

# Bus Breakdown Guide

## Community Awareness Campaign

### Communications Toolkit for Bus Associations & Operators

#### Background

One of the most common hazards in the bus and coach industry is the on-road safety risks presented by a bus breakdown. While breakdowns can occur in all motor vehicles, the risks associated with bus breakdowns, where the vehicle is carrying public passengers and often schoolchildren, can be significant.

Data from the bus and coach sector reveals that the majority of serious injuries and fatalities occur not within the bus but rather on the road where passengers alighting from a bus can be hit by other vehicles. There is also the potential of multiple fatalities from a collision between a moving vehicle and a stationary bus or repair vehicle.

These risks increase significantly in rural and regional Australia where a combination of high-speed roads, often with single lanes and high volumes of other heavy vehicle traffic, present additional safety issues. Road infrastructure in rural areas is generally poorer which, when combined with fog, wet weather and geographical features can produce significant hazards for bus passengers and motorists in the event of a bus breakdown.

In late 2020, BusNSW was awarded funding by the *National Heavy Vehicle Regulator* (NHVR) as part of the Australian Government's *Heavy Vehicle Safety Initiative* (HVSII) program to develop best practice safety guidelines for bus breakdowns. The Guide was completed in late 2021 and hard copies will be distributed to bus and coach operators throughout Australia in March 2022 (via BIC and the state bus associations). A PDF version of the Guide and an accompanying three-minute video can be downloaded from the BIC's Moving People [website](#).

#### Purpose

BusNSW, in association with the *Bus Industry Confederation* (BIC) and other state bus associations, has developed best practice safety guidelines for bus and coach breakdowns. These guidelines are designed to reduce the hazards associated with bus breakdowns, making roads safer for all road users.

This Communications Toolkit has been created to raise community awareness of the hazards associated with a bus breakdown on the roadside and to complement the release of a Bus Breakdown Guide and the training of drivers and maintenance staff. The toolkit includes messages and graphics to promote the importance of slowing down for bus breakdowns to all road users.




Bus associations and operators are encouraged to use websites and social media channels to promote the community awareness campaign between March and June 2022. A pilot advertising campaign will also take place on social media and on buses during this period.

The toolkit includes:

1. Messaging
2. Hashtags
3. Graphics for Website and Social Media

## **1. Messaging**

The following text can be used with the hashtags and graphics below when promoting this community awareness campaign on social media:

- Slow down for broken-down buses.
- When a bus is broken down, please slow down.
- Bus breakdowns are dangerous. When you see a broken-down bus, please slow down.
- Bus breakdowns are dangerous. When you see a bus on the side of the road, please slow down.
- Bus breakdowns + wet weather = . Please slow down for bus breakdowns.
- Bus breakdowns + night time = . Please slow down for bus breakdowns.
- Bus breakdowns + country roads = . Please slow down for bus breakdowns.
- Look out for passengers on the side of the road when a bus is broken down.
- It's important to slow down when you approach a bus on the side of the road.
- Slow down for broken-down buses and together we will get everyone home safe!

## **2. Hashtags**

The following hashtags can be used for social media posts with the graphics below and messaging above:

- #HeavyVehicleSafetyInitiative
- #RoadSafety
- #GetHomeSafe
- #DriveSoOthersSurvive
- #SlowDownForBusBreakdown

### 3. Graphics for Website and Social Media

The graphics below are provided in several styles and sizes and can be used to promote the community awareness campaign on Facebook, LinkedIn and Twitter.



→ Graphics are available [here](#).