

# Speak Up Campaign

# Concept 1



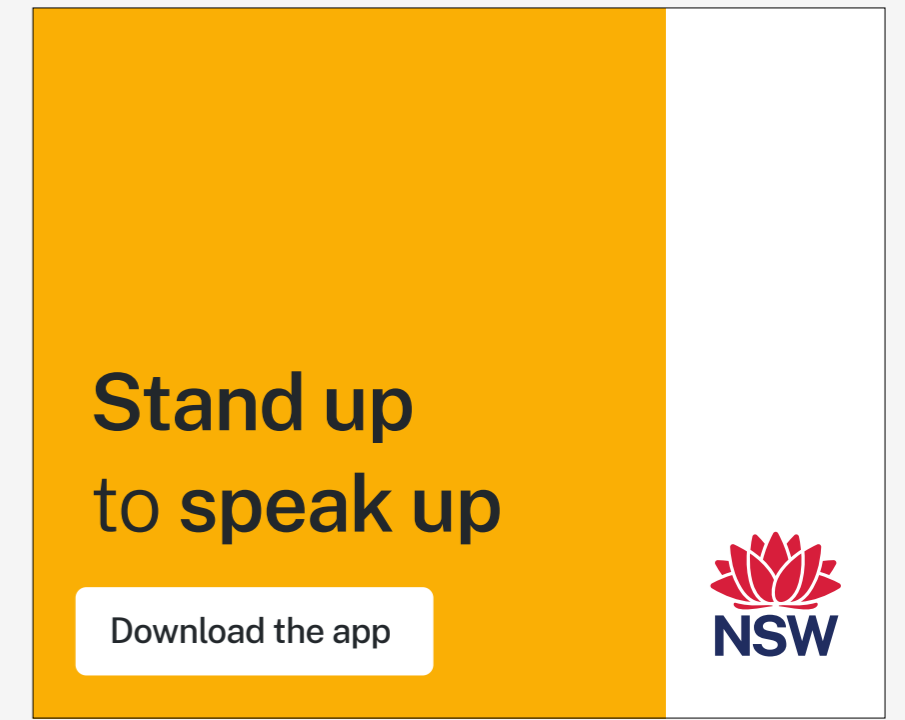
Frame 1



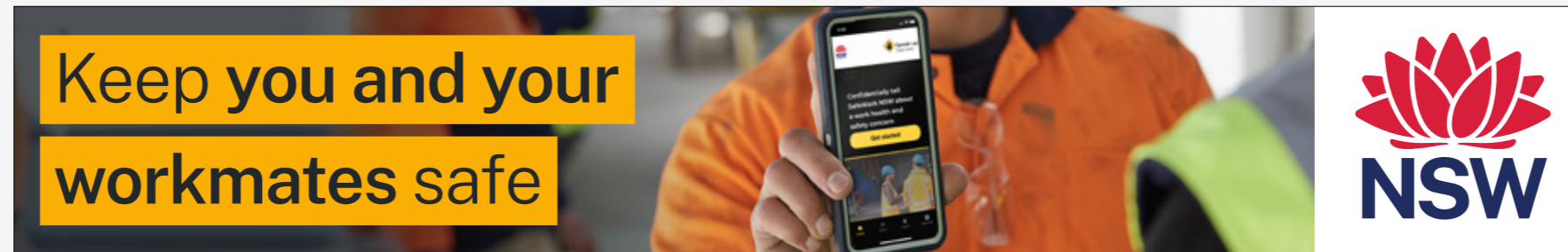
Frame 2



Frame 3



Frame 4



Keep you and your  
workmates safe



Frame 1



Report hazards  
anonymously



Frame 2



Through the  
Speak Up Save Lives app



Frame 3




Stand up to speak up

Download the app



Frame 4


Speak Up Campaign  
Social\_1080x1080 - Concept 1

 **SafeWork NSW**  Sponsored · 

If you see something that isn't safe onsite, stand up and speak up anonymously, using the Speak Up Save Lives app.



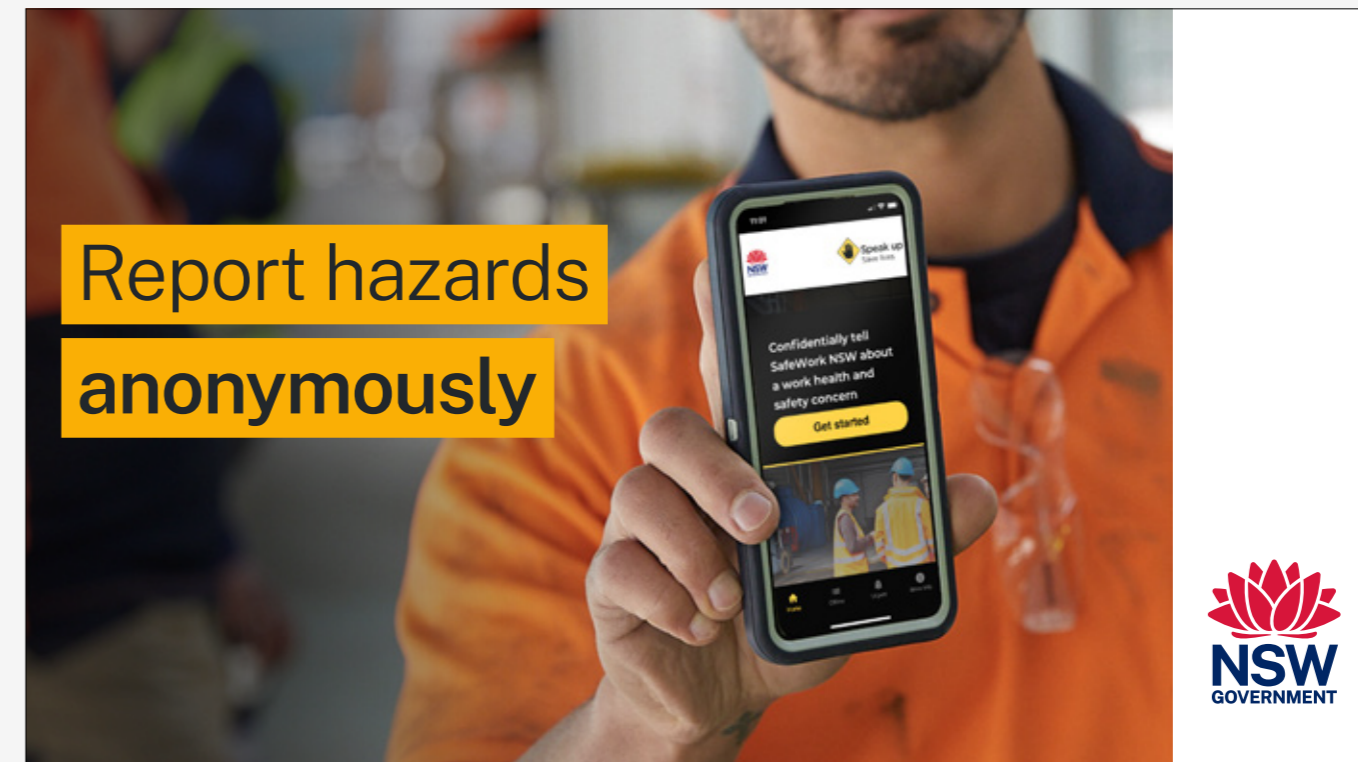
[SAFEWORK.NSW.GOV.AU](https://SAFEWORK.NSW.GOV.AU)  
**Speak Up Save Lives App**  
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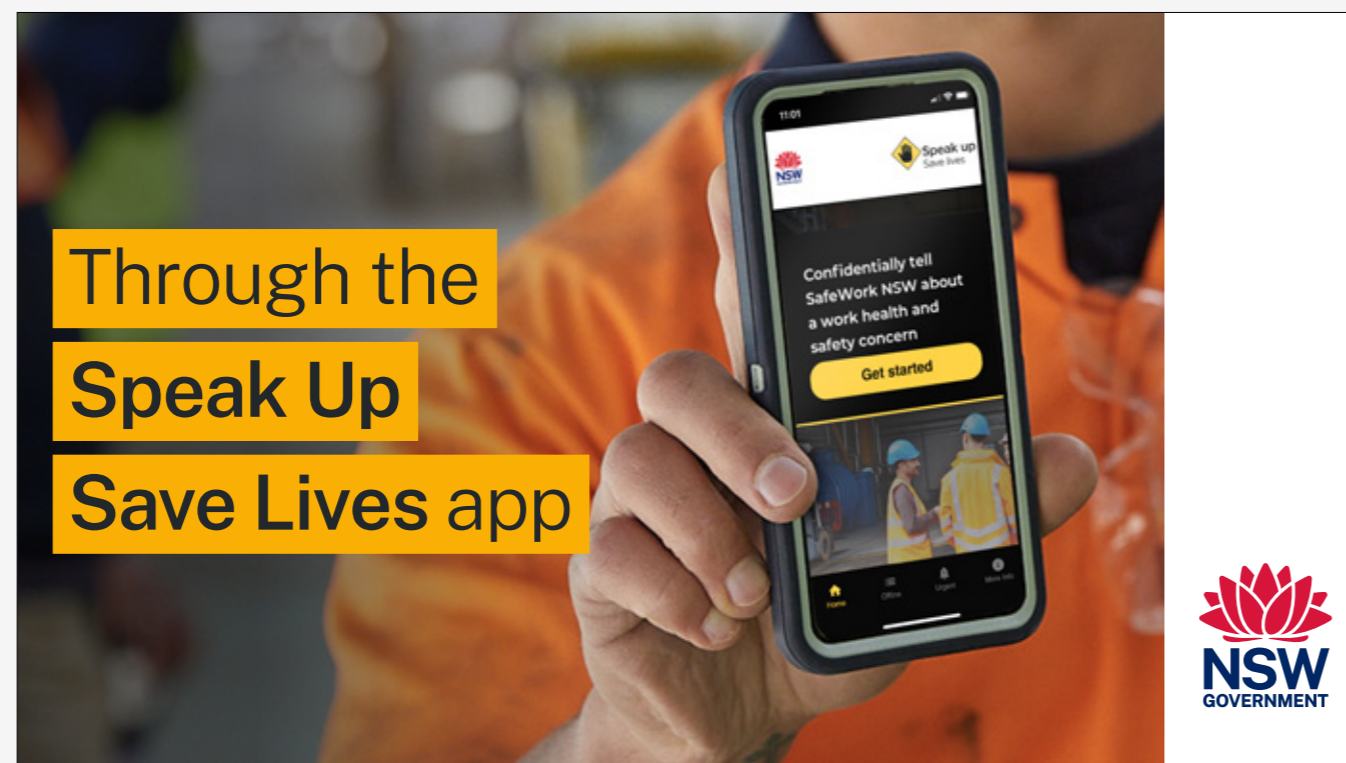




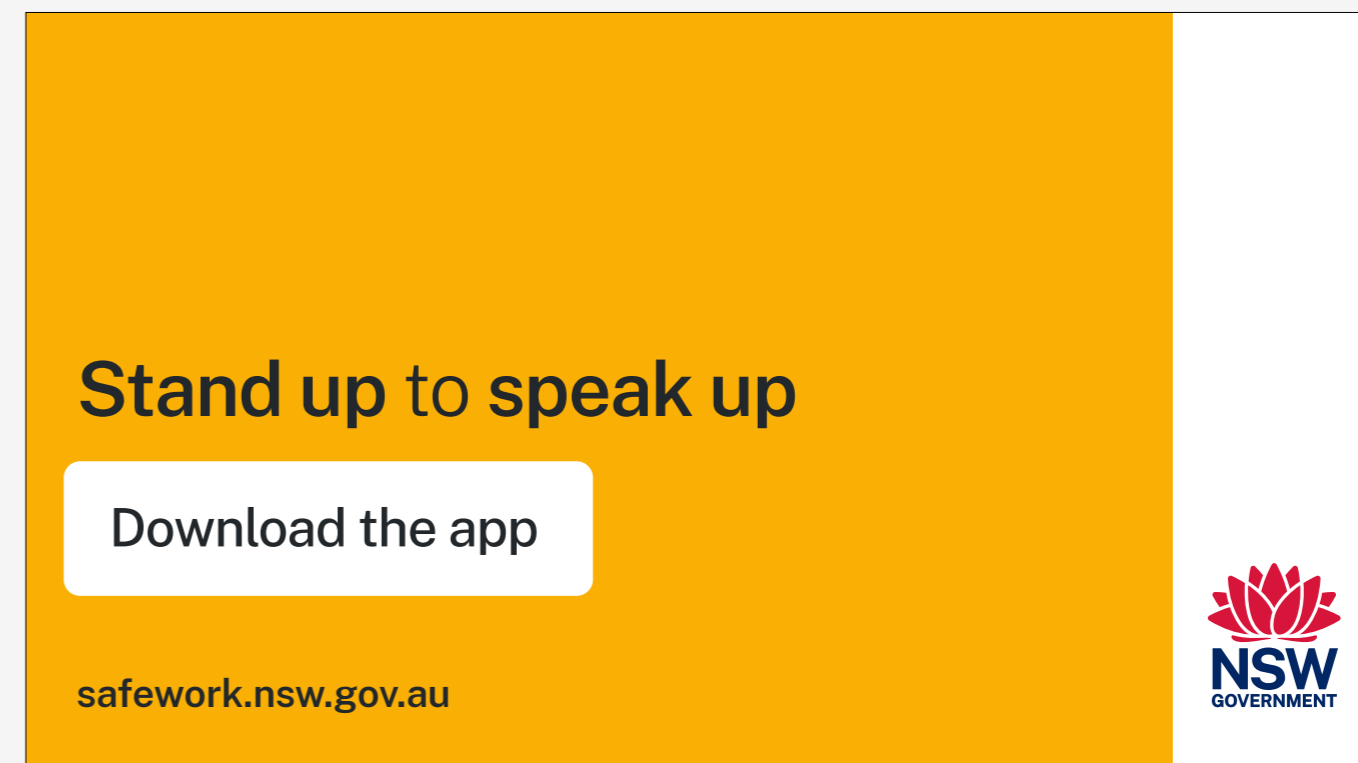
Frame 1



Frame 2



Frame 3



Frame 4



# Speak Up Campaign

Digital Petrol Pump Panels\_1920x1080 - Mock Up



Speak Up Campaign

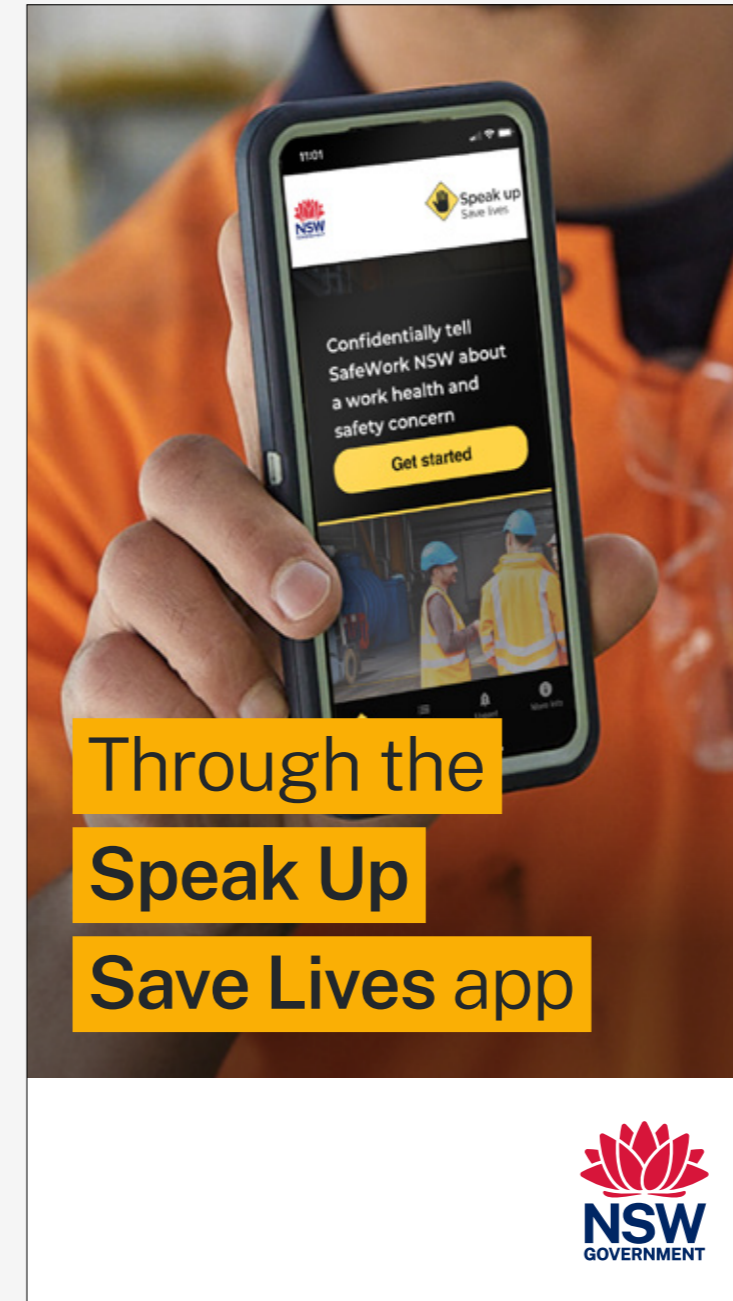
Digital Petrol Station Reach Panels\_1920x1080 - Concept 1



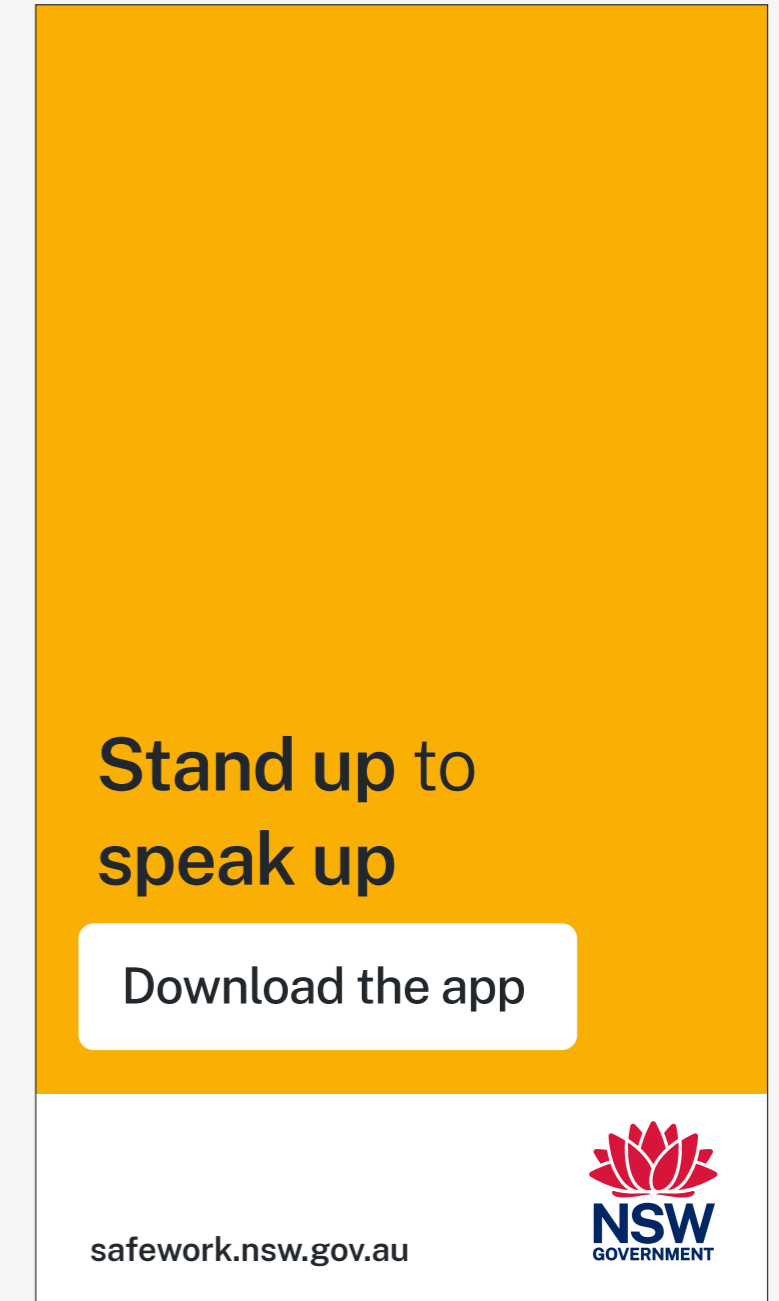
Frame 1



Frame 2



Frame 3

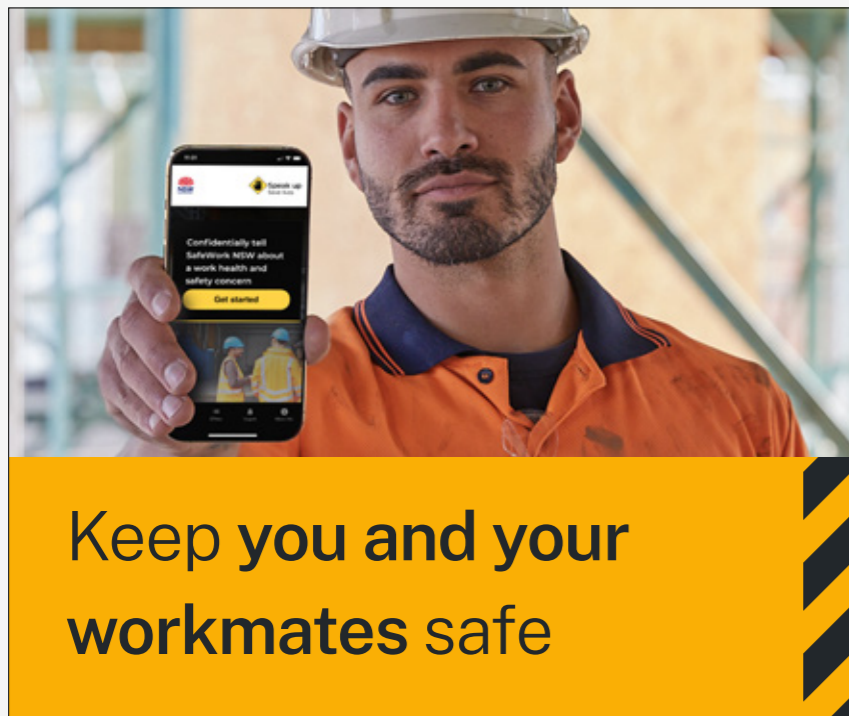


Frame 4



## Concept 2

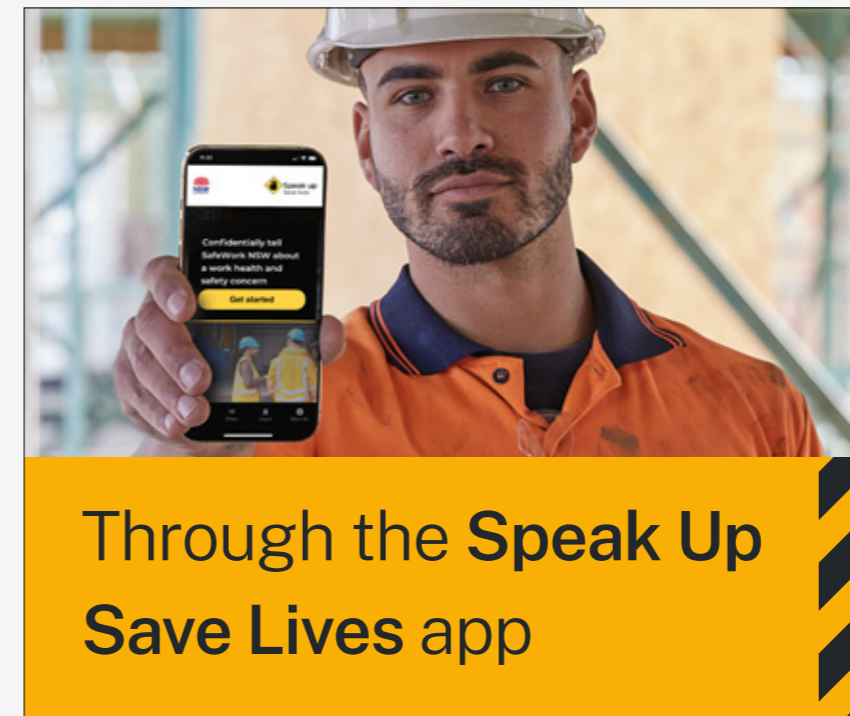
Speak Up Campaign  
MREC\_300x250 - Concept 2



Frame 1



Frame 2



Frame 3

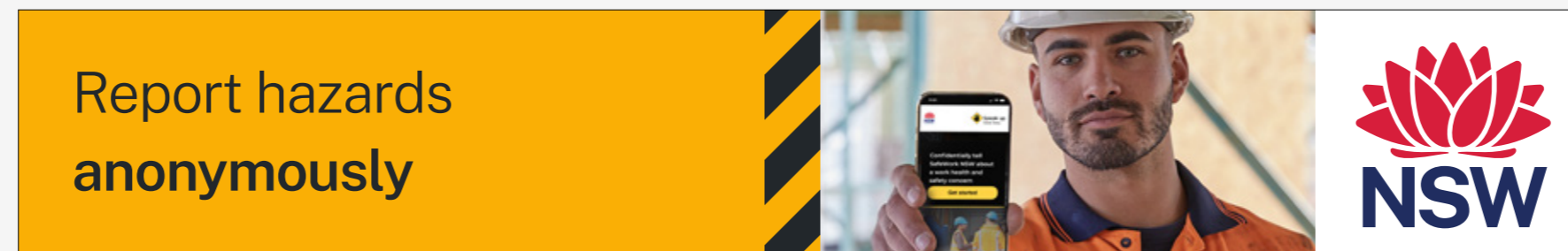


Frame 4

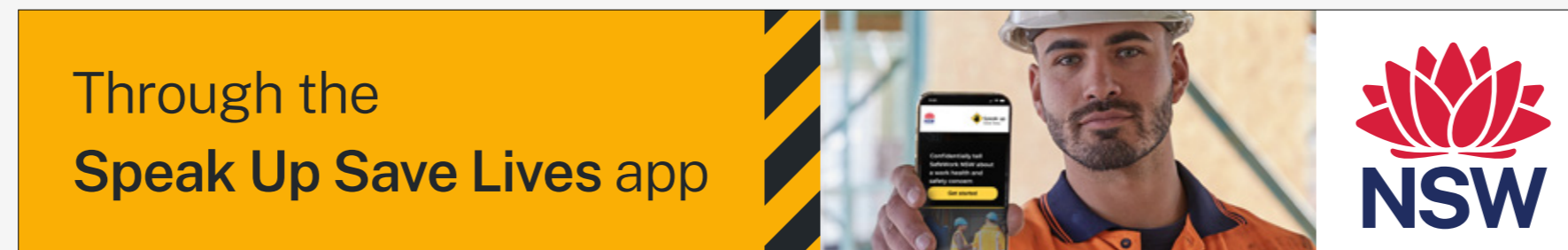
Speak Up Campaign  
Mobile Banner\_320x50 - Concept 2



Frame 1



Frame 2






Frame 3



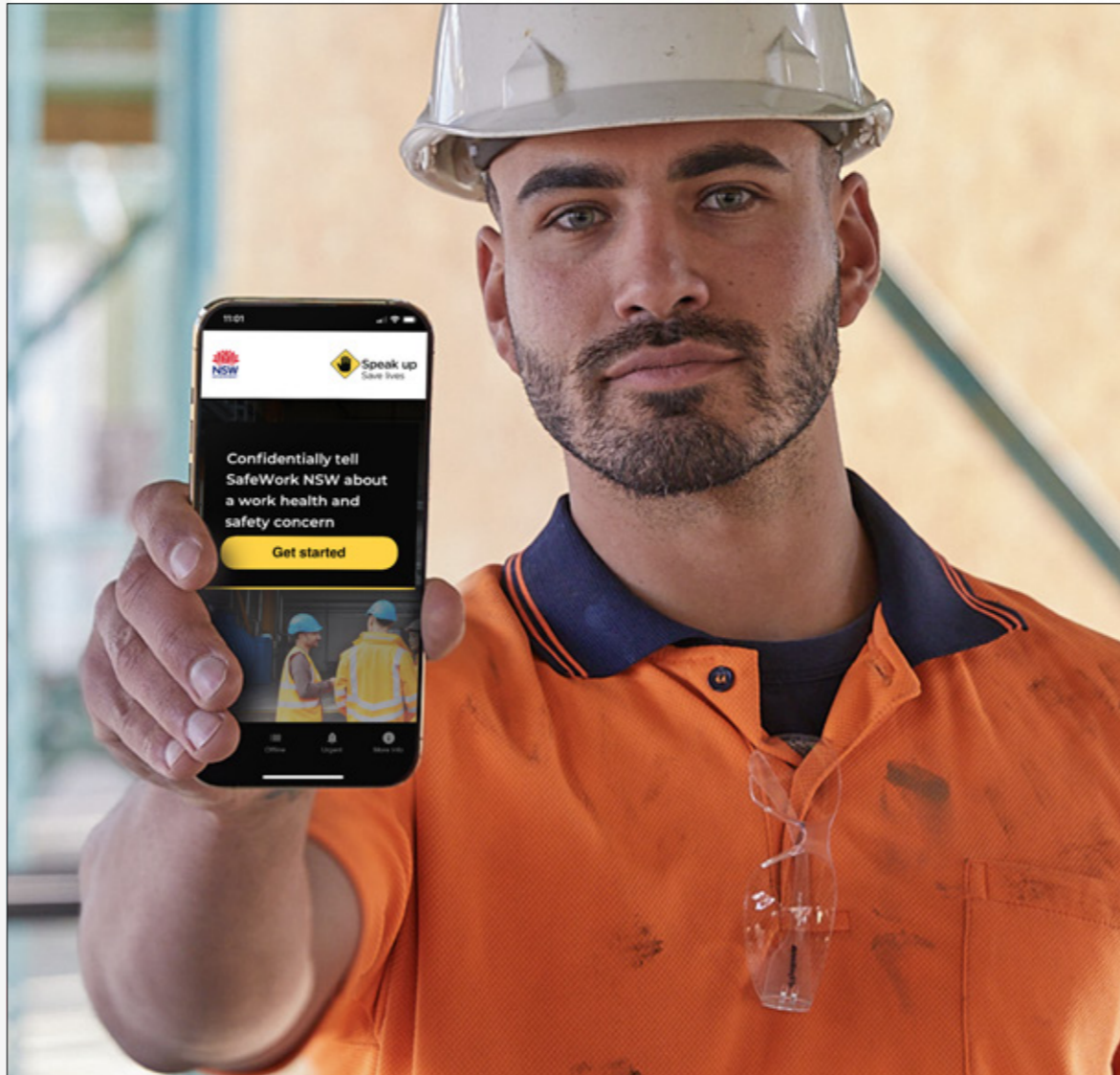
Frame 4






Speak Up Campaign  
Social\_1080x1080 - Concept 2

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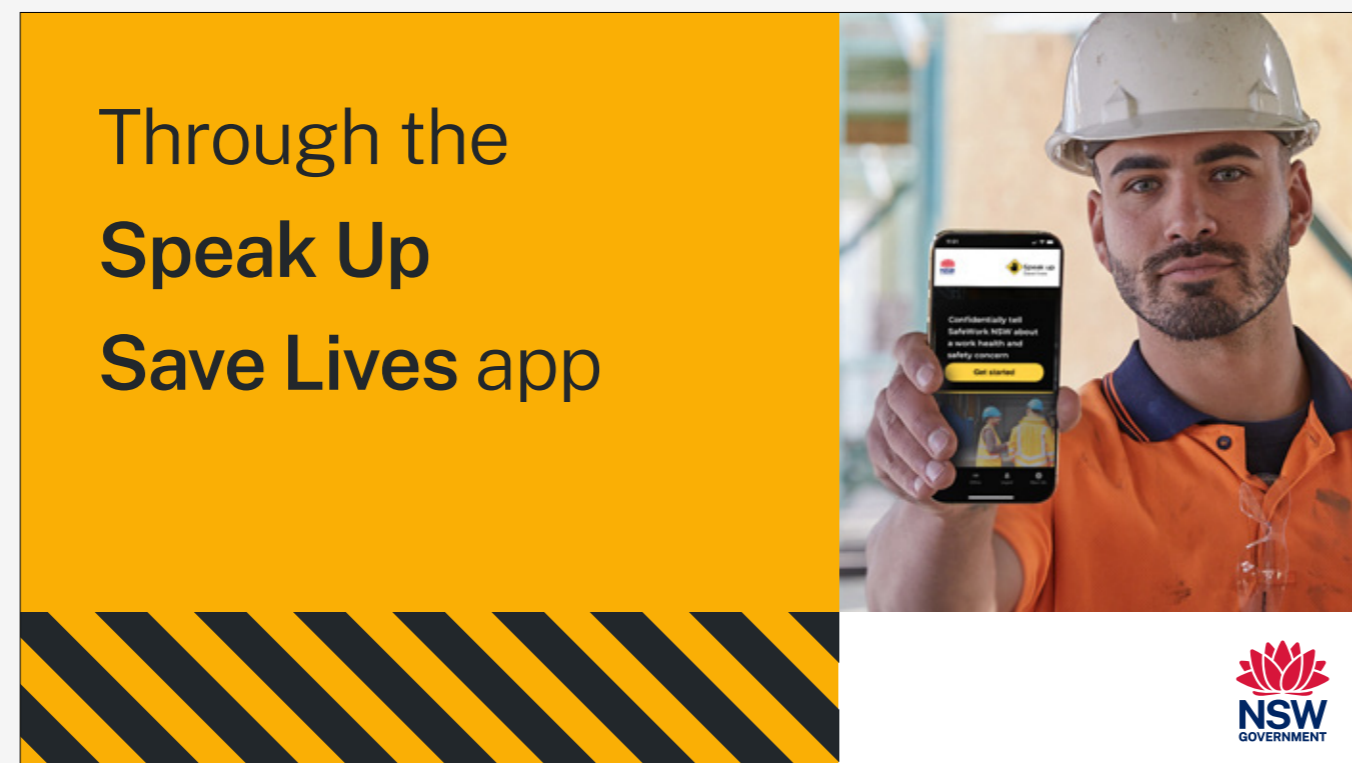
Speak Up Campaign  
Digital Petrol Pump Panels\_1920x1080 - Concept 2



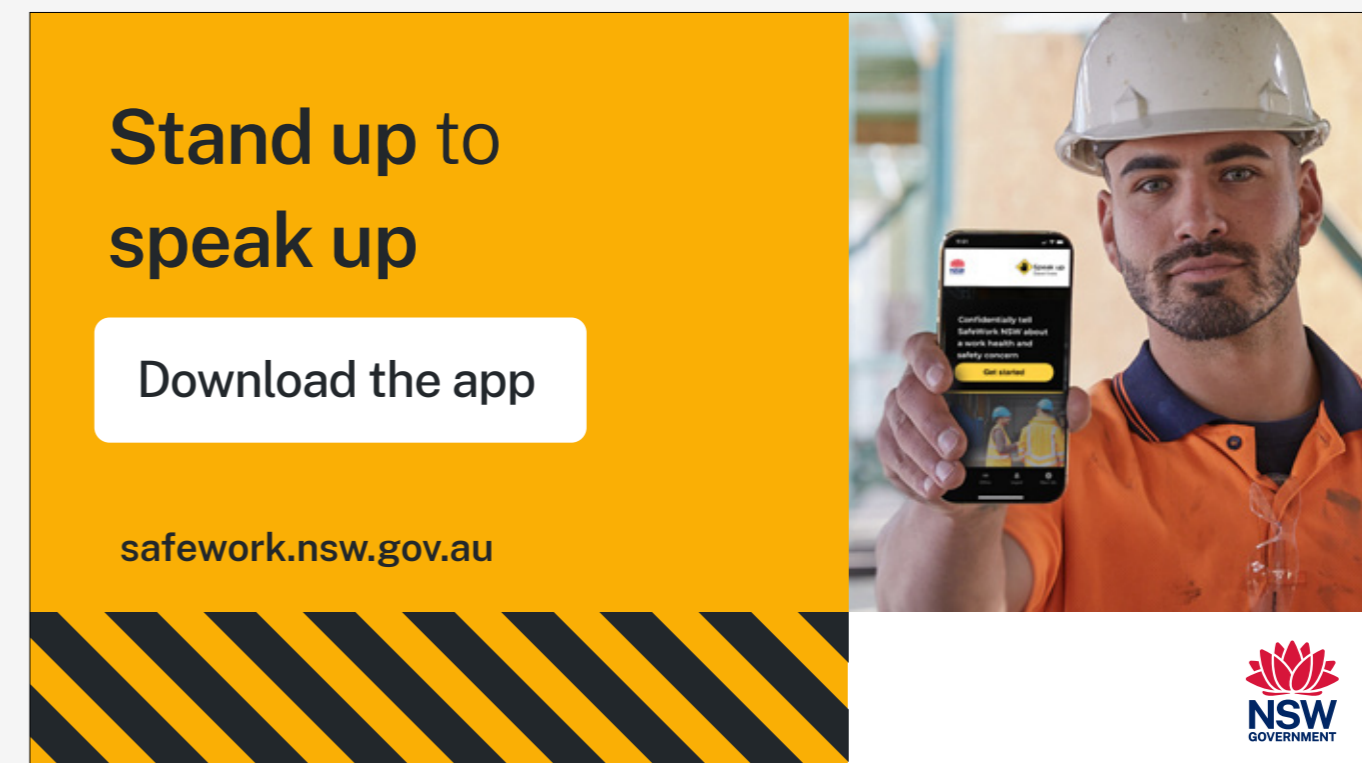
Frame 1



Frame 2



Frame 3



Frame 4



# Speak Up Campaign

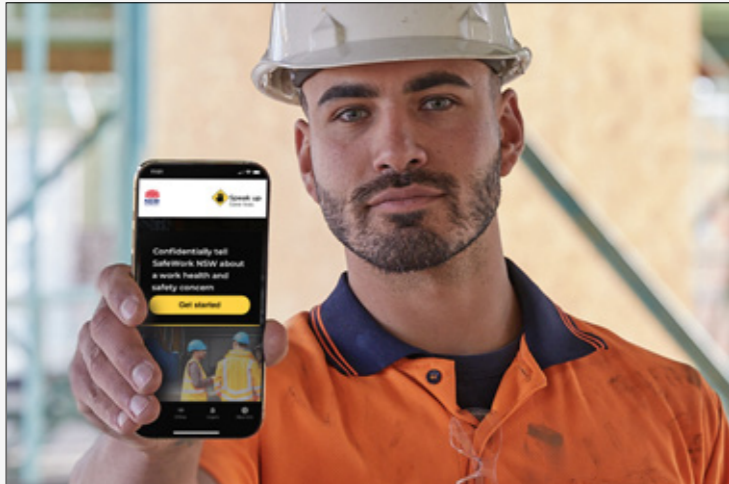
Digital Petrol Pump Panels\_1920x1080 - Mock Up






Speak Up Campaign

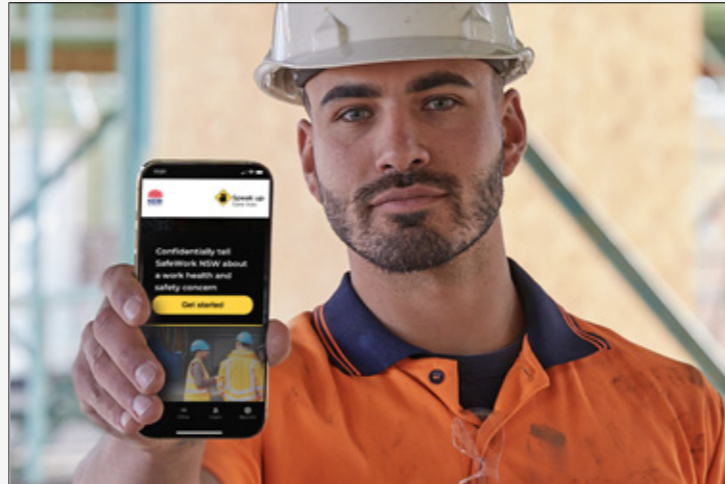
Digital Petrol Station Reach Panels\_1920x1080 - Concept 2




Keep you and  
your workmates  
safe



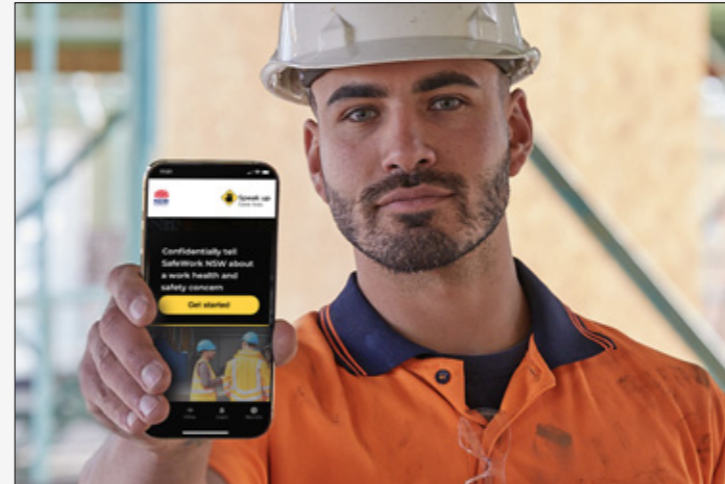
Frame 1




Report hazards  
anonymously



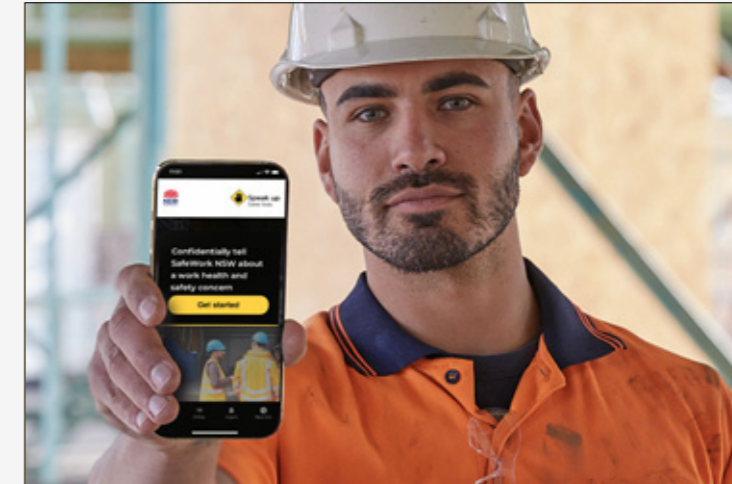
Frame 2



Through the  
Speak Up  
Save Lives app




Frame 3



Stand up to  
speak up

Download the app

[safework.nsw.gov.au](https://safework.nsw.gov.au)



Frame 4