

Question on Notice

No. 456

Asked on Tuesday 15 April 2008

MR MOORHEAD ASKED THE MINISTER FOR TRANSPORT, TRADE, EMPLOYMENT AND INDUSTRIAL RELATIONS (MR MICKEL) —

QUESTION:

Will he outline the “6 Steps to a Better Journey” campaign for rail travel and the potential benefits for commuters in Logan?

ANSWER:

QR Limited operates 800 services and safely delivers an average of 165 000 passenger journeys across the network daily.

The overwhelming majority of customers behave appropriately while on trains and at railway stations and contribute to QR Limited’s national and international standing as a leading interurban rail service. However, the inappropriate behaviour of a minority of customers can impact on the journey experience for the majority of fellow passengers.

Through its regular surveys and dedicated community engagement activities, I am advised QR Limited has identified a number of repeat concerns raised by customers regarding antisocial behaviour. The “6 Steps to a Better Journey” seeks to outline the behavioural expectations of customers when on QR Limited’s trains and property. The campaign was developed to encourage and support QR Limited’s existing “Code of Commuting” program.

I am advised a number of marketing communication strategies implemented include:

1. A visual campaign including a poster outlining the “6 Steps to a Better Journey” has been displayed both on trains and at stations focussing on the top six areas of behavioural and safety concerns identified by QR Limited.
2. Directional arrows were installed on Platforms 1 and 2 at Central Station recently as part of a three-month trial. This initiative was designed to encourage passengers to display courtesy and stand clear of the train door to allow other passengers to detrain safely.
3. An audio campaign to complement the visual tactics is currently under development which would be delivered from Central Station and would seek to target 70% of QR Limited’s customers at Roma Street, Brunswick Street and Central stations.
4. The introduction of a “Feet Off Seats” sticker has been developed to remind customers of their responsibilities when travelling with QR Limited and potentially, other forms of public transport as it was identified as a top concern by customers.
5. QR Limited has also developed two programs entitled *Code of Commuting* and *Respect* aimed at school-age students.

The Code of Commuting concept targets children between the ages of four to seven and eight to twelve. I am advised this educational program will be rolled out to schools in May/June 2008, in conjunction with 'Out of the Box' Festival.

The Respect program is aimed at 13 to 16 year olds, targeting students and stations with the highest number of incidents within QR Limited's interurban rail network boundaries during each year. QR advises that in 2008 their Community Education Officers have delivered the Respect program to Loganlea High School, Kingston College, St Matthews Catholic College Loganholme, Kingston State School and Groves Christian College, Kingston.