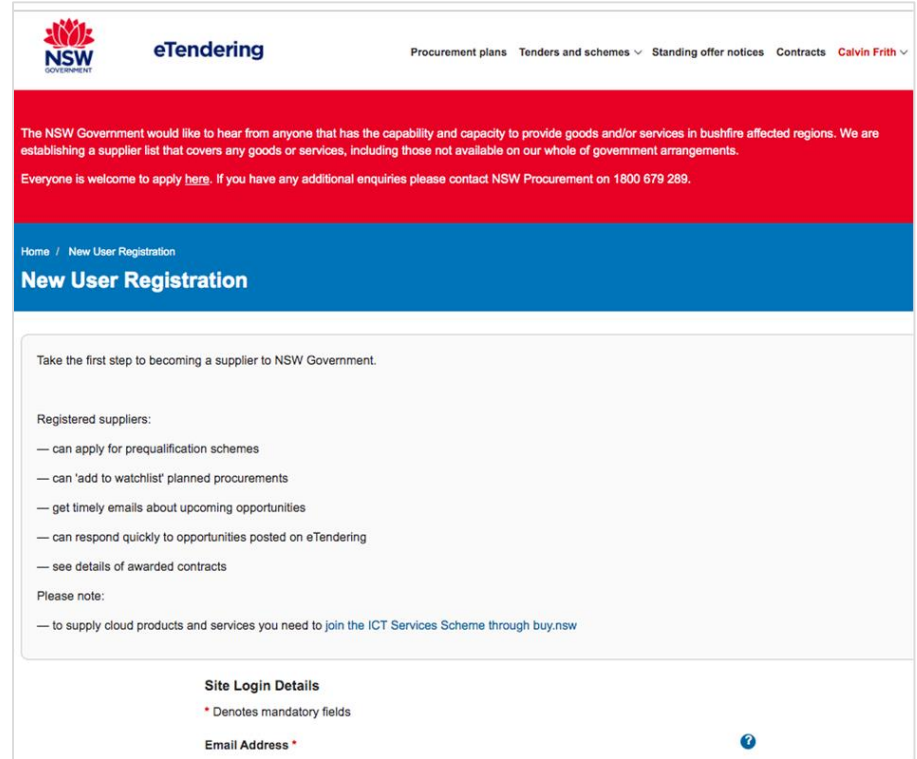


# How to Apply

eTendering is straightforward

Go to [tenders.nsw.gov.au](https://tenders.nsw.gov.au) or follow the links on the Transport Digital Accelerators dedicated Safety After Dark page.

Registering takes 2 minutes



The screenshot shows the NSW Government eTendering website. The header includes the NSW Government logo, the eTendering logo, and navigation links for Procurement plans, Tenders and schemes, Standing offer notices, Contracts, and Calvin Frith. A red banner contains a message about bushfire affected regions. Below this is a blue banner for 'New User Registration'. The main content area is white and contains the following text:

Take the first step to becoming a supplier to NSW Government.

Registered suppliers:

- can apply for prequalification schemes
- can 'add to watchlist' planned procurements
- get timely emails about upcoming opportunities
- can respond quickly to opportunities posted on eTendering
- see details of awarded contracts


Please note:

- to supply cloud products and services you need to join the ICT Services Scheme through [buy.nsw](#)

Site Login Details

\* Denotes mandatory fields

Email Address \*



# How to Apply

Once you've registered, find the EOI by viewing current tenders.

We also link you directly to the Innovation Challenge, on eTendering, through the Digital Accelerator Website



eTendering

Procurement plans Tenders and schemes Standing offer notices Contracts Log in New user



The NSW Government would like to hear from anyone that has the capability and capacity to provide goods and/or services in bushfire affected regions. We are establishing a supplier list that covers any goods or services, including those not available on our whole of government arrangements.

Everyone is welcome to apply [here](#). If you have any additional enquiries please contact NSW Procurement on 1800 679 289.

Home / Tenders & Schemes / Current Tender List / Current Tender Detail View - WS2290692564

## Multi-stage procurement for Safety After Dark Innovation Challenge - WS2290692564

### Tender Details

Transport for NSW is seeking innovative solutions that will achieve the desired outcomes and address the problem statement for this innovation challenge.

#### Problem Statement

How might we use data and insights to inform decisions and put in place actions to make travelling in the city safer for women at night?

#### Outcome

Safer mobility for women, at night, in the city.

#### Location

**NSW Regions:** Far North Coast, Mid North Coast, New England, Central Coast, Hunter, Cumberland/Prospect, Nepean, Northern Sydney, Inner West, South East Sydney, South West Sydney, Central West, Orana/Far West, Riverina/Murray, Illawarra, Southern Highlands

#### RFT Type

Expression of Interest for Specific Contracts - An invitation for Expression of Interest (EOI) for pre-registration of prospective tenderers for a specific work or service. Applicants are initially evaluated against published selection criteria, and those who best meet the required criteria are invited to Tender (as tender type Pre-Qualified/Invited).

RFT ID WS2290692564

RFT Type Expression of Interest for Specific Contracts

Published 5-Mar-2020

Closes 9-Apr-2020 5:00pm

Category (based on UNSPSC)

81000000 - Engineering and Research and Technology Based Services

Agency Transport NSW - Corporate



Transport  
for NSW

#### Contact Person

James Reberger

Phone: +61 466 922 137

[james.reberger@transport.nsw.gov.au](mailto:james.reberger@transport.nsw.gov.au)

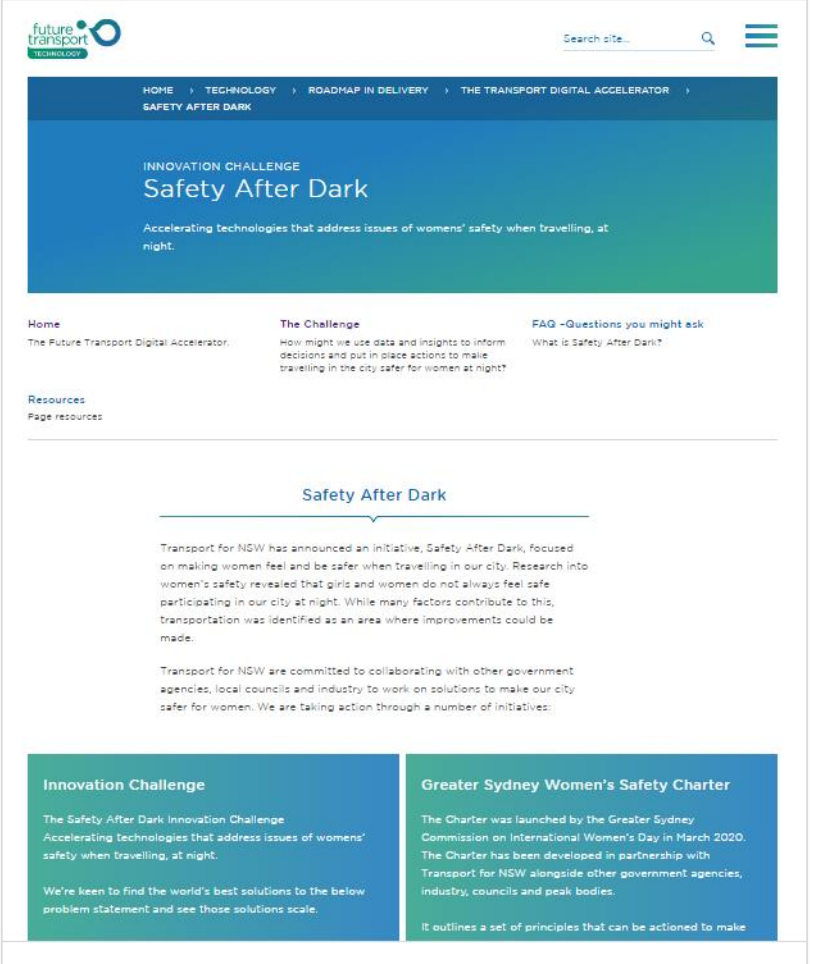
# Safety After Dark Website

The Transport Digital Accelerator has a dedicated page for the Safety After Dark Innovation Challenge.

The FAQ section has pre-empted many questions already!

You'll find a link to this recording and pack shortly, too

Apply via eTendering!



The screenshot shows the 'Safety After Dark' page on the Transport Digital Accelerator website. The page features a blue header with navigation links: HOME, TECHNOLOGY, ROADMAP IN DELIVERY, and THE TRANSPORT DIGITAL ACCELERATOR. Below the header, the main content area is titled 'INNOVATION CHALLENGE Safety After Dark' and includes the subtitle 'Accelerating technologies that address issues of womens' safety when travelling, at night.' A navigation menu below the header includes 'Home', 'The Challenge', and 'FAQ - Questions you might ask'. The 'Home' section describes the Future Transport Digital Accelerator. The 'The Challenge' section explains the goal: 'How might we use data and insights to inform decisions and put in place actions to make travelling in the city safer for women at night?'. The 'FAQ' section addresses 'What is Safety After Dark?'. Below the navigation menu, there is a 'Resources' section with a link to 'Page resources'. The main content area is titled 'Safety After Dark' and contains two paragraphs of text. The first paragraph states: 'Transport for NSW has announced an initiative, Safety After Dark, focused on making women feel and be safer when travelling in our city. Research into women's safety revealed that girls and women do not always feel safe participating in our city at night. While many factors contribute to this, transportation was identified as an area where improvements could be made.' The second paragraph states: 'Transport for NSW are committed to collaborating with other government agencies, local councils and industry to work on solutions to make our city safer for women. We are taking action through a number of initiatives:'. At the bottom of the page, there are two green boxes. The first box is titled 'Innovation Challenge' and contains the text: 'The Safety After Dark Innovation Challenge Accelerating technologies that address issues of womens' safety when travelling, at night. We're keen to find the world's best solutions to the below problem statement and see those solutions scale.' The second box is titled 'Greater Sydney Women's Safety Charter' and contains the text: 'The Charter was launched by the Greater Sydney Commission on International Women's Day in March 2020. The Charter has been developed in partnership with Transport for NSW alongside other government agencies, industry, councils and peak bodies. It outlines a set of principles that can be actioned to make

# Q & A

## Q&A Panel Members

### Facilitator:

- Calvin Frith – Innovation Program Manager, Transport Digital Accelerator

### Panel:

- Stephanie Salter – Director, Transport Digital Accelerator
- Stephanie Strilakos – Senior Service Designer, Transport Digital Accelerator
- Meredith Jones – A/Executive Director – Communications and Engagement, Greater Sydney Commission

## Future Transport Concierge

Transport has an open door  
for startups.

Get in contact with the  
Future Transport Concierge  
and stay on our radar.



Thank You