

Engage, evolve, empower, enable:

How do you capture your entire message in a few words.

This presentation was done originally at the Australian International Education Conference (AIEC) 2018 in Sydney a few weeks ago – the theme there being ‘empowering a new generation’. Had to highlight how our work at Wollongong Police District and NSW Police Force fit into that theme.

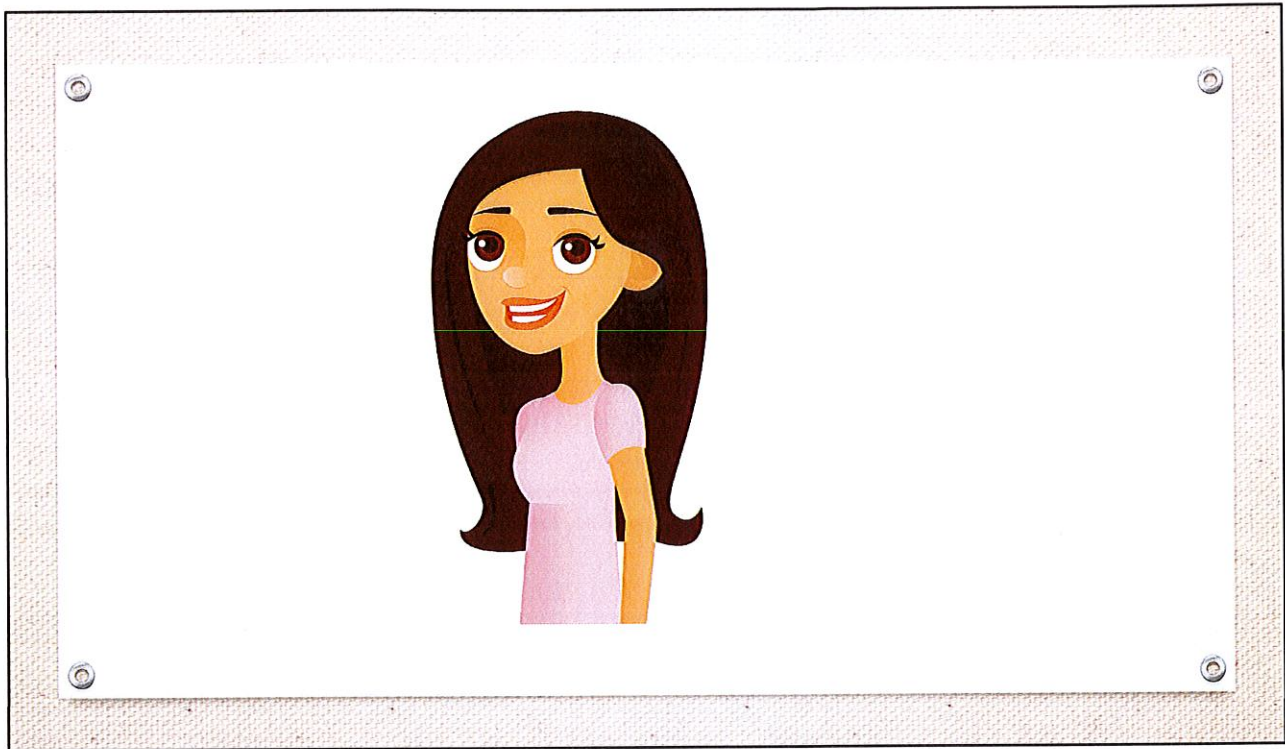
Answer: We have created safety resources that have engaged students, our work has evolved over time from traditional and static to diverse and ‘thinking outside the box’ which is ultimately empowering students with the knowledge and tools on how to stay safe and how to access help.

This ISANA conference theme “Educate and Collaborate: inclusive practices to enable international students” was also very fitting to this presentation as ‘enable’ became the word that linked the existing presentation to the current theme – once you have empowered a person by education them/given them the tools they need, you enable them to function within that space. The space we are talking about today is safety and well-being and the importance of engagement and collaboration to achieve better results.



It all started with \$36.98

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I tell my background because of the irony I found myself in later in my career:

I was born and raised in Wollongong, lived in Wollongong, studied and worked in Wollongong.

I went to the University of Wollongong (UOW) – as a student and can honestly say I hardly ever gave any regard to police and safety while being a student. I was more concerned with other things – enrolment and socialising and passing exams and maintaining a casual job. And I guess I thought I was slightly advantaged as I knew the area. I knew where the police station was, my family and friends where local, the hospital was up the road etc etc.

The only time safety and the police mattered was when there was a SOLS message

(internal uni messaging system) and we as students were alerted to danger – cars being broken into, suspicious people in campus etc.





I joined the NSWPF in 2008 as the MCLO – Multicultural Community Liaison Officer at Wollongong Police District.

I was immediately working with international students as I started in late 2008 and O week was always in Feb/March. Our engagement wasn't very good.

We were the most avoided information stand there – no one wanted to talk to us. We were simply unappealing and not important enough on the priority list of students (and we understand why).

As highlighted by students themselves:

"orientation was a haze"

"bogged down with accommodation, banking, TFN etc"

“inundated with information that services want them to absorb over 2-3 days”

I found it difficult working in that space, (particularly as I was new in the role), especially when students intentionally avoided us. But I thought back to the my students years (the irony) and thought about the lack of interest I had with the safety information.

First ‘project’ triggers:

What would I want to get as a student and quickly walk off with?

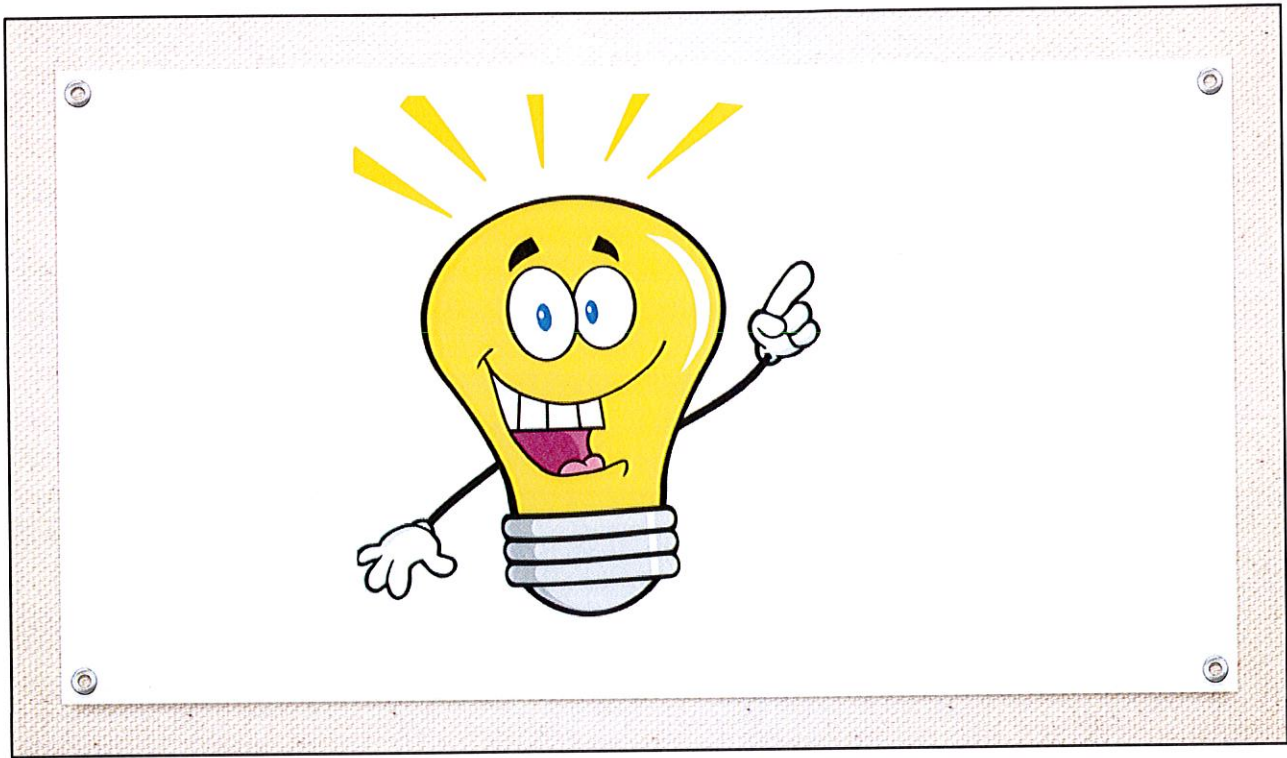
What is it that we want to quickly pass on in the 2-10 second window we have with the students?

In a nutshell:

How to contact police

And few tips on how to stay safe

Something small that can be kept easily.



Lightbulb moment - simple business card that can hold a lot of info and can be stored easily.



**IMPORTANT PHONE NUMBERS**

EMERGENCY 000 24hrs  
In a life threatening emergency or when crime is happening

POLICE ASSISTANCE LINE 131 444 24hrs  
In non-emergency situations eg car theft, lost property

WOLLONGONG POLICE STATION 4226 7899 24 hrs  
Cnr Market & Church St Wollongong

ETHNIC COMMUNITY LIAISON OFFICER 4226 7864

Product: logo, put it on the back of the sheet as a watermark – added main numbers on the front and top tips on the back.

### **Important safety tips**



- Lock windows and doors at home
- Don't leave valuables in your car
- Always be alert & aware of what is happening around you
- At night stay in well lit areas with other people
- Carry only money and documents you need for the day
- If something happens to you get a good look at the person
- Report all crimes to police; interpreter service is available
- Contact the Ethnic Community Liaison Officer for more details 42267 864

Office Works – packet of 200 for \$36.98.

The next time we went out to the students we gave them the home made safety cards and made sure we gave them a quick pitch:

‘keep this in your wallet or diary even if you don’t read it now – have a look at it later – it’s got a few phone numbers and some good tips so just keep it with you’

We noticed that when we gave them the card – they looked down and read it for a split second and took in the message. And we’d reiterate the card size so just put it in your wallet and you can read it later or at least it’s there for when you need it. We hoped that every once in a while when they cleaned their wallet, they’d see it again and have a quick read.



Engagement was so important in every sense of the word:

engaging with the students and engaging with people that knew what they wanted

As we started to work more closely with the uni and the students, engagement was so important in every sense of the word – engaging with the students and engaging with people that knew what they wanted.



So then we started to evolve

So, then we started to evolve.

We were working with the university and the security team mainly. We had the same mission – that is keeping students safe (all students).

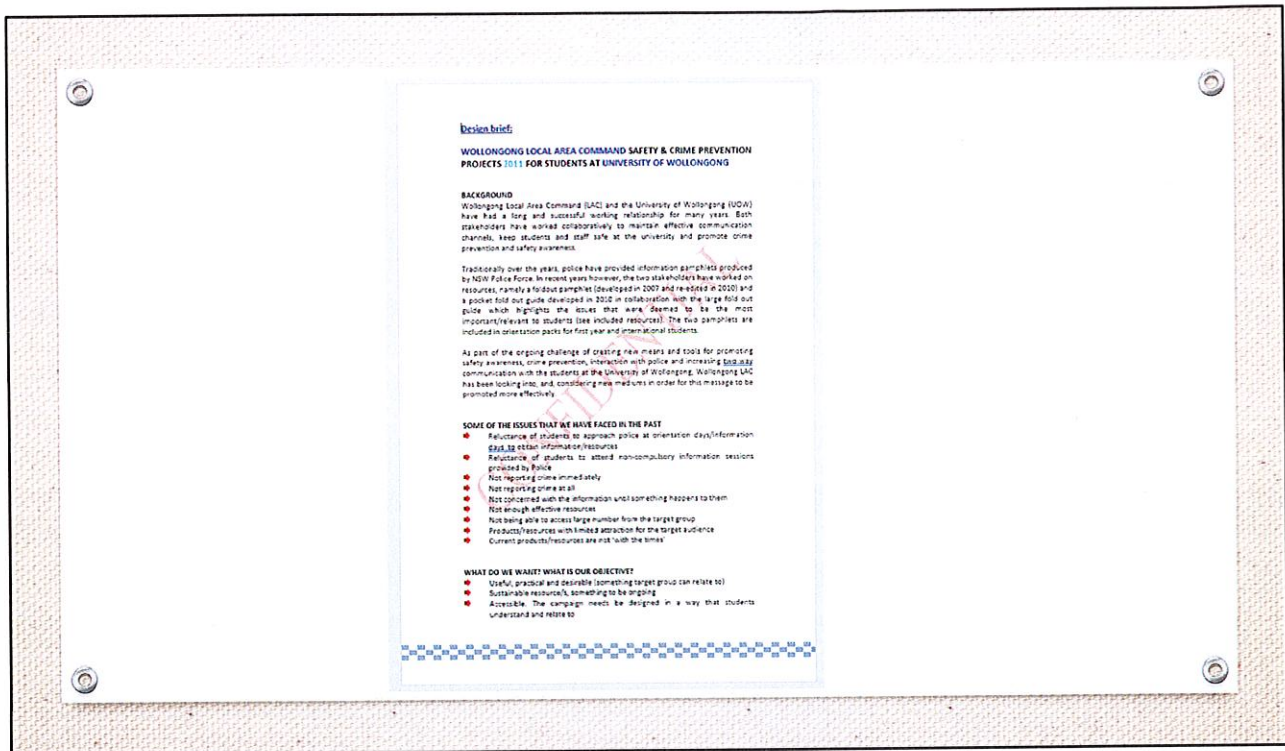
The business card grew into big fold out information pamphlets and fold out wallet cards and we were tracking much better. But there was still a lot of information that were trying to get students to take and read. We were still pretty traditional in our approaches.

We needed to keep working on our product, our message and our image – (without compromising our reputation and mission as a law enforcement body – we had to find the balance). Had to highlight rights AND responsibility.



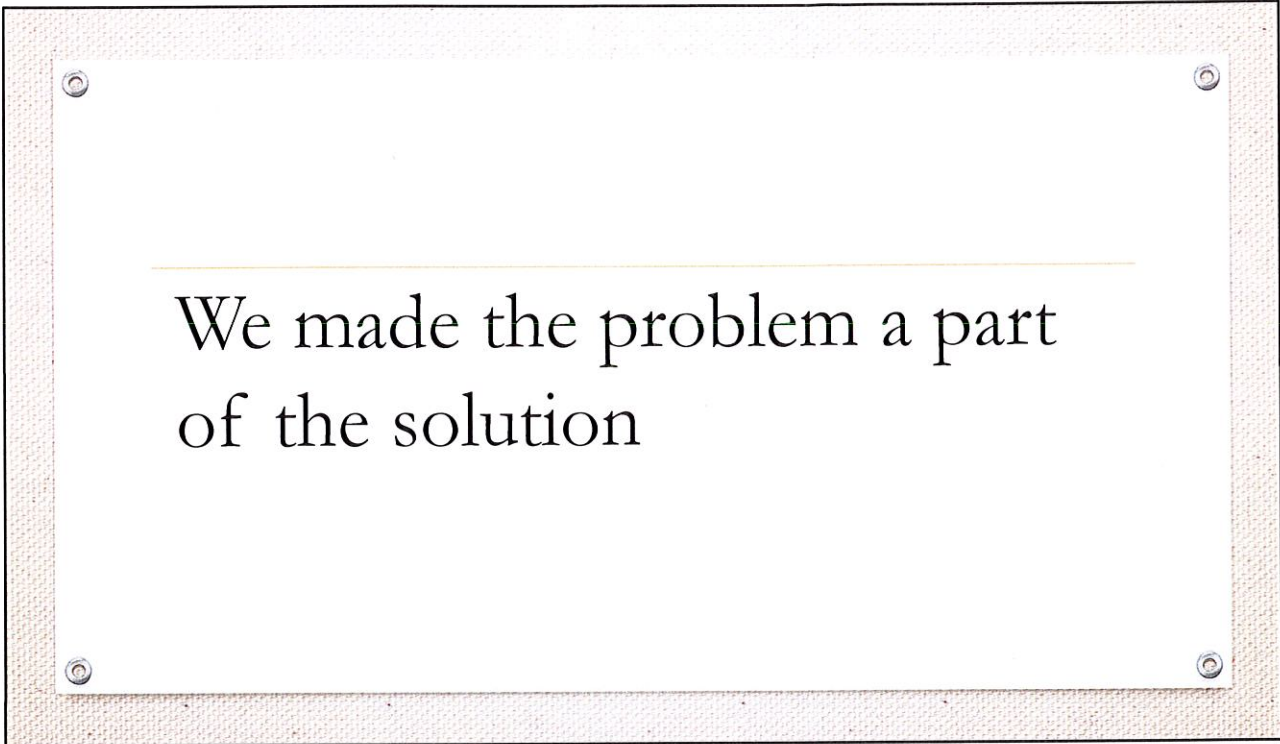
Our contacts at uni were increasing, our engagement was getting better, more doors were opening. People (mainly staff) started introducing us to 'their people'. So much work happens in the background – all the meeting and greeting and finding out who's who etc. Somehow along the way, I had met a graphic design teacher – and we'd discussed some of the pamphlets that we'd made with the uni and some of the problems we still had in engaging with students. We were still refining our work and trying to make it better/more accessible. She suggested working with her 3<sup>rd</sup> year graphic design class and one of their major assessments which was to create a marketing campaign for a 'client' based on a brief.





We wrote a design brief and we made it look exciting like a confidential police document in an attempt to engage the students working on it in a fun way.

And the students in that graphic design class were genuinely interested – they didn't know that this was an issue or a challenge for us to engage with students but could understand it – and they didn't know some of the main safety messages themselves (all of them domestic, English speaking etc). We started to empower the students – giving them the information/problem we had and allowing them to run with it.



We made the problem a part  
of the solution

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The students worked on this assessment project and came up with the 'Call Me' poster campaign.

A project that was far from conservative or traditional. Rather, shrouded in innuendo and cheek. An image of a police officer in black and white holding a poster. Each poster matched a problem area (eg alcohol related crime, personal safety etc) and each colour matched a message (eg yellow was about contacting police, green was about property safety etc).

Further promotional items were made in the colours that matched the messaging.

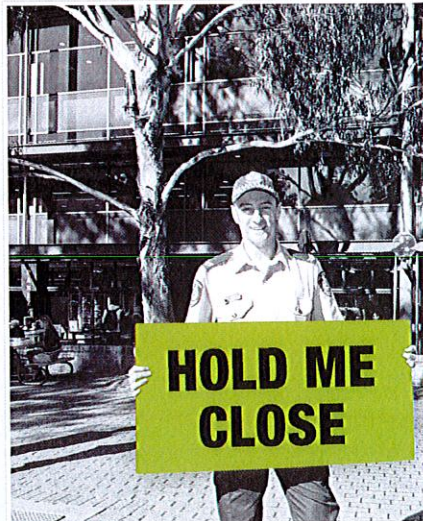


**CALL US** Have you seen something or know something?

**CALL:**

Triple Zero (000) in an emergency  
Crime Stoppers (1800 333 000) to report crime anonymously  
Police Assistance Line (131 4444) for non urgent matters  
Contact your local police station or go online for further information [www.police.nsw.gov.au](http://www.police.nsw.gov.au)





**BE CAREFUL.** Keep your belongings close to you everywhere, all the time every time.  
Thieves look for opportunities.

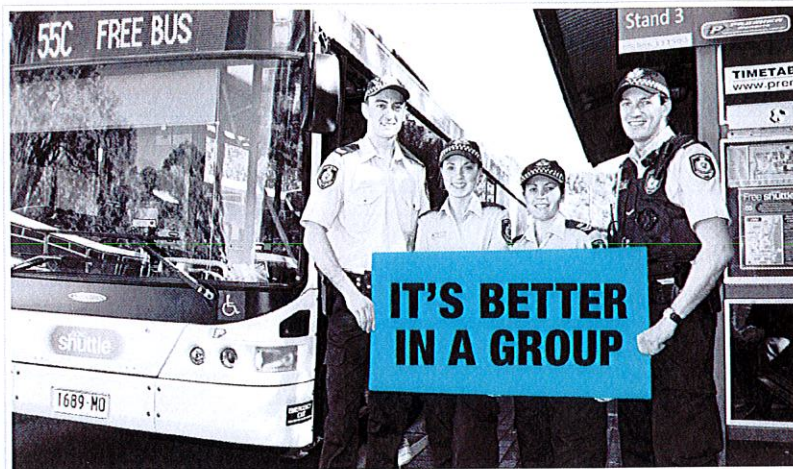
**CALL:**

Triples Zero (000) in an emergency  
Crime Stoppers (1800 233 000) to report crime anonymously  
Police Assistance Line (131 444) for non-urgent matters  
Contact your local police station or go online for further information [www.nsw.police.nsw.gov.au](http://www.nsw.police.nsw.gov.au)



NSW Police Force





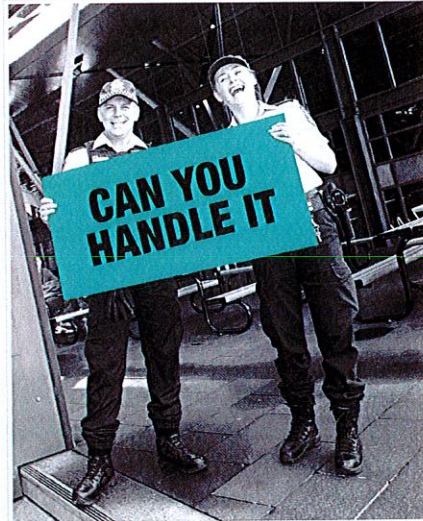
**BE SAFE** Safety in numbers. Walk with others in well lit areas and always be aware of your surroundings.

**CALL:**

Triple Zero (000) in an emergency  
 Crime Stoppers (1800 232 000) to report crime anonymously  
 Police Assistance Line (131 444) for non urgent matters  
 Contact your local police station or go online for further information [www.police.nsw.gov.au](http://www.police.nsw.gov.au)







**BE WISE** Have fun. Keep safe. Know your limits. Alcohol affects your judgement.  
Don't put yourself or others in danger.

**CALL:**  
Triple Zero (000) in an emergency  
Crime Stopper (1800 822 000) to report crime anonymously  
Police Assistance Line (131 444) for non-urgent matters  
Contact your local police station or go online for further information [www.police.nsw.gov.au](http://www.police.nsw.gov.au)





**INTERNATIONAL STUDENTS** Are you here from overseas? You can talk to us too. Contact the police if you need assistance or further information.

**CALL:**  
Triple Zero (000) in an emergency  
Crime Stoppers (1800 333 000) to report crime anonymously  
Police Assistance Line (131 444) for non urgent matters  
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NSW Police Force



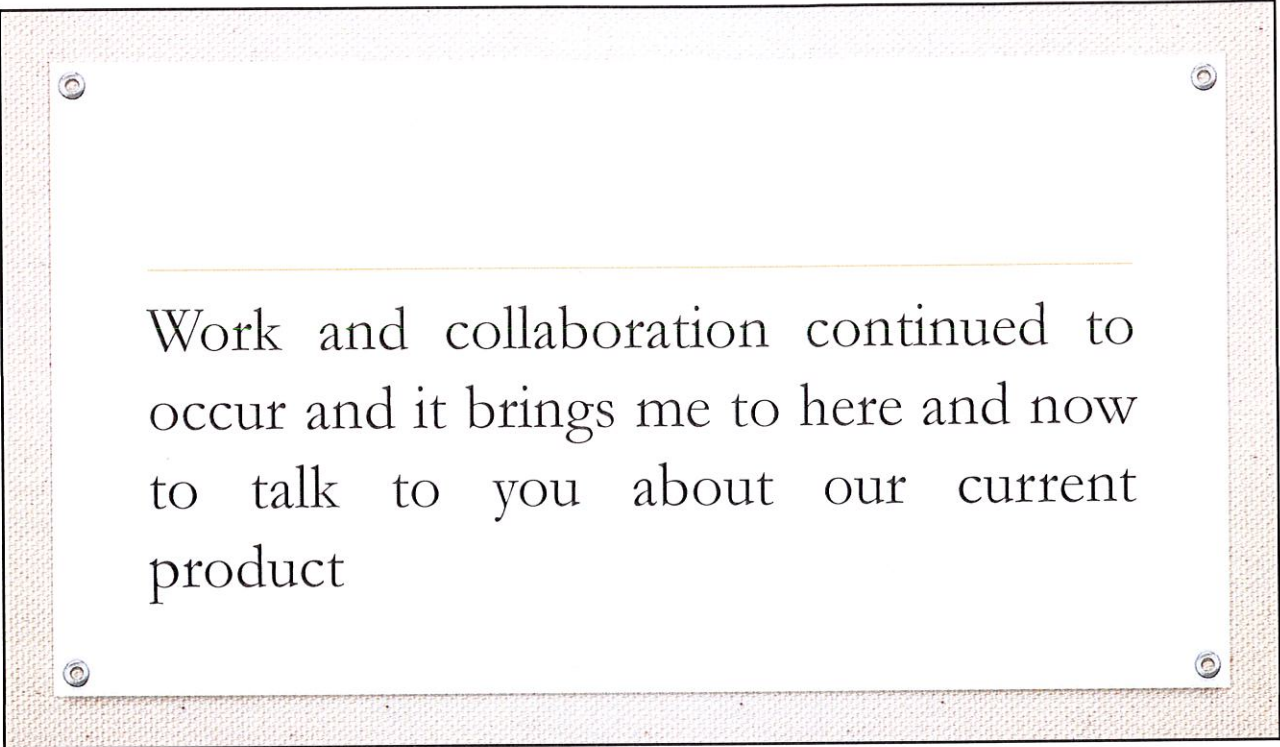
**WE ARE HERE TO HELP** Do you need information about police or safety?  
Contact your local police station or go online for further information.

**CALL:**

Triple Zero (000) in an emergency  
Crime Stoppers (1800 333 000) to report crime anonymously  
Police Assistance Line (131 444) for non-urgent matters  
Contact your local police station or go online for further information [www.police.nsw.gov.au](http://www.police.nsw.gov.au)







Work and collaboration continued to occur and it brings me to here and now to talk to you about our current product

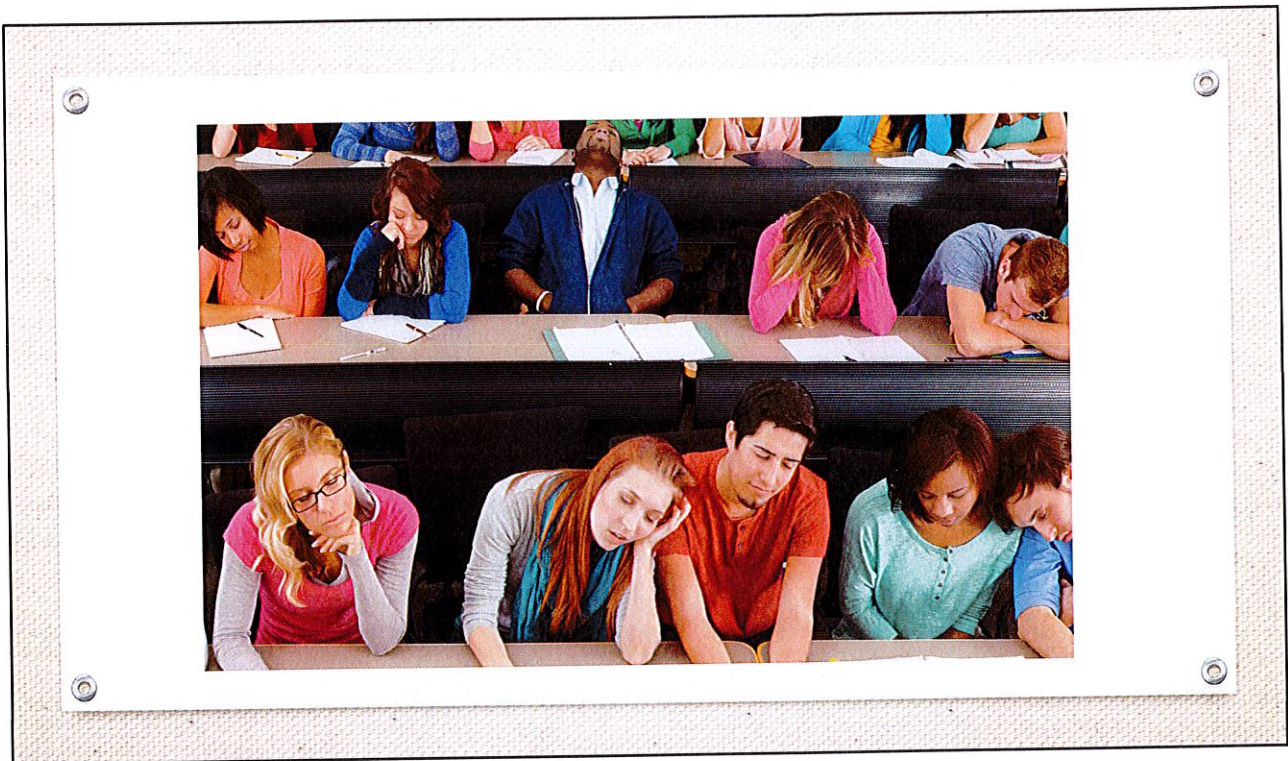
Work continued to occur across the board with our engagement with students and the wider community. Although we'd tracked well, we'd engaged and evolved and started to empower the students, we had the challenge of connecting with the students on the initial meeting opportunity we had during O week - usually it was the first meeting time with students and most likely the last.

In Wollongong, we would go out on campus and set up an information stand. We also had the opportunity to go into a meeting room in the library and present for 15 mins to student groups. This was not mandatory for students to attend. This is very important point as it has never been mandatory to attend our safety lectures or access our information.

Also presenting with police were UOW security, NSW Fire and rescue and local

council lifeguards. We had 15-30 mins in total to all present some really important information about safety in general and it was a lot to take in.





Some students engaged and paid attention but others fell asleep, they sat on their phones, they were checking their timetables and also struggled to understand what we were saying - the language was an issue.

As a presenter, you can start off ok and speak slow and clear and simplify your language – but when you're rushing because of time limits or because you simply forget – the Australian English language that we use can get lost on new arrivals in Australia, particularly international students from different parts of the world.

We continued with this system for a good couple years but started to think about how we can give students our information at a later date or that they can access in their own time. Pamphlets had their limits and so did presentations as we knew it's quite hard to get them in that group again – once session starts people are running

around with lots to do and getting together again in a seminar is quite difficult – we should know, we'd tried multiple times over the years.

‘Getting along in Wollongong’ was born



The idea of creating a video was born – it'd be visual, it'd have the information in it that can be repeated repeatedly and shared. Furthermore, the acting/actors would act as the visual aids which helps if language is a factor for the viewer.

We consulted with education providers, students local services, the filming crew, our other colleagues from security and lifeguards who used to present with us. We tried to ensure that we covered all bases and make this a valuable and useful product for all those involved.

And named the video 'Getting Along in Wollongong' as it was made with a specific target audience in mind.

About a year after it'd been produced and rolled out locally, the NSW Dept. of

Industry saw it and suggested we can take this to the state level due to its relevance to international students.

We secured funding through the StudyNSW Partnership Projects with CISA and modified the original video “Getting along in Wollongong” to “Stay safe in our state – advice for international students” and subtitled it in 9 languages (including English) so that all students can watch it and benefit from it including those who aren’t here yet. And the viewer can watch it from the comfort of their own home as many times as wanted.

The languages chosen for subtitles are from the Study Sydney website’s main languages and recommendations from CISA – again we catered to the needs of the audience we targeted.

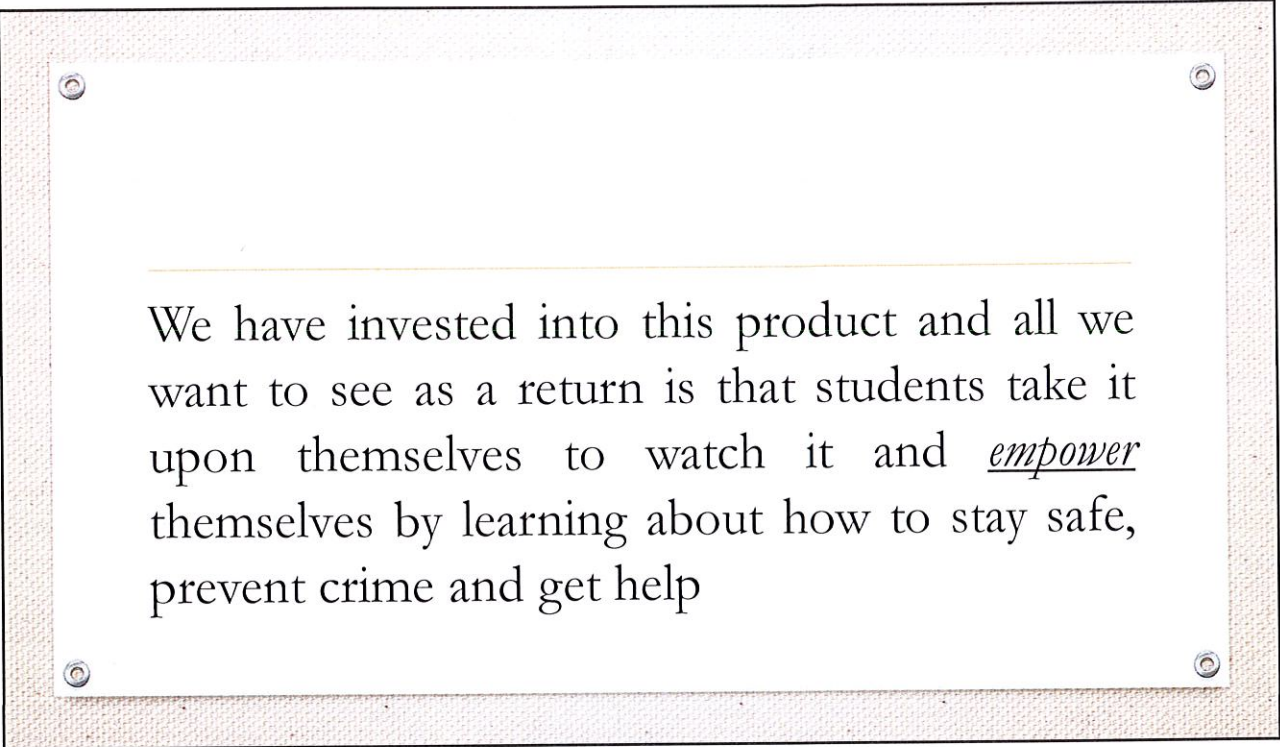


Can you remember how much it all started with?

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- It all started with \$36.98
- \$25 000 (\$35 000 including in kind) in total

This project alone has now (approximately) cost \$35000.



We have invested into this product and all we want to see as a return is that students take it upon themselves to watch it and empower themselves by learning about how to stay safe, prevent crime and get help

We have invested into this product and all we want to see as a return is that the students take it upon themselves to watch it and empower themselves by learning about safety, crime prevention and very importantly how to get help therefore enabling themselves and the students community to be proactive law abiding citizens and accessing help when needed.

‘Stay Safe in our State – *advice for  
international students*’ was born



# ‘Stay Safe in our State – *advice for international students*’

- <https://www.youtube.com/watch?v=uFqV0Ec3AJU&list=PLqi7EnTU21IK8doRApH39lDjUfjFwT5q0>

The video is available on YouTube.

Subtitled in 9 languages (including English)

Each language video was made into a playlist containing the full video then each topic snippet listed under the main video so that the viewer can refer back to particular topic areas rather than have to scroll through the whole video to look for the topic they want.

Video can be viewed entirety or as a snippet so user friendly for the viewer or for a presenter.

Still in early stages of promotion throughout the state.



Why is this product unique?

It is the only resource of  
its type in NSW

We have used the Global Scope program to evaluate the project and are working towards using their suggestions for the video (e.g. simplifying name, promotion techniques, having it at the Welcome Desk at the Sydney airport).

Topics in the video:

1. Role of Police
2. Interpreters
3. Identifying Police
4. Reporting Crime
5. Interaction with Police
6. Personal Security
7. Home Security

- 8 Domestic Violence
- 9. Road Safety
- 10. Alcohol
- 11. Immigration and Visas
- 12. Beach safety
- 13. Safety Apps



Achievement – Bronze award recipients for the Australian Crime and Violence Prevention Awards 2018 – police winners division (Australian Government – Australian Institute of Criminology).





## NSWPF Corporate Plan

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- Vision: A safe and secure NSW
- Purpose: Police and community working together to reduce violence, crime and fear

The 'Stay Safe in our State' video aligns with the NSWPF corporate plan's vision and purpose.

'Working together' is a key component in our approach to working with community and other organisations. This achieves better results and allows for a pool of resources to be focused on the same problem/target area.

At the AIEC 2018 in Sydney the Minister for Education said that the safety and well-being of international students is paramount.

We believe that the work presented above feeds into both the organisation's focus and the State's focus – NSWPF has the safety of international students paramount and continues to work on different projects and initiatives keeping safety, wellbeing and access to police as key focus areas.

Thank You

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**NSW Police Force**