

1. Have you noticed these signs and signals before?
2. What behaviour is it encouraging or discouraging?





- 1. Have you seen this sign before?**
- 2. What behaviour is it encouraging or discouraging?**

1. Are you aware of this law/rule?
2. Do you know why it was introduced?

**Converted  
e-bikes are  
banned on  
trains**

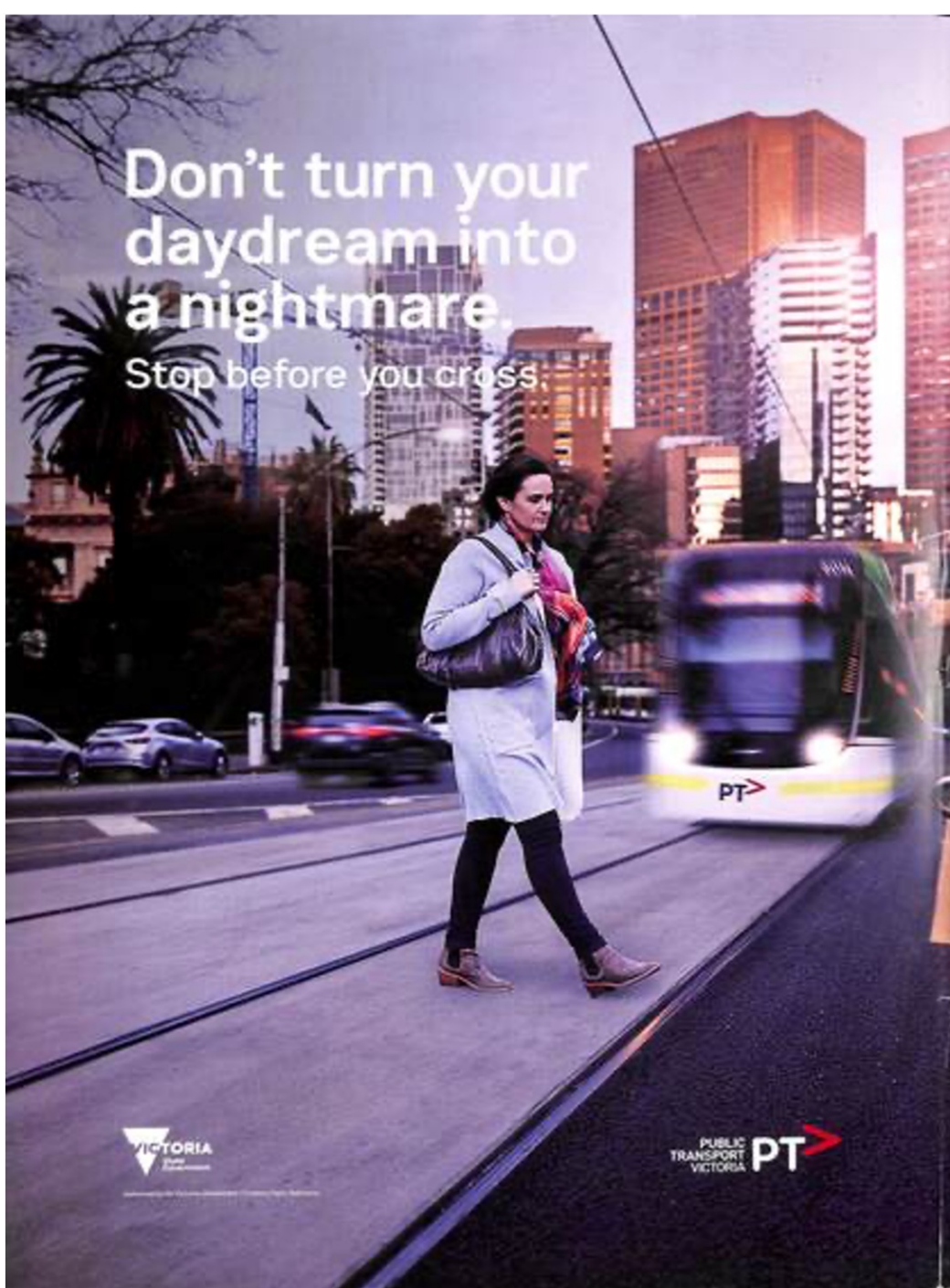


1. Which group of travellers is this message targeting?
2. What behaviour is it encouraging or discouraging?



**Always keep tracks clear**  
**Rules to live by.**





1. Have you heard this message before?

2. What behaviour is it encouraging or discouraging?

1. Which groups of travellers is this message targeting?
2. What behaviour is it encouraging or discouraging?



Clear the floor  
around the doors



Respect those around  
and keep the sound down



A REMINDER TO BE KINDER



No bags on seats.  
Keep them by your feet.



A REMINDER  
- TO BE -  
KINDER



A REMINDER  
- TO BE -  
KINDER



Transport  
Victoria

Authorised by the Victorian Government, 1 Treasury Place, Melbourne

1. Which group of travellers are these messages targeting?
2. Why do these messages need to be promoted?

# Phones down, eyes up.

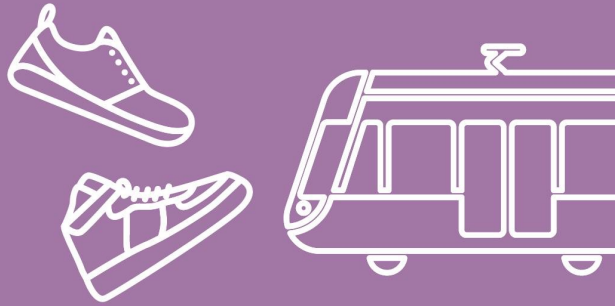
Be aware of your  
surroundings.



1. Which groups of travellers is this message targeting?
2. What behaviour is it encouraging or discouraging?



Seats were not made for feet



1. Which groups of travellers are these messages targeting?
2. Why do these messages need to be promoted?

Keep accessible spaces clear



Avoid loud mobile phone conversations



Take off your backpack



Be mindful of personal space

