



National Safe Boating Week 2022

Lifejackets: Key messaging and planning for states and jurisdictions.

Prepared by Maritime Safety Queensland September 2022

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1. Key messages

1.1 What is National Safe Boating Week

The following content is courtesy of ANZSBEG:

- National Safe Boating Week is a safety initiative of Australia New Zealand Safe Boating Education Group (ANZSBEG).
- The members of ANZSBEG are representatives of state and Northern Territory government boating authorities, Australian Maritime Safety Authority, Maritime New Zealand, Bureau of Meteorology, Australian Sailing, Boating Industry Association, Paddle Australia, Royal Life Saving Australia, Surf Life Saving Australia and the National Volunteer Marine SAR Committee.
- The objective of the group is to identify national safe boating issues, address them through coordinated public education strategies and provide a forum for the exchange of ideas and knowledge.
- The aim of National Safe Boating Week is to increase safer boating practices and promote responsible boat ownership for commercial and recreational use.
- Whether you are out on the water to earn a living or just for fun, everybody has a responsibility to ensure the safe operation of their boats and come home unharmed to their loved ones.

1.2 Lifejackets - general

- Lifejacket - Failure to carry and use the appropriate safety equipment, aligns with Fatal 5(Road - Seatbelt)
- A lifejacket is a vital piece of safety equipment that could save your life.
- Lifejackets are compulsory if you are under 12 years old in an open boat that is less than 4.8m in length and underway and for everyone when crossing a designated coastal bar in an open boat that is less than 4.8m in length.
- Know the lifejacket you need for the waterways you're operating in.
- Safe boating means being a responsible owner and having the correct safety gear on board at all times – this includes lifejackets for you and all of your passengers.
- Lifejackets need to fit correctly, be within date of servicing, manufactured to the current Australian Standard, and be the correct lifejacket for the waterways you're operating in.
- Do you know and your passengers know how to put your lifejacket on? How long does it take you to put it on?
- Find out all you need to know about lifejackets and head to our lifejacket safety page at [www....](#)
- Boating alone? always wear your lifejacket and tell someone before you go.

The following content is courtesy of ANZSBEG:

- Safe boating means wearing a lifejacket - an important piece of safety equipment on any vessel.
- If you end up in the water, you are much more likely to survive if you are wearing a lifejacket.
- When accidents happen, there's rarely time to put a lifejacket on. Add into the mix swell, shock, fatigue, and treading water until rescue arrives, and the benefits of wearing a lifejacket become clear.
- All vessels are required to carry lifejackets for everyone onboard, but a lifejacket only works if you're wearing it.
- These days, lifejackets come in many styles and sizes for different purposes and environmental conditions. Many remain compact and out of the way until you hit the water, with some inflating automatically.

- With so many styles of lifejacket on the market to suit your needs and also meeting the Australian standards - what's stopping you? Find the style and size that works for you and wear it. Put yourself first and prepare for the unexpected.
- If your auto-inflatable lifejacket fails to inflate, stay calm and remember you can inflate it manually using the breathing tube attached to your lifejacket.

1.3 Lifejacket - maintenance

- Inspect it, maintain it – and get a service if it needs one. Better still – buy a new one if you need to.
(look at where the date is written/recorded when servicing lifejacket)
(Is it still within the correct date of manufacture/standard)
(Is it still in its packet?)
- Driver: Lack of awareness about how equipment failure can result in marine incidents.
Objective: Show the benefits that regular maintenance and servicing has in preparation for safe boating and prevention of accidents.
Vessels need regular maintenance, servicing, and safety checks to keep them ship-shape.
(Courtesy of ANZSBEG).
- It's not only your vessel that needs to be maintained but your lifejacket and safety equipment as well.
- Equipment failures and vessel breakdowns can cause accidents, putting everyone on board in danger, and potentially costing you a fortune in repairs. Repairs can also be risky at sea. You should inspect, service and maintain the vessel's structure, engine and electrical systems and safety equipment. (Courtesy of ANZSBEG).
- Faulty and damaged lifejackets can cause accidents, putting everyone on board in danger, and potentially costing you your life. You should inspect your lifejacket before going out, and regularly maintain and service it according to its specifications/requirements.
- Be systematic about your maintenance and have a written maintenance schedule. Keep proper records of what maintenance has been done. Keeping proper records ensures you can track your maintenance program and prove that your vessel and equipment are appropriately maintained. This allows you to track when you are due for maintenance and helps prove you are proactive about the safety of the vessel and its equipment. (Courtesy of ANZSBEG).
- Be systematic about inspecting and maintaining your lifejacket and have a written maintenance schedule. Keep proper records of what maintenance has been done to you can track your maintenance program and prove that your lifejackets and other safety equipment are appropriately maintained. This allows you to track when you are due for maintenance and helps prove you are proactive about the safety of your equipment.
- Always follow the manufacturer's guidelines about maintenance and servicing. Use these guidelines, and any other government or industry rules, to develop a maintenance schedule for your lifejacket. Never take short-cuts for repairs or skip maintenance.

1.4 Lifejacket – packing it and stowing it

- Make sure you show everyone on board where the lifejackets are stowed, better still – just wear them.
- Do you have a lifejacket sticker/sign clearly indicating where lifejackets are stored on your vessel?
- Are you able to reach for lifejackets quickly on your vessel, or are they hidden from view or obstructed by other equipment and fishing gear?

1.5 Lifejacket - wearing it

- Have you seriously considered what could go wrong on your vessel, and what you would do in an emergency? How Having the correct safety equipment can help you survive when the unexpected happens.

- It's important to make sure you know how to put on your lifejacket before going out on the water. Ask yourself if you could do this without instructions and in the dark?
- Some safety equipment needs to be placed in a specific location on your vessel, like lifejackets and EPIRBs, but really, you should always be wearing your lifejacket when on deck, in an open boat, or boating alone.
- In emergency situations you may have as little as 30 seconds to grab your safety gear and activate your beacon. Think about keeping safety items you need when abandoning vessel, in an accessible and buoyant container with handles. Take the 30 second challenge to find out if you're ready for such an emergency. *(Courtesy of ANZSBEG).*
- In an emergency you may have as little as 30 seconds to grab your lifejacket, put it on, and activate your beacon. Take the 'lifejacket challenge' to find out if you're ready for such an emergency.

1.6 'Wear your lifejacket' day - Friday 7 October

- Debunk the myth! Lifejackets are light and easy to wear whatever you're doing.
- These days, lifejackets come in many styles and sizes for different purposes and environmental conditions. Many remain compact and out of the way until you hit the water, with some inflating automatically. This makes them ideal to wear during normal activities on a vessel to reduce the risk of drowning if you fall overboard. *(Courtesy of ANZSBEG).*
- Post a picture of yourself wearing one to social media with the hashtags #safeboating #LifeJacket2Work #SafeBoatingWeek #lifejacketwearit #Wearittoworkday

1.7 Taglines

- Lifejacket - Remember, if you're not wearing it, it can't save you (MSQ's tagline).
- Wear a lifejacket - it never ruined a day on the water. *(Courtesy of ANZSBEG).*

2. Social media scheduling and messaging

The aim is to create lifejacket that messages progress throughout the week in a chronological order from:

- lifejacket types and which lifejacket is needed for the waterway being operated in'
- inspecting, maintaining, and servicing lifejackets, to
- fitting and wearing lifejacket correctly.

Publish date & Channels Facebook, Twitter	Messaging
Week preceding event	<p>NSBW 2022 starts on Saturday 1st October. It's all about Lifejackets. Heading off for the long weekend? Choose it, Service it, Wear it. Queensland media statement will be released on Wednesday 28 September.</p>
<i>Sat 1 and Sun 2 Oct</i>	<i>Weekend: No social media messaging in Queensland</i>
Mon 3 Oct	<p>Choosing the right lifejacket. Which lifejacket's for you? Step 1 - What size do you need? Step 2 – What type will you need? (this depends on the waterway you are visiting)</p> <p><u>Input from Kim Fox – Boating Industry Australia</u> Choosing the right lifejacket. Which lifejacket's for you? Step 1 - What size do you need? Step 2 – What type is best for you? (this depends on your activity and location, and how much you value 'easy to care for' ie., positive buoyancy) There is a lifejacket for 'every body'</p> <p><u>Input from Alex Byrne – Transport NSW</u> Choosing the right lifejacket. Which lifejacket's for you? Step 1 - What size do you need? Step 2 – What type will you need? (this depends on your vessel type and the waterway you are visiting)</p>

Tue 4 Oct	<p>How to put your lifejacket on and how to wear it while out on the water. It takes longer than you think to put your lifejacket on. Lifejacket, wear it!</p>
	<p><i>MSQ Alternative:</i> You and your passengers need to know how to put your lifejacket on before heading out, otherwise you may not know how to put it on in an emergency.</p>
	<p><u>Input from Kim Fox – Boating Industry Australia</u> How to put your lifejacket on and how to wear it while out on the water. It takes longer than you think to put your lifejacket on. Lifejacket, wear it! And lifejacket is only a 'lifejacket' if it worn properly ie., zipped, clipped and snug fit.</p>
	<p><u>Input from Alex Byrne – Transport NSW</u> Wearing your lifejacket. It takes longer than you think to put your lifejacket on. Lifejacket, wear it!</p>
Wed 5 Oct	<p>Inspecting and maintaining your lifejacket.</p>
	<p>Is your jacket still within the current Australian Standard?</p>
	<p><u>Input from Kim Fox – Boating Industry Australia</u> Inspecting and maintaining your lifejacket. Is your jacket still within the current Australian Standard? Is your lifejacket fit-for-purpose (no signs of wear and tear or damage) and, if inflatable, are the cartridges in hand tight and showing green for good to go.</p>
	<p><u>Input from Alex Byrne – Transport NSW</u> Inspecting and maintaining your lifejacket. Is your jacket still within the current Australian Standard? Always complete a pre-wear check before wearing your lifejacket.</p> <ol style="list-style-type: none"> 1. Check for wear and tear 2. Check the cylinder is full, the auto cartridge is armed, and both are screwed in, hand tight. 3. Check the pull cord is clear <p>If you look after your lifejacket, it will look after you.</p>
Thu 6 Oct	<p>How to service your lifejacket.</p>
	<p>Link to lifejackets.org.au for sign up to receive service reminders. PS. Tomorrow is 'Wear your lifejacket' day! Debunk the myth - Show everyone how easy it is to wear a lifejacket at any time doing anything.</p>
	<p><u>Input from Alex Byrne – Transport NSW</u> How to service your lifejacket. Inflatable lifejackets require extra care and must be serviced annually or according to the maker's instructions. Some inflatable lifejackets can be self-serviced by you using instructions on the maker's website, otherwise visit your nearest lifejacket service agent and set automatic servicing reminders by signing up to lifejackets.org.au Link to lifejackets.org.au for sign up to receive service reminders. PS. Tomorrow is 'Wear your lifejacket' day! Debunk the myth - Show everyone how easy it is to wear a lifejacket at any time doing anything.</p>

Fri 7 Oct Wear your lifejacket day.
 Debunk the myth - Show everyone how easy it is to wear a lifejacket at any time, doing anything.

Input from Alex Byrne – Transport NSW

Wear your lifejacket day.
 Debunk the myth - Show everyone how easy it is to wear a lifejacket at any time, doing anything.
 Wear a lifejacket it never ruined a day on the water.
 Wear it. Check it. Service it.

Department of Infrastructure and Transport (DIT) in South Australia

Philippa Lee from DIT has provided the following key messaging, timelines and activities for DIT SA campaign.

SA Timing	SA Messaging
26 Sep-1 Oct Lead up to NSBW	National Safe Boating Week overview. Wear it, check fit, service it, . Wear your life jacket day promotion Be safe these school holidays/October long weekend
National Safe Boating Week 1-7 Oct:	National Safe Boating Week is an annual week dedicated to raising awareness of safe boating behaviours across Australia. Whether you are heading out to sea, on the river or lake, it is important to always put safety first. This year's focus is on lifejackets. Making sure everyone around the water is wearing a correct fitting and serviced lifejacket. National Safe Boating Week encourages safer boating practices and promotes responsible boat ownership for commercial and recreational use.
1-2 Oct	Wear it: raising awareness of NSBW and the importance of wear your life jack on the water.
3-4 Oct	Check fit: does your lifejacket fit correctly, follow these easy steps to check.
5-6 Oct	Service it: How is your lifejacket? Does it meet the Australian standard?
7 Oct	"Wear your lifejacket" day or "Wear your lifejacket to work" day Show your support for boating safety and wear your lifejacket. Now is the perfect time to dust off your lifejacket, check if it fits, check it's up to standard and show it off to your work mates. Debunk the myth - Lifejackets are light and easy to wear whatever you're doing.

DIT Communications activities

Marketing:

- Activities/safety checks at boat ramps with DIT Marine Safety Officers - publish/post timetable
- Special edition of the Marine Safety SA eNewsletter promoting NSBW
- CE, EDs, or ministers in lifejacket for "Wear your lifejacket day"

Digital:

- Desktop tile

- Screens at Service SA and Adelaide Railway Station

Website:

- Marine Safety web home page graphic linking to campaign page www.marinesafety.sa.gov.au
- DIT internet and intranet + Service SA home page banners and news tiles linking to Marine Safety website and/or event media releases

Media:

- Media release launching National Safe Boating Week and SA summer boating season Friday 1 October
- Ministerial media event: North Haven boat ramp Saturday 2 October to launch NSBW TBC

Social Media:

- Social media plans for NSBW and summer boating season to be developed by DIT Social Media team including paid boosting of posts during the week to increase reach and engagement
- DIT social media directing people to the relevant lifejacket pages / lifejacket checker tool on the Marine Safety SA website
- Share NSBW social media posts (see “Key Messages”)

Internal communications:

- Our DIT article

DIT NSBW assets in development

National Safe Boating Week – Main Image

- Version 1 - Graphic of National Safe Boating Week including date and logos
- Version 2 - Image of male mid-40s wearing a lifejacket (subject based on the target audience for life jacket wearing). ‘Wear it’ icon as above. National Safe Boating Week - [1 Oct – 7 Oct 2022]

Check it

- Version 1 – Graphic of ‘Check it’. Text: Do you have the correct lifejacket? Include logos
- Version 2 - Image a behavioural action (trying on lifejacket). Text: Do you have the correct lifejacket

Service it

- Version 1 – Graphic of ‘Service it’. Text: How’s your life jacket? Does it fit? Is it up to standard? Include logos
- Version 2 - Image a behavioural action (blowing up a lifejacket). Text: How’s your life jacket? Does it fit? Is it up to standard? [example rough mock-up concept below]



Wear your lifejacket day

- Version 1 – Graphic of wear it to work. Include logos
- Version 2 - Image of a Lifejacket on the subject in the office working. Include logos and graphic.