Our community engagement report card 2011
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Queensland Rail and community engagement

As the heartbeat of the state, our business services over 7000km of track and plays a crucial role in the lives of all Queenslanders. Whether serving Queensland Rail City network customers in the south-east or carrying long distance customers through regional Queensland. Our aim is to provide high quality customer service, a forum for two-way communication and to build meaningful relationships with people in the communities we operate within.

In 2011, the state of Queensland and its people endured what will undoubtedly go down as one of the worst series of natural disasters of our lifetime. Three-quarters of the state was declared a natural disaster zone. It was the biggest challenge our company has faced since we came together as a new entity last year. 2011 was a time to band together and support our customers, our people and our communities.

Queensland Rail’s Community Engagement strategies are centred on gathering views and opinion, information sharing, developing options, building consensus and implementing change. Direct feedback, customer research, and community reference groups have lead to an improved understanding of the needs and priorities of our customers in the marketplace.

Our overall community engagement program enjoyed an encouraging year of growth and 2012 promises to be a year of even more development, as we launch new community engagement initiatives working across the entire state as we strive to talk with even more of our customers across Queensland.

We would like to thank our customers and community members involved in Queensland Rail’s community engagement program. Their support and involvement allows us to learn more about their needs in order to build long term relationships that support and strengthen the communities in which we operate within.
Queensland Rail’s Community Education program has continued its celebrated community engagement work with schools, community groups and at a range of community events in 2011.

The campaign continues its significant contribution within Queensland schools raising awareness and promoting behavioural change to increase safety outcomes and reduce incidents of risky, dangerous and anti-social behaviour within the Queensland Rail environment.

The program has grown from a school liaison initiative into a truly comprehensive community-based rail safety campaign delivering key rail safety messages to an even broader target audience in 2011.

Our team enjoyed a fantastic year of engagement activities creating positive impressions to around 162,586 students from a range of different backgrounds and abilities in over 500 schools in 2011 alone.

More than 250,000 people were exposed to Queensland Rail’s rail safety campaign at V8 Supercar events in Townsville, Ipswich and the Gold Coast. Potentially, hundreds of thousands more have been exposed to key rail safety messages through community events and campaigns outside of the core school visits.

Our team has engaged with approximately 100 community groups in 2011 including youth intervention work for the Department of Community Services at Loganlea and Fortitude Valley. We build meaningful relationships with groups such as the Endeavour Foundation to assist people with disabilities, Mission Australia and the Australian Red Cross.

**2011 figures**

- Total of 513 schools visited
- Total of 162,586 students addressed
- Approximately 1200 presentations delivered
- More than 100 community groups visited
- Over 12,140 personal interactions with people at community events
- Approximately 250,000 spectators exposed to the rail safety message at Supercar events in 2011
3.0 Queensland floods

Disasters have a community wide significance and some of our most resonating Community Engagement efforts in 2011 were in response to challenges that came with little to no warning. The impact of the floods and Cyclone Yasi had devastating consequences for all Queenslanders and caused unprecedented damage to our network on a scale never seen before.

Our team visited schools and community centres in the weeks following the devastating 2011 Queensland floods to provide practical support and donations from Queensland Rail staff along with rail safety messages to communities in the Lockyer Valley, Toowoomba and Grantham regions.

Goodna station January 2011

Rockhampton yard January 2011

Rail Safety talks at Grantham State School
Community Engagement in the corporate sector

The Community Education program has expanded its reach within the corporate sector in 2011 by tailoring a rail safety message for truck drivers from mining organisations following a series of near miss incidents in Far North Queensland.

To ensure the safety of our communities our team developed a campaign to influence truck drivers in making safer choices at road side crossings to reduce near miss incidents across the state.

Queensland Rail’s safety program was successfully delivered to approximately 500 staff from the Rio Tinto Corporation in April 2011 as part of the company’s Transport Awareness Program. In December 2011 the Community Education Unit delivered level crossing safety information sessions to truck drivers from Central Queensland mining company ‘Queensland Magnesia’ in Far North Queensland.

Plans are now underway for similar presentations in 2012 to other organisations in hotspot areas across the state including inviting truck drivers to engage with state of the art train simulation technologies as part of their ongoing safety training.

Throughout 2011 the Community Engagement team managed a diverse range of events, interacting with the community to collect feedback, promote Queensland Rail and spread the safety message.

The 2011 Ekka

This year Queensland Rail Ekka pavilion attracted over 2000 customers a day and featured a balloon filled tunnel for children to find hidden rail safety messages along with interactive competitions and hundreds of prizes to be won.

Murphy’s Creek State School EKKA 2011

New immigrants and refugee students from Milperra High School at Rail Safety Orientation Day 2011
**Rail Safety Orientation Day**

The Community Education Unit continues to facilitate Queensland Rail’s quarterly held Rail Safety Orientation Days with ongoing success and excellent student feedback and participation.

Approximately 281 students attended one of four Rail Safety Days in 2011. The event provides an opportunity for newly arrived migrants to Australia and also people with disabilities the opportunity to familiarise themselves with Queensland Rail services and facilities in order to gain confidence in travelling independently on the rail network.

The event offers students a unique experience providing them with private access to explore the train and its features in a controlled environment with expert speakers and demonstrations.

Community Education Officers worked together with Transit Officers and station staff to deliver a range of topics including:

- Rail safety
- Train etiquette
- Orientation of Queensland Rail features and services
- The importance of choice and consequence
- How to use the network

**Premiers Awards**

The Community Education Unit were finalists at the Premier’s Awards for the SMART Education category in 2011.

*Onboard rail safety demonstration to Milpera High School students*
Far North Queensland
The Far North area of Queensland is a region where a number of level crossing incidents occur. The Community Education unit delivered a rail safety campaign in order to effectively communicate level crossing safety messages directly to the community in this region.

For the first time in the programs history, rail safety education sessions were delivered to schools in the remote North Queensland locations of Yarrabah, Mossman, Wangetti, Port Douglas and Miallo schools. Many of the students visited were of indigenous background or from remote communities and regularly interact with railway crossings and Queensland Rail services.

Roma Street Parkland
The Community Education team attended both the 10th birthday celebrations in the Roma St Parkland and the Holiday Art with Fun festival in 2011.

Community Education officers were on hand to deliver rail safety messages and customer service information to thousands of kids in attendance. The posART team provided a range of fun activities to engage with the children including face painting, chalk art and colouring in competitions. Community Education Officers recorded over 3000 interactions with children at these events.

Community groups
The Community Education Unit regularly visits community groups around the state to spread the Safety message. Our team works along side community groups such as Mission Australia, Department of Community Services, Westside Community Services, the Australian Red Cross and the Endeavour Foundation. Over 12,140 interactions with community groups were recorded in 2011.
V8 Supercar events
The Community Education unit drove home the rail safety message at all three V8 Supercar events in Townsville, Ipswich and the Gold Coast, exposing over 250,000 people to Queensland Rail’s safety campaign.

The Queensland Rail marquee used a compelling ‘Crashed Car’ display to visually demonstrate the importance of obeying signals at roadside crossings. V8 enthusiasts received first hand rail safety talks and information as well as wristbands, rulers, stickers and rail safety brochures branded with the ‘Taking Risks Takes lives’ safety message.

Cairns Show
The Community Education ‘Safety Roadshow’ featured at this years Cairns show with the ‘crashed car’ display proving a hit with the large crowds. With over 80,000 people through the gates and thousands of families engaged with each day it was a resounding success.
All across our vast network a busy team of artists are hard at work creating vibrant murals, sculptures and art installations that transform the visual landscape and tapestry of the Queensland Rail customer experience.

Our team of artists has produced 85 public artwork projects to date which cover approximately 16,075 square metres across the Queensland Rail City network.

 Queensland Rail’s positive pARTnerships program collaborates with community groups and local schools to produce public artwork projects that convert rail stations across South-East Queensland into open air art space experiences.

Positive pARTnership artworks can be seen across train station walls, shelter sheds, subways, car parks and bike lockers throughout the South-East Queensland network. The artworks both enhance the customer experience and environment but have also been attributed with reducing incidents of graffiti and anti-social behaviour.

In 2011 the positive pARTnership team delivered 30 projects including eleven major projects to coincide with major station upgrades across the Queensland Rail network.
**Fortitude Valley**
In 2011 Queensland Rail invited Brisbane based emerging artists to submit designs that would enhance the customer experience and local community at Fortitude Valley station. Kadir Kiraz, a Brisbane based emerging graphic designer, was the Selection Panel winner with his artwork ‘The Valley, Come & Find;’ a story about the Valley and people coming together. The People’s Choice winner was Brisbane based graphic designer and illustrator Taniera Robati whose artwork ‘Sound of The Valley’ displayed a visual interpretation of the sounds of Fortitude Valley, where the city is the music and the music is alive.

**Darra station mural**
Positive pARTnerships consulted with the local Vietnamese community and worked with local artists to develop dual murals that stretch across 588 square metres at Darra station to honour the local Vietnamese community in a tribute to multi-culturalism.

**Darra corridor**
The positive pARTnerships team was approached in July to help combat heavy graffiti in the Darra corridor. The team produced a 266 square metre mural featuring the words ‘Knowledge is King’ which has significantly reduced incidents of graffiti within line of sight to one of our busiest commuter hubs at Darra station.

**Ormiston station**
Ormiston station’s vibrant new 178.4 square metre mural features a contemporary history and nature themed landscape design inspired from the local Redland City community. Positive pARTnerships collaborated with Ormiston College vacation care, Ormiston State School and Ormiston Medical Centre on design theme discussions.

Please click on the link above to view a time lapse video of the Ormiston station art project.

**Roma Street Lost Property artwork**
Roma St station’s lost property office received a posArt makeover to brighten up the office and surrounding subway.

**Yeerongpilly**
Community artists painted and installed a 290 square metre mural located along the corridor wall at Yeerongpilly station opposite the Queensland Tennis Centre. The mural depicts tennis throughout history, local heritage buildings and tennis icons.
Wacol
The positive pARTnerships Program has overseen the installation of 10 RSPCA based murals and three colourful animal sculptures at Wacol station coinciding with our non-profit partner RSPCA Queensland and their big relocation from Fairfield to Wacol. Community workshops were held with Barrett adolescent Centre School and Inala House.

South Bank
A dedicated team of six community artists, 960 litres of paint, and a vivid imagination, helped transform the South Bank rail corridor into a magnificent 1600 square metre work of art in 2011. The vibrant mural seeks to capture the fun and relaxed urban life style of the adjacent South Bank parklands area. The mural is also one of the largest in Australia, and is the first project of its kind on a railway corridor.

Oxley
The Oxley mural project saw community artist Mark Makhoul create an impressive 329 square metre mural to showcase Oxley’s history portraying the early settlement of the area. To gather insight and inspiration for the work extensive consultations were held with Oxley Historical Society.

Bundaberg
Queensland Rail’s positive pARTnerships artist Rodney Monk has captured the very heart and essence of the town of Bundaberg, in a fantastic 72 square metre mural that features golden sweeping fields filled of sugar cane, spear fishing from a canoe and wildlife at play whilst Bert Hinkler’s plane darts through the sky.

The station also features 12 small, but highly detailed bronze turtle sculptures, and a new bench seat, which has been uniquely incorporated into the design inspired by Australia’s largest turtle colony which is only 12km from the town centre.

The positive pARTnerships team worked with local artists, the Bundaberg Railway Historical Society, Bundaberg Regional Council, Bundaberg Regional Art Gallery, Fairymead House, The Hinkler Hall of Aviation, Torres Strait Islander Housing Advancement Society and Indigenous Representative Burnie Johnson on the project.

Community artists at work in the South Bank rail corridor

Wacol stations new murals and sculptures
Dakabin
Lead artist Scott Breton held art workshops at Dakabin State High School late last year. The workshops explored what Dakabin meant to the students. The students were inspired by the local fauna and flora and the nearby Alma Park Zoo. The murals portray the natural bush setting and local environment and incorporate the student’s works and vision.

Australian Business Art Foundation (AbaF) Awards
On 7 of September 2011 positive pARTnerships were nominated for the Toyota Community Award at the Australian Business Art Foundation (AbaF) awards. The positive pARTnerships team received an award for Good Practice Recognition in Partnering, Volunteering and Giving for the mural located at Kingston station.

PosArt workshops
The positive pARTnerships team conducted interactive art workshops and facilitated children’s activities at key events in 2011 including the Roma St Parkland 10th Birthday Celebrations, the ‘Holiday Art with Fun’ program in Roma St Parkland and at the Queensland Rail sponsored Ipswich show. Community Education Officers were on hand to deliver rail safety messages and provide interactive games and activities for children.

To gather insight and inspiration for the works at Wacol, community artists held art workshops with students from Inala Community House, and Barrett Adolescent Centre School. The workshops created a fun environment where participants explored the RSPCA theme, by creating animal sculptures made out of play dough and plasticine.
The Community Engagement team aims to provide a quality two-way communication channel between Queensland Rail and its customers, local residents and communities. The team consults and engages with local community members on a wide range of projects, including station upgrades, timetable changes, upcoming track works and maintenance closures, new car park installation and extensions. The team also facilitates the South-East Queensland Community Reference Group program, the Regional CRG program and the Coffee with the Chief Customer Officer initiative.

**Community Reference Groups**

Thirty one Community Reference Group meetings were held in 2011 for all rail lines on a bi-monthly basis including a combined ‘all line’ meeting and a timetable specific meeting regarding impending changes to the new timetable.

CRG meeting topics have included personal safety and security, accessibility, rollingstock and train crew services, customer service and the role of the Customer Advocate, positive pARTnerships and graffiti management, service planning, projects and infrastructure, upcoming projects and communication.

The topics of service planning and projects and infrastructure were the most popular topics for CRG members. CRG meetings continued to enjoy excellent attendance and feedback in 2011 including the following achievements:

- Community Engagement and direct consultation with the community regarding stage 2 of the City network timetable rollout in September, following the implementation of stage 1 of the new timetable in June
- Delivering new innovative onboard safety campaign
- Enhanced security measures through continued investment in new mobile security patrols and security dogs, mounted police patrols and state of the art CCTV technology upgrades for our trains, stations and car parks
- The launch of the Train Etiquette Campaign championing considerate customer behaviour onboard Queensland Rail services

**Regional CRG**

Following the success of the Brisbane based CRG, the Regional CRG program kicked off in Bundaberg in October 2011 with excellent customer representation generating valuable feedback and discussion.

The main topics of discussion focused on the future of long distance services and package holidays and service features such as catering, fare structures and local development within the region.

Further Regional CRG meetings are planned for 2012 for our valued customers across the state.
Coffee with the Chief Customer Officer

The Coffee with the Chief Customer Officer Program was introduced in 2011 providing an opportunity for information sharing and communication between the community and Queensland Rail. The program provides customers the opportunity to meet with the Chief Customer Officer to discuss Queensland Rail facilities and services in a comfortable relaxed and personal setting.

There were five meetings held with our Chief Customer Officer in 2011 that generated meaningful discussion and feedback over a range of topics including: communication at unplanned closures, station facilities, timetables and station and infrastructure upgrades.

Project Community Consultation and Communication

The Community Engagement team undertakes consultation and engagement around significant station upgrade and construction projects. Our Community Engagement team provides updated information to the community on track closures, ongoing project maintenance and construction that can impact on the community.

When talking with community stakeholders, community engagement representatives elicit a wide range of perspectives and seek out customer and community impacts.

In the case of service alterations or platform changes, Queensland Rail communicates extensively with customers and community members through a variety of channels, including helping hands at stations and local community centres, letterbox and station car parks drops, press advertisements, station and on-board announcements, station posters and signage.

In 2011 our team communicated information on Queensland Rail's business operations for 47 track closures, over 50 operational changes and approximately 388 noise notices sent to approximately 1,382,524 suburban homes.

Timetable consultation

The Community Engagement team facilitated community consultation of the first stage of our City network timetable change which came into effect in June 2011. The first stage included the Ipswich–Rosewood, Richlands, Caboolture, Sunshine Coast and minor changes to the Shorncliffe lines. Customers on these lines now receive an extra 150,000 seats per week.

The Community Engagement team has already commenced the initial stages of consultation for stage two of the timetable change for all other lines. These lines are the Gold Coast, Beenleigh, Cleveland and Ferny Grove lines.

This is the first time in more than a decade Queensland Rail has overhauled the timetable framework. The new timetable allows for increased capacity overall while offering more frequent and regular services at peak times when our customers want them most.
Queensland Rail is committed to providing rail services that enable all our customers to carry out their journey without barriers. Queensland Rail’s Accessibility team ensures we provide an equitable, dignified and comfortable access for customers with disabilities to all our services.

In 2011 the Accessibility team facilitated four Community Reference Groups, an accessibility workshop as well as a range of consultation for infrastructure projects, rollingstock upgrades, staff training and customer service initiatives to enhance accessibility and remove barriers to access.

Our accessibility team worked with the a range of community groups in 2011 including: The Australian College of Community Services, Deaf Services Queensland, Guide Dogs Queensland, Redlands Mobility Scooters, Vision Australia, Assistance Animals Australia, the Endeavour Foundation and Walk on Wheels.

**DDA Reference Group**

The Disability Discrimination Act Reference Group (DDARG) Program provides a valuable face to face, two way communication channel between Queensland Rail and members from the disability sector.

There were four DDARG meetings in 2011 that explored a range of topics that include station access guide updates, station lift maintenance across the network, project updates, boarding ramps, access issues, rollingstock design, love your train and etiquette campaigns and Queensland Rail staff training.

The DDARG provides an opportunity for Queensland Rail to engage with various disability groups and organisations, such as Guide Dogs QLD, Better Hearing Australia, Queenslanders with Disabilities Network and Deaf Services QLD.

**DDA workshop**

Community Engagements DDA team facilitated an Accessibility Workshop in September 2011 at the Brisbane Convention Centre allowing community representatives and Queensland rail staff a chance to engage in spirited discussion about the current and future levels of accessibility across our network and services.

The 2011 event was a resounding success and saw a broad section of the One Queensland Rail team receive first hand experience and instruction relating to customer groups representing a range of disabilities.

Organisations represented at the workshop included the Australian College of Community Service, Vision Australia, Assistance Animals Australia, Deaf Services Queensland, Guide Dogs Queensland, the Endeavour Foundation and Walk on Wheels. Each group session focused on a particular accessibility issue encountered daily on our network.

These employees gained practical knowledge and techniques they will be able to use in their everyday roles with Queensland Rail and were encouraged to engage with people with disabilities who use our City network.

**Accessible lifts**

Richlands station 2011
QUT presentation
Community Engagement’s Disability Access team provided a presentation to QUT Urban Transport Planning students in August 2011, that focused on key difficulties Queensland Rail faces in removing barriers to access across the network. The team interacted with students to develop solutions to accessibility and have invited students to select ‘Station Accessibility’ as their end of year project to be presented to Queensland Rail senior management.

Redlands mobility scooter
The Accessibility team attended the Redlands Mobility Scooter Expo to promote the safe use of mobility scooters while travelling on the Queensland Rail network. The Accessibility team delivered a presentation reinforcing Queensland Rail’s commitment to accessibility to all people outlining station features and scooter size requirements. Customers with mobility scooters are welcome to use Queensland Rail services and our team were on hand to roll out the red carpet.

Deaf Services information session
The Accessibility team represented Queensland Rail at the Deaf Services information session in 2011. Our team was on hand to record feedback, field enquiries and address concerns by providing information on our networks features and accessibility for people with hearing impairment.