



NSW Government: Drink Driving Safety Campaign

If You Drink, Don't Drive – Always Have a Plan B

Campaign Timeline

- ▶ Always-on messaging: Aug 2022 – Jun 2023
- ▶ Upweighted during: Christmas, New Year, Easter, Long Weekends
- ▶ Target sporting events: NRL finals, Cricket NSW, Accor & CommBank Stadium events

Campaign Objectives

- ▶ Educate drivers on drink driving risks
- ▶ Highlight: Even a few drinks impair driving
- ▶ Promote planning ahead with a 'Plan B'

Target Audience

- ▶ Primary: Males 18–39 (highest risk group)
- ▶ Secondary: Females 18–39, older adults
- ▶ Peers and multicultural communities included

Key Messages

- ▶ If you drink, don't drive.
- ▶ RBT means you need a Plan B.
- ▶ Even a few drinks affect driving.
- ▶ Planning ahead saves lives.

Channels

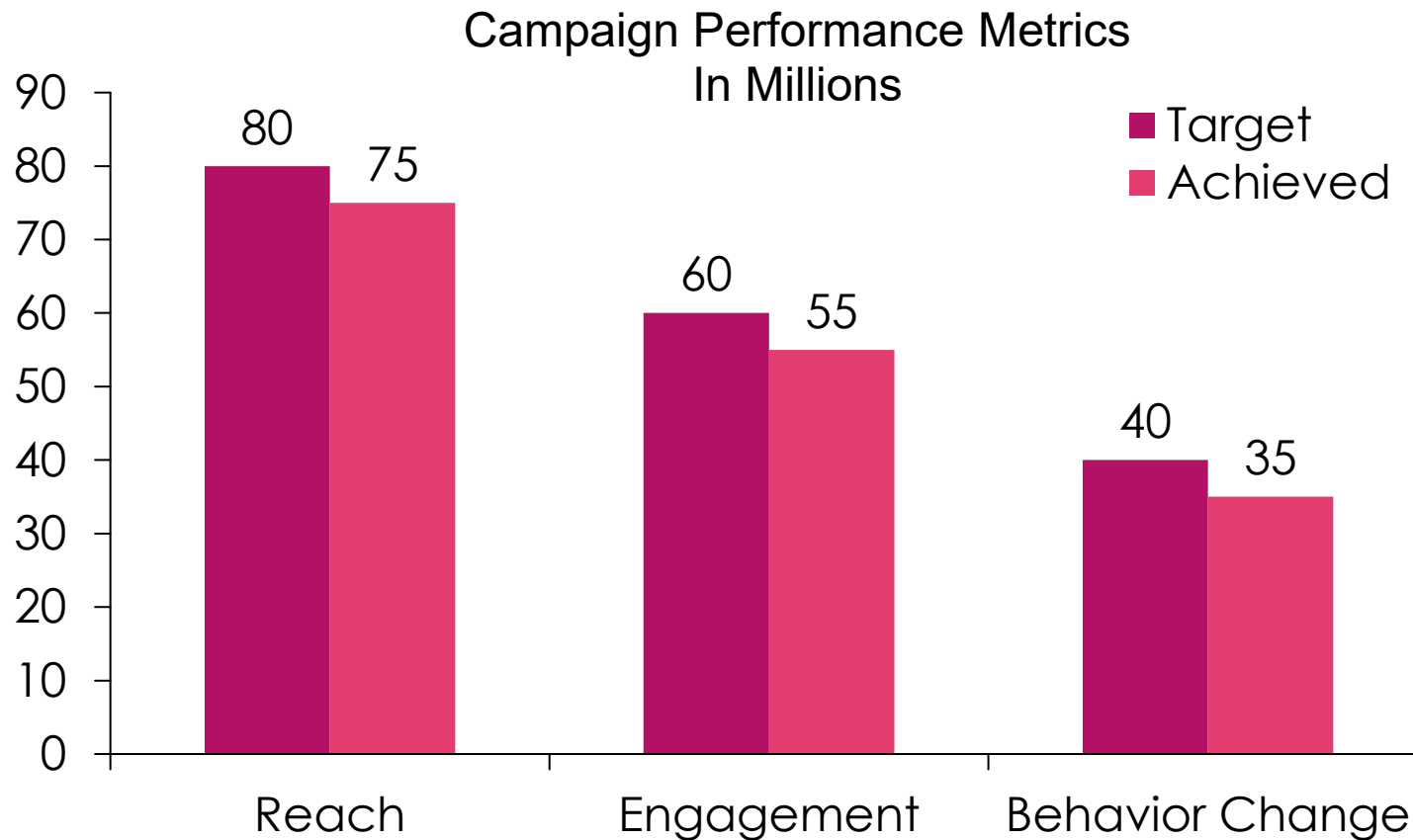
- ▶ TV & Online Video: 15–30 sec ads
- ▶ Out of Home: Posters, pub screens, taxi ads, billboards
- ▶ Digital & Social: Facebook, Instagram, TikTok, YouTube
- ▶ Radio: “Remember, if you’re going out drinking tonight, plan to get home safely.”
- ▶ Partnerships: Cricket NSW, Accor, CommBank Stadiums



Expected Outcomes

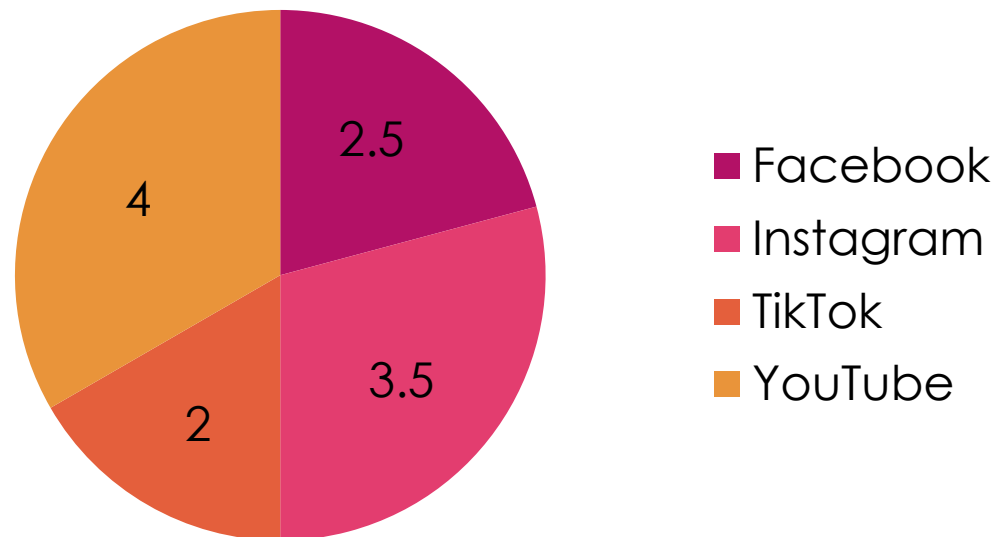
- ▶ Short-term: Increased awareness of risks
- ▶ Medium-term: More drivers adopting Plan B
- ▶ Long-term: Fewer alcohol-related crashes

Success Measures – Research Data



Social Media Platforms Reach

Reach (in Millions)



Budget Allocation (AUD 3.6M ex. GST)

Channel	Budget (AUD \$)
Television & Online Video	1.2M
Out of Home	900K
Digital & Social Media	1M
Radio & Partnerships	500K

Peer Review Requirement

- ▶ Campaign requires peer review under NSW Government Advertising Guidelines
- ▶ Reason: High public impact and \$3.6M budget spend

Conclusion

- ▶ Clear, measurable, and research-driven campaign
- ▶ Focused on awareness, behavior change, and crash reduction
- ▶ Reinforces NSW Government's commitment to road safety

NSW Government Brand Framework - Why It Matters?

Consistent branding, stronger communication:

The NSW Government brand plays a vital role in communicating with our customers and stakeholders. Consistently using the brand helps build trust, clarity, and recognition across all government services.

To support this, the NSW Government Brand Framework sets clear guidelines on how agencies, teams, and programs should apply branding in their communications.

What you need to know:

- The Brand Framework applies to all NSW Government agencies, departments, teams, programs, and campaigns.
- All communications should follow the Masterbrand category of the Visual Identity System.
- Branding helps improve customer experience by presenting a unified and professional NSW Government identity.

When creating documents or campaigns, ensure you are using:

- The primary Waratah logo
- Public Sans font
- Colours from the approved NSW Government palette
- The Visual Identity guidelines as a reference

The intranet offers templates with the correct logo, fonts, and colors to make this process simple.

Why this is important:

Applying the Brand Framework ensures that our messages are clear, professional, and instantly recognisable as NSW Government communications. It also helps staff and customers connect with our work more easily.

Support and resources:

- If you're unsure, contact the communications team before creating program materials.

- More details on the Brand Framework and Visual Identity System are available at: <https://www.nsw.gov.au/branding>

Outcomes:

By following the Brand Framework, staff will:

- ✓ Understand the rules for applying the NSW Government brand.
- ✓ Feel supported when using the framework.
- ✓ Know who to contact for help.
- ✓ Deliver communications that are consistent, professional, and customer-focused.

Together, we ensure NSW Government communications remain trusted, clear, and effective.