

Transport for NSW

# Are you boat ready?

## Campaign guidelines

April 2022



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# Are You Boat Ready?

## Plan, Prepare, Predict

Transport for NSW (TfNSW) has launched a new maritime safety campaign which aims to change attitudes and behaviours of new and experienced boaters with simple reminders of what safe boating is all about.

By asking the boating community 'Are You Boat Ready?' the campaign encourages boaters to use their good judgement by planning ahead for their day out on the water, preparing for the conditions and predicting for any common on-water risks they may face.

The campaign includes five of the maritime priority safety issues including using good judgement, lifejacket wear, weather conditions, safe boating when you're older and the dangers of cold water.

The purpose of this document is to provide an overview of the 'Are You Boat Ready? Plan, Prepare, Predict' campaign including all branding, assets and usage advice.

We encourage the contents of this toolkit to be used by all of our boating safety partners and stakeholders to promote safety communications that are evidence-based and consistent.

Quick links to materials and contact details are embedded in this PDF to make it easier for you to view and navigate through.

We recommend viewing the toolkit on your computer or device to make the most of these interactive elements.

All assets outlined in this guideline are available on the TfNSW Creative Asset Library (CAL). Further information on how to access this is contained in the following pages.

If you have any further questions please contact:

**Elisa Parry**

A/Senior Manager, Safer Boating  
Transport for NSW

**Phone** 0468 573 343

**Email** [elisa.parry@transport.nsw.gov.au](mailto:elisa.parry@transport.nsw.gov.au)

### 30 second videos - Plan, Prepare, Predict.

The following two 30 second videos cover the three topics of **Plan, Prepare, Predict.**



- ▲ TfNSW 30s Script 1\_Digital  
<https://youtu.be/5p96jkSTiAQ>  
CAL reference 118543
- ▲ 1:1 Good Boat Ready 1 Video - Captions  
CAL reference 118604



- ▲ TfNSW 30s Script 2\_Digital  
<https://youtu.be/F8SodKUunmg>  
CAL reference 118544
- ▲ 1:1 Good Boat Ready 2 Video - Captions  
CAL reference 118605

# 01

Creative Asset Library  
(CAL)



# Using the TfNSW Creative Assets Library

The TfNSW Creative Assets Library contains campaign assets, working files, tools and other content which can be used in your local area marketing activities.

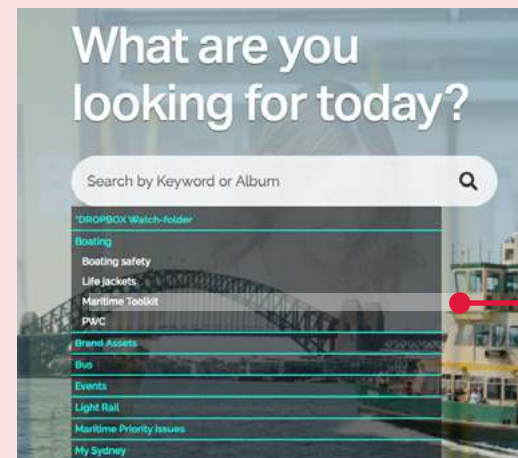
To access the library you first need to register as a user at **creativeassets.transport.nsw.gov.au** then allow up to 48 hours for administrator approval. Log in to search the library and download assets.

The TfNSW Creative Assets Library is managed by the TfNSW Brand team.

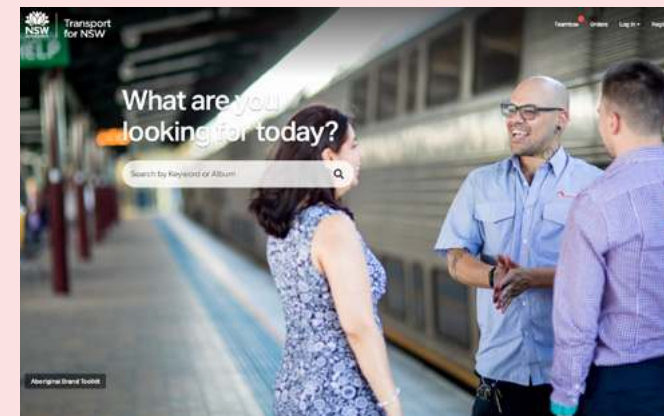
For enquiries contact:  
**creativeassets@transport.nsw.gov.au**

## Finding items

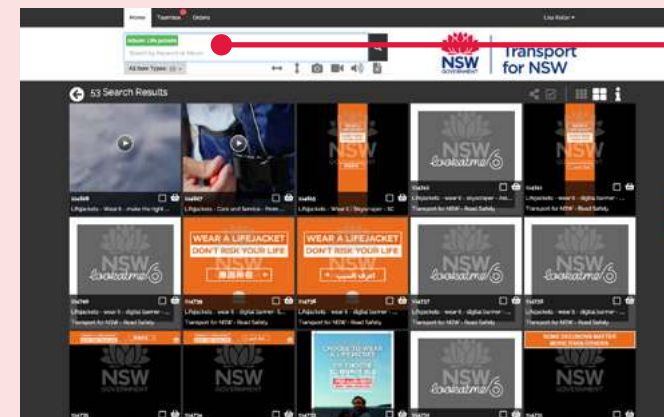
- Use the drop down menu from the search area and select boating then Maritime Safety Toolkit
- Enter the Campaign assets Database ID number in the search field to locate individual assets.



Toolkit location



Login or Register



Asset identification number or description

# Using the TfNSW Creative Assets Library

## Adding items to your basket

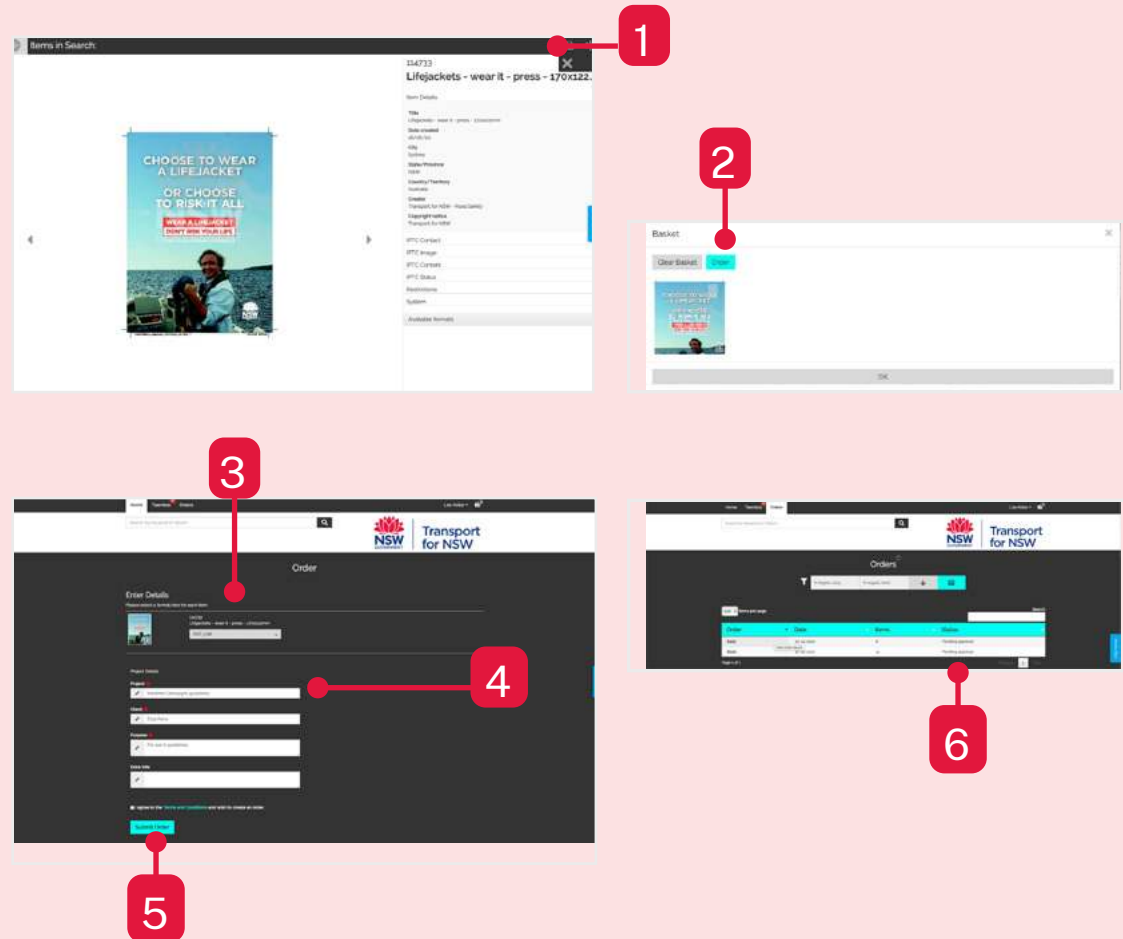
1. When you find an asset you need, click the basket icon to add the item to your order. You can view your order items at any time by clicking the basket icon in the top right corner.
2. When you have added all the items you need to your basket, click 'Order' or 'OK'.

## Downloading items

3. Select the required file format and size from the dropdown menu next to each item.
4. Enter your project details, making sure all mandatory fields are complete.
5. If you agree to the terms and conditions of use click 'OK' then click 'Submit Order'.
6. Your order summary and download link will appear on your receipt page – select 'Download', then 'Save to computer'.

## Note

Assets can expire when image licensing runs out, a campaign is made redundant or the asset is updated. This means you no longer have the right to display or use the asset or associated images. When a campaign asset expires, the TfNSW Campaigns team will remove it from the asset library. If you have previously downloaded this asset from the library, you will automatically receive an email notifying you that the asset can no longer be used and needs to be removed from any current or past activity featuring this asset/imagery. To ensure the asset you want to use won't expire during your activity, check the expiry date before you download.



# 02

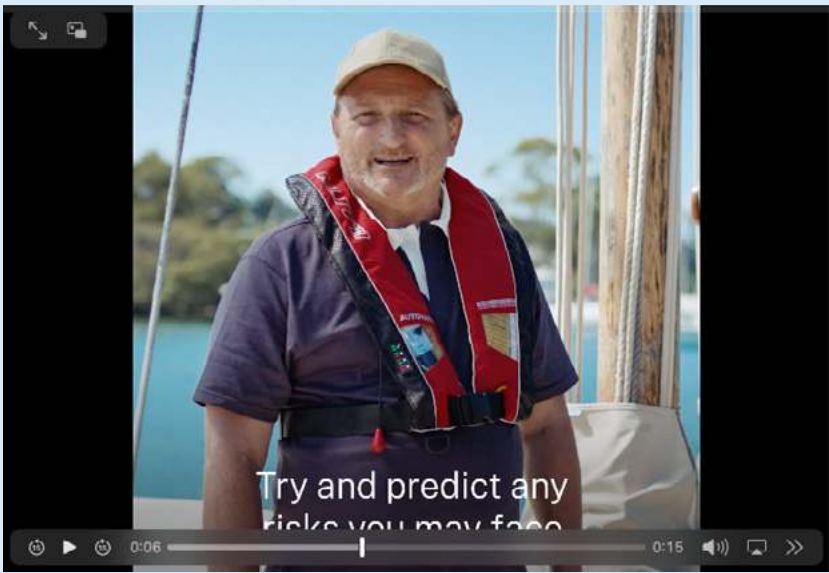
Are You Boat Ready?  
(Judgement)



Are you boat read? Plan, Prepare, Predict.  
Judgement assets – video



- ▲ TfNSW Good Judgement\_Digital  
<https://youtu.be/udleZTxz5B8>  
CAL reference 118546
- ▲ 16:9 Good Judgement  
CAL reference 118546



- ▲ TfNSW Good Judgement\_1-1 CAPTIONS  
CAL reference 118552
- ▲ 1:1 Good Judgement  
CAL reference 118609

Are you boat read? Plan, Prepare, Predict.  
Judgement assets - print + display



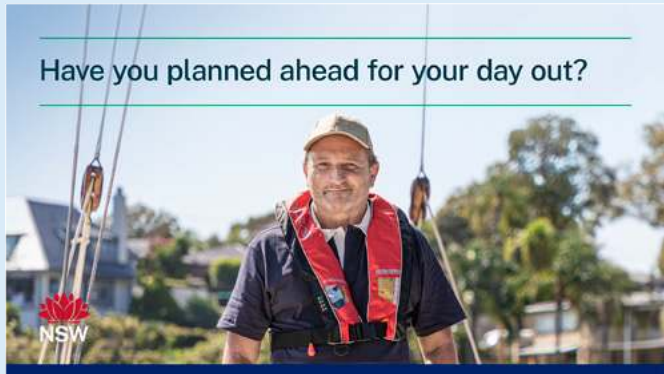
- ▲ Good Judgement Magazine Print Ad  
Size: 245x175mm  
CAL reference 118565
- ▲ Good Judgement Community Press Print Ad  
Size: 139x129mm  
CAL reference 118563  
Size: 186 x 129  
CAL reference: 118611
- ▲ Good Judgement Regional Press & Community Press Print Ad  
Size: 186x129mm  
CAL reference 118564



- ▲ Good Judgement Digital Displays  
Size: 160x600px  
Size: 250x300px  
Size: 300x600px  
Size: 728x90px  
CAL reference 118592



Are you boat read? Plan, Prepare, Predict.  
Judgement assets - social



▲ 1920 x 1080px Good Judgement social tile  
CAL reference 118574

▲ 1080 x 1080px Good Judgement social tile  
CAL reference 118568

Issue	Headline	Link Description	Post copy	Link URL	Click through URL
Judgement	Are you boat ready?	Plan. Prepare. Predict.	Before you head out on the water, check you have the right safety equipment and approved lifejackets for everyone on board.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/boater-judgment
Judgement	Are you boat ready?	Plan. Prepare. Predict.	Your judgment as a skipper typically gets better with experience -but even the most experienced boaters can run into trouble on the water. Make the safe call -if in doubt, don't go out!	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/boater-judgment

# 03

Are You Boat Ready?  
(Cold Water)

Are you boat read? Plan, Prepare, Predict.  
Cold water assets – video



▲ 16:9 Cold water  
<https://youtu.be/SNwrxr9uyJE>  
CAL reference 118545



▲ TfNSW Cold Water 15s\_1-1 CAPTIONS  
CAL reference 118551  
▲ TfNSW Cold Water 15s\_Digital  
CAL reference 118610



Are you boat read? Plan, Prepare, Predict.  
Cold water - print + display



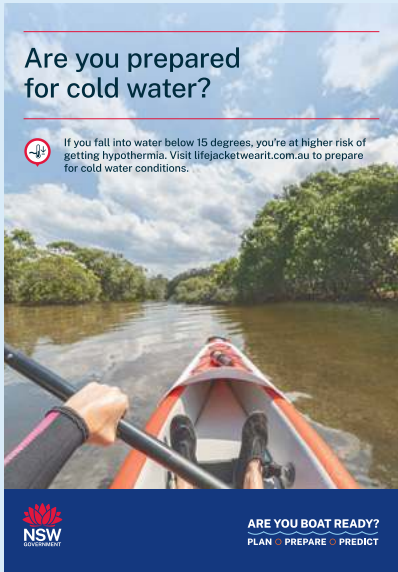
- ▲ Cold Water Magazine Print Ad  
Size: 245x175mm  
CAL reference 118565
- ▲ Cold Water Community Press Print Ad  
Size: 139x129mm  
CAL reference 118563  
Size: 186 x 129  
CAL reference: 118611
- ▲ Cold Water Regional Press & Community Press Print Ad  
Size: 186x129mm  
CAL reference 118564



- ▲ Cold Water Digital Displays  
Size: 160x600px  
Size: 250x300px  
Size: 300x600px  
Size: 728x90px  
CAL reference 118590



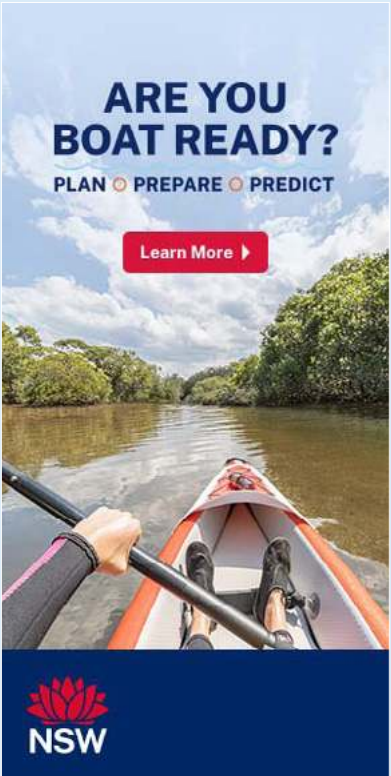
Are you boat read? Plan, Prepare, Predict.  
Cold water (POV) - print + display



- ▲ Cold Water (POV) Magazine Print Ad  
Size: 245x175mm  
CAL reference 118565
- ▲ Cold Water (POV) Community Press Print Ad  
Size: 139x129mm  
CAL reference 118563  
Size: 186 x 129  
CAL reference: 118611
- ▲ Cold Water (POV) Regional Press & Community Press Print Ad  
Size: 186x129mm  
CAL reference 118564



- ▲ Cold Water (POV) Digital Displays  
Size: 160x600px  
Size: 250x300px  
Size: 300x600px  
Size: 728x90px  
CAL reference 118591



Are you boat read? Plan, Prepare, Predict.  
Cold water - social



- ▲ 1920 x 1080px Cold Water Social Tile  
CAL reference 118573
- ▲ 1920 x 1080px Cold Water (POV) Social Tile  
CAL reference 118572

- ▲ 1080 x 1080px Cold Water (POV) Social Tile  
CAL reference 118566
- ▲ 1080 x 1080px Cold Water Social Tile  
CAL reference 118567

**Note:** Both Cold Water and Cold Water POV social creatives are available in both sizes.

Issue	Headline	Link Description	Post copy	Link URL	Click through URL
Cold water	Are you prepared for cold water?	Plan. Prepare. Predict.	If you fall into water below 15 degrees, you're at higher risk of getting hypothermia.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/boater-judgment
Cold water	Are you prepared for cold water?	Plan. Prepare. Predict.	Water can be dangerously cold, even on sunny days. If you do fall in, wearing a lifejacket helps to manage cold shock, conserve energy and gives you more time to get back into your vessel or for assistance to arrive.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/boater-judgment

# 04

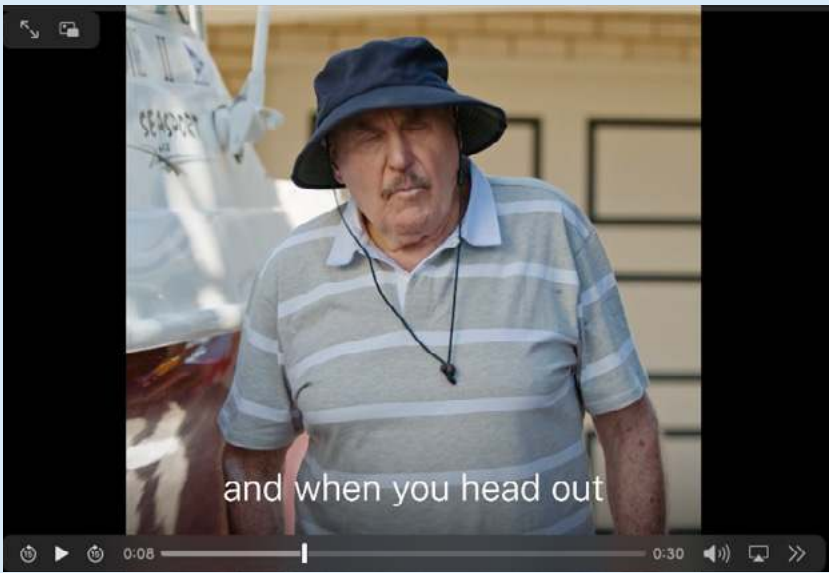
Are You Boat Ready?  
(Safe boating when you're older)



Are you boat read? Plan, Prepare, Predict.  
Safe boating when you're older assets – video



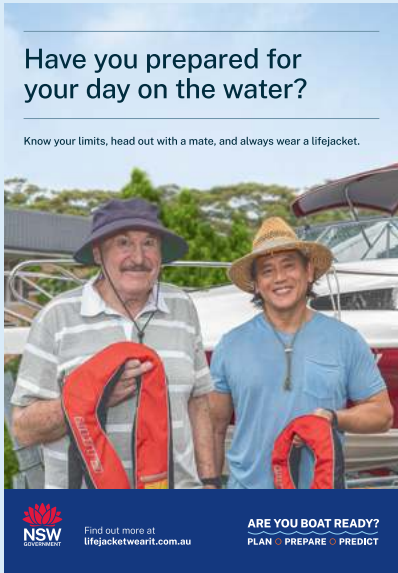
▲ 16:9 Safe boating when you're older  
[https://youtu.be/EqwATV\\_A1P8](https://youtu.be/EqwATV_A1P8)  
CAL reference 118548



▲ TfNSW Safe boating when you're older 15s\_1-1 CAPTIONS  
CAL reference 118554  
▲ TfNSW Cold Water Safe boating when you're older 15s\_Digital  
CAL reference 118607



Are you boat read? Plan, Prepare, Predict.  
Safe boating when you're older assets - print + display



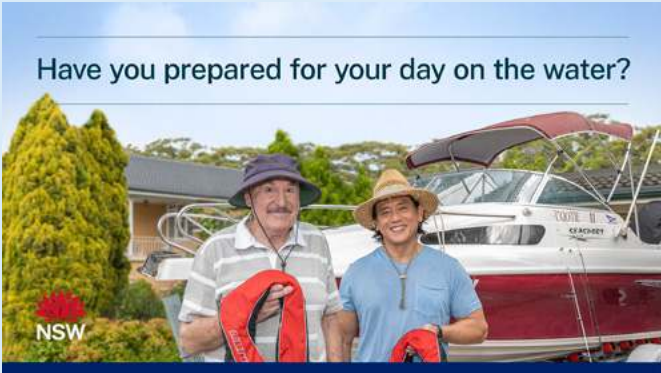
- ▲ Safe boating when you're older Magazine Print Ad  
Size: 245x175mm  
CAL reference 118565
- ▲ Safe boating when you're older Community Press Print Ad  
Size: 139x129mm  
CAL reference 118563  
Size: 186 x 129  
CAL reference: 118611
- ▲ Safe boating when you're older Regional Press & Community Press Print Ad  
Size: 186x129mm  
CAL reference 118564



- ▲ Safe boating when you're older Digital Displays  
Size: 160x600px  
Size: 250x300px  
Size: 300x600px  
Size: 728x90px  
CAL reference 118594



Are you boat read? Plan, Prepare, Predict.  
Safe boating when you're older assets - Social



▲ 1920 x 1080px Safe boating when you're older Social Tile  
CAL reference 118576

▲ 1080 x 1080px Safe boating when you're older Social Tile  
CAL reference 118570

Issue	Headline	Link Description	Post copy	Link URL	Click through URL
Safe boating when you're older	Have you prepared for your day on the water?	Plan. Prepare. Predict.	Know your limits, head out with a mate, and always wear a lifejacket.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/safe-boating-when-youre-older
Safe boating when you're older	Have you prepared for your day on the water?	Plan. Prepare. Predict.	Ensure your boat is suitable for your ability and the conditions. Always wear a lifejacket.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/boater-judgment

# 06

Are You Boat Ready?  
(Weather)

Are you boat read? Plan, Prepare, Predict.  
Weather – video



▲ 16:9 Weather  
<https://youtu.be/BHq24r9jDHo>  
CAL reference 118549



▲ TfNSW Weather Conditions 15s\_1-1 CAP  
CAL reference 118550  
▲ TfNSW Weather Conditions 15s\_Digital  
CAL reference 118606



Are you boat read? Plan, Prepare, Predict.  
Weather - print + display



- ▲ Weather Magazine Print Ad  
Size: 245x175mm  
CAL reference 118565
- ▲ Weather Community Press Print Ad  
Size: 139x129mm  
CAL reference 118563  
Size: 186 x 129  
CAL reference: 118611
- ▲ Weather Regional Press & Community Press Print Ad  
Size: 186x129mm  
CAL reference 118564



- ▲ Weather Digital Displays  
Size: 160x600px  
Size: 250x300px  
Size: 300x600px  
Size: 728x90px  
CAL reference 118595





Are you boat read? Plan, Prepare, Predict.

Weather - Social



▲ 1920 x 1080px Weather Social Tile  
CAL reference 118577

▲ 1080 x 1080px Weather Social Tile  
CAL reference 118571

Issue	Headline	Link Description	Post copy	Link URL	Click through URL
Weather	Are you boat ready?	Plan. Prepare. Predict.	Weather conditions can change quickly. It's important to not only check the weather before you head out, but also while you're out on the water. Always log on/off with Marine Rescue via app, VHF Radio (Channel 16) or phone.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/safe-boating-when-youre-older
Weather	Have you checked the water?	Plan. Prepare. Predict.	Weather can change quickly. Visit bom.gov.au before and during your day out for regular weather updates.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/weather-conditions

# 05

Are You Boat Ready?  
(Lifejackets)

Are you boat read? Plan, Prepare, Predict.  
Lifejackets – video



▲ 16:9 Lifejackets  
<https://youtu.be/KIWVbODrtOM>  
CAL reference 118547



▲ TfNSW Lifejackets 15s\_1-1 CAPTIONS  
CAL reference 118553  
▲ TfNSW Lifejackets 15s\_Digital  
CAL reference 118608

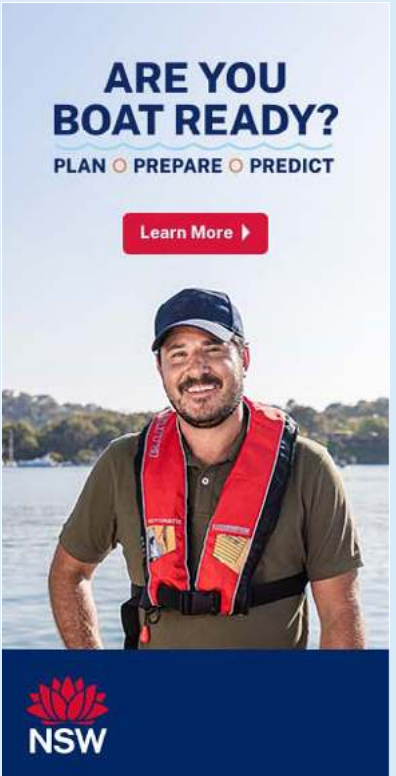
Are you boat read? Plan, Prepare, Predict.  
Lifejackets - print + display



- ▲ Lifejackets Magazine Print Ad  
Size: 245x175mm  
CAL reference 118565
- ▲ Lifejackets Community Press Print Ad  
Size: 139x129mm  
CAL reference 118563  
Size: 186 x 129  
CAL reference: 118611
- ▲ Lifejackets Regional Press & Community Press Print Ad  
Size: 186x129mm  
CAL reference 118564



- ▲ Lifejackets Digital Displays  
Size: 160x600px  
Size: 250x300px  
Size: 300x600px  
Size: 728x90px  
CAL reference 118593



Are you boat read? Plan, Prepare, Predict.  
Lifejackets - Social



▲ 1920 x 1080px Lifejackets Social Tile  
CAL reference 118575

▲ 1080 x 1080px Lifejackets Social Tile  
CAL reference 118569

Issue	Headline	Link Description	Post copy	Link URL	Click through URL
Lifejackets	Are you boat ready?	Plan. Prepare. Predict.	Even the most experienced boaters can come unstuck on the water, which is why you should always wear a lifejacket and check before you head out that it's in good working order.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/boating-safety/safe-boating-when-youre-older
Lifejackets	Are you prepared with lifejackets?	Plan. Prepare. Predict.	Make sure your lifejacket is serviced and in good working order, remember, it can only save your life if you're wearing it.	lifejacketwearit.com.au	https://www.lifejacketwearit.com.au/homepage



lifejacketwearit.com.au



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