



**Councils can use this fact sheet to communicate and promote the School Zone Infrastructure Sub Program to their community.**

The approved messaging in this document can be used in print and digital promotions including:

- ✓ newsletters
- ✓ notices
- ✓ on websites, and
- ✓ in social media content.

### Program name

School Zone Infrastructure Sub Program

*Councils should use this as the official name when referring to any projects funded under this Program.*

### Program description

The School Zone Infrastructure Sub Program is making it safer for pedestrians on their way to and from school, and when walking within school zones. It is part of the \$540 million NSW Federal Road Safety Program.

*Councils should use this messaging when talking about the benefits of this Program.*

### Treatments

Councils may wish to also refer to the treatments that are being installed as part of their projects.

Under the Program, Council is upgrading and installing new road safety treatments like:

*Choose from the list below.:*

- 40km/h school zone road patches and dragon's teeth
- wombat and zebra crossings
- pedestrian refuges
- kerb ramps
- kerb blisters
- footpaths
- pedestrian fencing
- signage
- guttering
- lighting at pedestrian facilities

## Key safety messages

Councils can use these messages if needing further messaging regarding the safety benefits of the treatments.

- These works are creating safer pedestrian connections for children, their parents and carers and the school community.
- These improvements can help save lives by reducing car speeds within school zones and giving pedestrians safe route options when walking to and from school.
- Raised pedestrian (wombat) crossings can reduce pedestrian crashes by up to 50 per cent.

## Funding acknowledgement

Councils should use this wording to acknowledge project funding.

Funded by the Australian and NSW Governments.

### Who to contact?

For any matters related to the funding, delivery and promotion of projects, including reporting, milestones, payments and approvals please speak to your Transport for NSW Local Government team.

## 5 tips for promoting your projects

Is your council delivering projects with funding from Transport for NSW?

Here are the steps you can take to share and celebrate the great work happening in your community.

1. **Are there major projects starting construction or about to finish?** Keep your Local Government team informed about upcoming major project milestones in your regular conversations with them. Working with Transport for NSW to plan your project promotions can help you reach more people in your community.
2. **Sharing information with your community on a website or on social media?** Use the prepared Program messages contained in this factsheet when sharing information with your community online. Remember to let your Local Government team know when you plan to share information about a project.
3. **Sending out a media release about your projects?** Let your Local Government team know so that they can make sure the information is up to date and coordinate it with a Transport for NSW media release.
4. **Planning an event at a project site?** Speak to your Local Government team to ensure the required Transport for NSW people are invited.
5. **Want to talk to someone?** To talk about promotional opportunities for your projects contact your Local Government team.

## Helpful resources

A set of videos have been developed to help you share information about the School Zone Infrastructure Sub Program with your community. Visit the [Program website](#) to find YouTube links that you can share via your website or social media channels.

## Using social media instead of signage to acknowledge funding

Councils can ask for an exemption on the signage requirement in locations where installing additional signage would create a safety risk.

If a signage exemption is appropriate councils will then be required to make at least one social media post per project. Posts must include details about the project and an acknowledgement of the funding source.

See 'Sample social media posts' for an example.

Please discuss this with your Local Government team representative to see if a signage exemption is appropriate for your project.

## Sample social media posts

The suggested posts below can be used by councils:

- when promoting projects
- to fulfil funding acknowledgement requirements in place of signage.

### General post

Dragons and wombats and zebras. Oh my! 🐉🦘🦓  
We're adding new life-saving safety treatments like dragon's teeth, wombat and zebra crossings to **LOCATION** school zones as part of the School Zone Infrastructure Sub Program.

Funded by the Australian and NSW Governments.

### Treatment specific post

Spotted the new **TREATMENT** at **SCHOOL**?

We're adding new life-saving safety treatments like **TREATMENT** to **LOCATION** school zones as part of the School Zone Infrastructure Sub Program.

Funded by the Australian and NSW Governments.

**Note: red text indicates where project specific information should be added by council.**

### Example



The screenshot shows a Facebook post from a profile named 'Local Council Social Media Profile'. The post text reads: 'Spotted the new wombat @localschool? We're adding new life-saving safety treatments like wombat crossings to Blue Mountains school zones as part of the School Zone Infrastructure Sub Program. Funded by the Australian and NSW Governments.'



Don't forget to tag **@TransportForNSW** in your Facebook, Twitter, and Instagram posts.