

## *Building your own proof points in a narrative*

We know that the Transport narrative is effective in communicating the big picture about our vision and plan, what we have delivered and what's coming for the state.

But you need to tailor the narrative to your audience, to make it really effective. You do that by building your own locally relevant or project specific proof points (evidence) about what we have already delivered and what's coming in the future.

How to tailor the narrative and build effective proof points:

1. Before you start writing, refer to the [Transport narrative dos and don'ts](#) as a guide.
2. Start by selecting the appropriate state-wide, Greater Sydney or regional narrative for your audience and use as much of the existing content as possible.
3. You can use the ready-made proof points on the [Big Picture Site](#) to demonstrate what we've already delivered and what's coming in the future.
4. Alternatively, you can go to [Future Transport](#) or [Tomorrow's Sydney](#) to find projects that have been recently delivered and that will be in the near future.
5. Make your proof points:
  - **Relevant** – people need to know what is being delivered, why, what it will do for them and how it fits within the plan
  - **Balanced** – make sure they contain a balance of facts e.g. 'four-lane underground tunnels' and benefits e.g. 'will bypass over 70 sets of traffic lights'
  - **Timely** – are already underway and contain a completion date
  - **Clear** – use plain English and do not use jargon or acronyms
  - **Concise** – wrap relevant content together by modes or benefits for example.

With regional audiences, you need to use more proof points to build credibility for roads and public transport. They also react positively to general regional proof-points being delivered in other regions e.g. on demand transport.

### *Examples*

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All of the following proof points are based on best-practice principles (point five above).

#### **Roads**

- ✓ The new underground motorway tunnels we are building will ease congestion, bypass over 70 traffic lights and remove traffic from local streets.
- ✓ When the new motorway network is finished in 2023, it will take thousands of trucks off local roads every day.

#### **Public transport**

- ✓ In November 2017, we added an extra four express train services between Parramatta and Sydney CBD in both the morning and afternoon peaks to immediately meet demand and reduce over-crowding.

## **Rail**

- ✓ When the first stage of the new metro rail system is completed next year, you'll be able to get to and from the CBD from Sydney's North West by jumping on a new train. Customers won't need timetables – you just turn up and go, with a train every four minutes in peak times.

## **Regional and country roads**

- ✓ Right now we're giving funding to local councils to fix country roads and bridges, including repairing and upgrading freight routes to make them faster for businesses and safer for locals.

## **NSW highways**

- ✓ We're continuing with upgrades to the Princes Highway, including the \$35.5 million upgrade to complete the Foxground and Berry bypass. By removing steep climbs, sharp bends and congestion, motorists are saving seven minutes in travel times and crashes are expected to reduce on this section by about 64 per cent. The work has also taken heavy vehicles off local streets and improved pedestrian safety.

## **Trains across NSW**

- ✓ We know that jobs are vital to keeping our regions thriving. The entire new regional train fleet and new intercity train fleet will be serviced outside of greater Sydney, with new maintenance facilities in Dubbo and Kangy Angy. This will deliver long-term skilled jobs, including apprentices and traineeships.

## **What not to do**

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Here are a few proof points that don't work and why:

- ✗ *We are trialling on demand transport in regional NSW, which offers options other than driving yourself and make regional centre services more accessible when you need them.*

**Why:** There's no explanation of what on demand transport services are here. You need to say they are like local minibuses to make it clearer for the audience.

- ✗ *By delivering WestConnex and NorthConnex, we will make it quicker and easier for you to get around, meaning you spend less time in your car.*

**Why:** Don't assume that everyone knows about our projects. If you need to use the 'brand names' always explain what they are and the benefits first. This will help build people's knowledge.

- ✗ *The Newell Highway Corridor Strategy targets upgrades in the right areas of the corridor, focusing on the benefits to local businesses and residents with an economic reliance on the corridor, and improving freight access and use of the road.*

**Why:** The public want to know what's being delivered now and in the near future (5-8 years). They are less interested in the names of strategies, programs or plans (other than the overall Transport plan in the narrative).