

Ride like everything's out to get you.

The wombat looks harmless in the scrub.
But on the road, it's a barricade on legs.
Lurking around the bend.
Ready to take you down.

You never know what's waiting around a corner.
So start wide.
And intend to finish tight.

See our cornering tips at
nsw.gov.au/motorcycle-safety/cornering



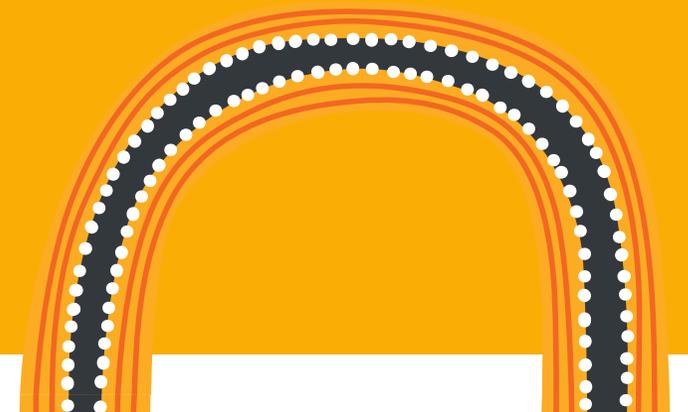


Acknowledgement of Country

Transport pays respects to Elders past and present, and recognises and celebrates the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

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Overview and key messages

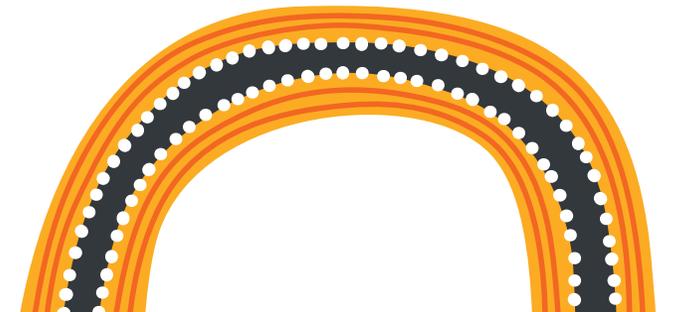


Campaign Overview

The campaign, *Ride like everything's out to get you*, is Transport for NSW's new motorcycle safety campaign. The campaign is designed for riders of all ages and experience levels, recognising that while enforcement, infrastructure and licensing reform are critical, behaviour on the road remains a key factor in motorcycle safety outcomes.

This campaign is part of the commitments made during the 2025 Motorcycle Roundtable, where experts from around Australia gathered to identify ways to lower the number of motorcyclist deaths and serious injuries. Launching in February 2026, riders are being urged to ride like everything is out to get them with the first round of the campaign, focusing on the dangers of corners and correct cornering techniques.

For general motorcycle safety, visit: [Motorcycle Safety Toolkit](#)



Campaign Overview

Dates: w/c 8 February – 30 June 2026

Problem / Insights

- Motorcycle riders underestimate safety risks whilst riding, through inexperience and/or complacency
- They tend to think of the problem as 'anything/anyone but themselves'
- Research demonstrated that this campaign helps riders to re-evaluate their risk-taking to effect behaviour change, by focusing on 'external and unexpected risks' that are beyond their control
- Research showed this path to have more potential to effect behaviour change than asking riders to consider their own culpability

Campaign Objectives

- Remind riders on how to manage potential risks when on the road.
- Remind riders that all rides are high risk no matter the trip or skill level.
- Prompt riders to reflect on their *permissible attitude* by elevating their perception of risk.
- Draw attention to gaps in perception of risk where the action is more risky than commonly perceived.

Audience

Primary

- Male motorcyclists 17-59 years old (novice and experienced)
- NSW Drivers

Secondary

- Aboriginal motorcyclists
- CALD motorcyclists (Chinese - Cantonese/Mandarin, Hindi, Arabic)

Output

- We need to ensure our new creative lands, optimising our paid media strategy to:
- Launch with impact
 - Ensure creative and media work together – considered flighting and message rotation to be single minded by burst
 - Drive cut through AND build salience of the new message

Campaign key messages

Campaign key messaging:

- Ride like everything's out to get you.
- Riders must ride defensively – anticipating the unexpected at every turn.

Corners

- You never know what's waiting around a corner. So start wide and intend to finish tight.
- See our cornering tips at nsw.gov.au/motorcycle-safety/cornering

Intersections

- Approaching an intersection? Ease off. Set up the brakes.
- See tips for safe riding nsw.gov.au/motorcycle-safety/safe-distance

Overtaking

- Overtaking? Don't trust the gap.
- See our overtaking tips at nsw.gov.au/motorcycle-safety/overtaking



Advertising outline for Feb – June '26

- Three key road safety issues will be addressed through radio and social media: cornering, intersections and overtaking
 - Social focuses on younger riders with educational content on TikTok
 - Drivers will be engaged with drive-time conversational content about driver attitudes to riders
- The Ride Like Everything's Out to Get You (Wombat) messaging will run consistently throughout February - June

Channel	Jan				Feb				Mar				Apr				May			Jun												
	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28						
Radio					Cornering								Intersection								Overtaking											
Print																																
OOH									WOMBAT																							
Dig Audio					Cornering								Intersection								Overtaking											
Video YT SVOD					WOMBAT																											
Social					Cornering								Intersection								Overtaking											

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Assets for promotion

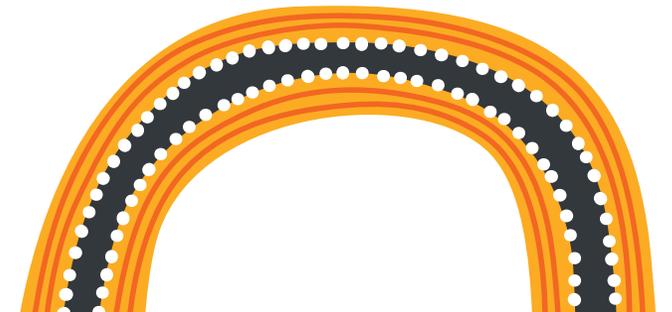
For general motorcycle safety assets, visit: [Motorcycle Safety Toolkit](#)



Wombat Hero Campaign Video



HERO VIDEO		
CAL ID	SPECS	YOUTUBE
1006140	15 seconds	Link here
1006139	30 seconds	Link here



Social Media

Available February

KEY MESSAGE	ASSET	COPY	CAL ID	SPECS
Corners (Feb/March 2026)		<p>Post copy: Corners draw you in. Then they spit you out. Start wide. Intend to finish tight.</p> <p>Headline: Ride like everything's out to get you</p> <p>Click through link: nsw.gov.au/motorcycle-safety/cornering</p>	1006141	4:5
			1006142	9:16

Social Media

Available April and May

KEY MESSAGE	ASSET	COPY	AVAILABILITY
Intersections (April/May 2026)	 <p>The indicator.</p>	<p>Post copy: Approaching an intersection? Ease off. Set up the brakes. The indicator's a ticking time bomb. Waiting to catch you out.</p> <p>Headline: Ride like everything's out to get you</p> <p>Click through link: nsw.gov.au/motorcycle-safety/safe-distance</p>	<p>Will be available to stakeholders prior to April</p>
Overtaking (May/June 2026)	 <p>The gap tempts you.</p>	<p>Post copy: Overtaking? Don't trust the gap. Move too soon and it snaps shut.</p> <p>Headline: Ride like everything's out to get you</p> <p>Click through link: nsw.gov.au/motorcycle-safety/safe-distance</p>	<p>Will be available to stakeholders prior to May</p>

Digital Assets



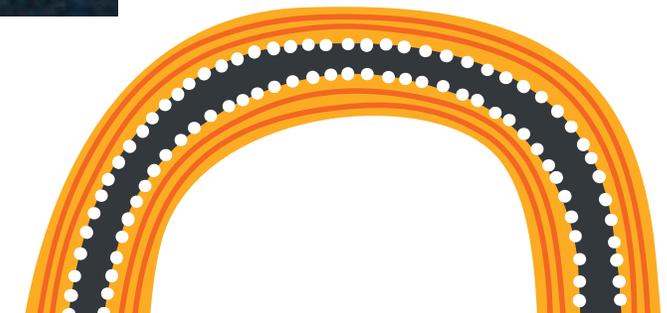
STATIC IMAGE	
CAL ID	SPECS
1006177	600x600px



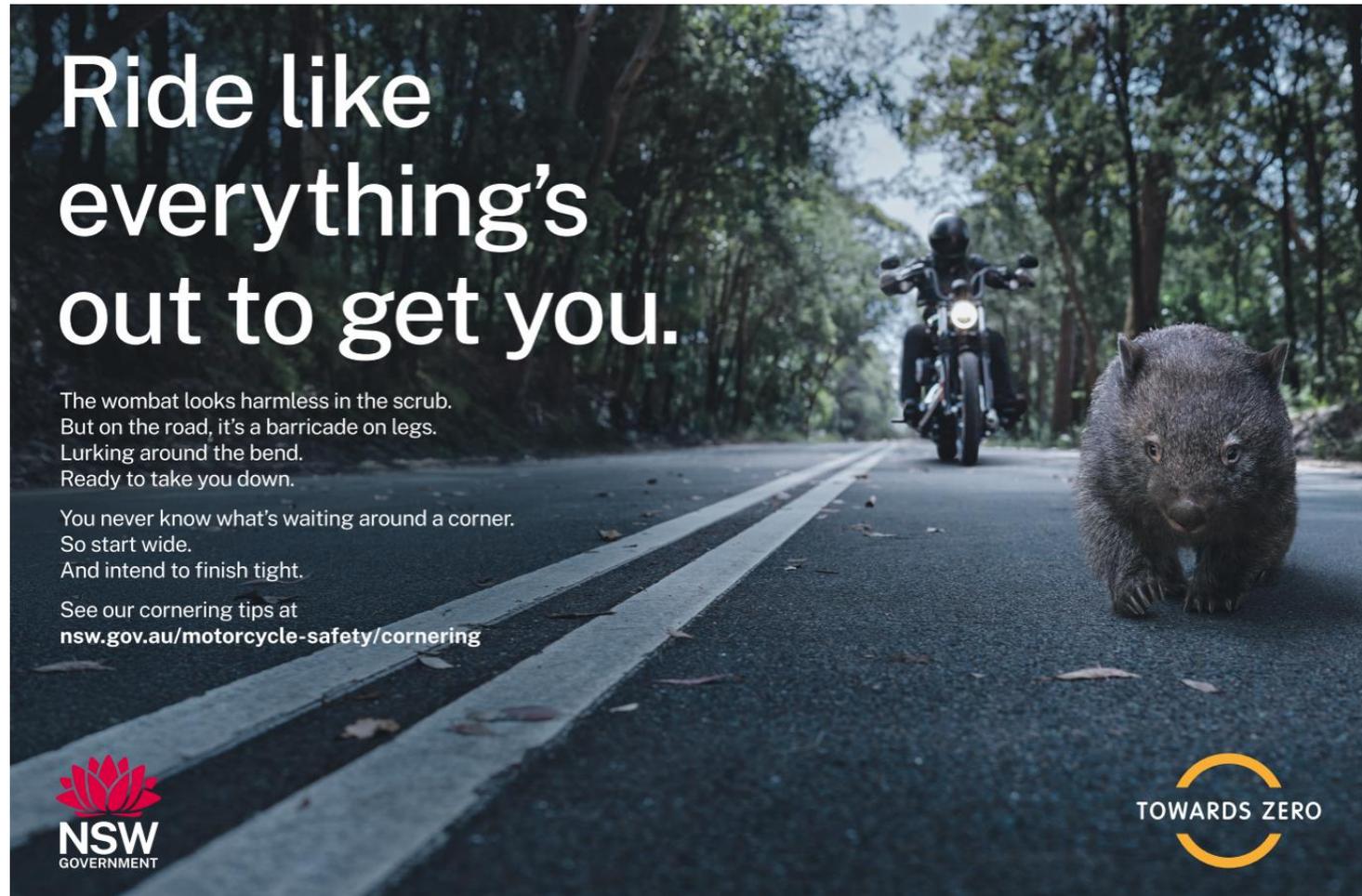
HORIZONTAL BANNER	
CAL ID	SPECS
1006175	320x50px
1006176	320x100px
1006172	300x100px
1006173	728x90px



VERTICAL BANNER	
CAL ID	SPECS
1006174	300x600px



Press Ad



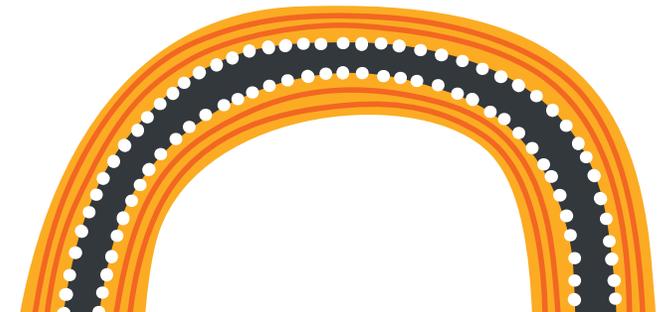
PRESS AD	
CAL ID	SPECS
1006143	135.5mm x 200mm
1006144	166mm x 236mm
1006145	185mm x 260mm
1006146	186mm x 260mm
1006147	190mm x 260mm
1006148	190mm x 262mm

Outdoor Advertising

DIGITAL BILLBOARD	
CAL ID	SPECS
1006157	792x216px
1006158	960x240px)
1006159	992x256px
1006160	992x504px
1006161	1040x272px
1006162	1060x360px
1006163	1152x288px
1006164	1188x396px
1006165	1224x324px
1006166	1248x320px
1006167	1280x384px
1006168	1836x432px
1006169	1888x448px
1006170	1932x504px



STATIC BILLBOARD	
CAL ID	SPECS
1006149	3.75x1.75m
1006150	5.95x2.95m
1006151	6.22x2.19m
1006152	6.28x3.3m
1006153	8.3x2.2m
1006154	8.28x2.2m
1006155	8.28x2.18m
1006156	12.61x3.3m



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How to order

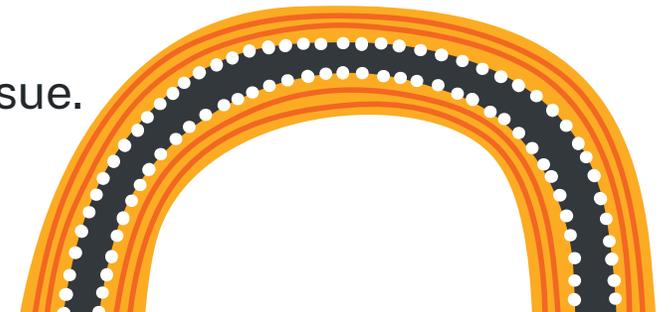
Using the Creative Assets Library (CAL)

If you already have an account, log in at creativeassets.transport.nsw.gov.au and search for a specific CAL reference number.

To create an account:

- Go to: creativeassets.transport.nsw.gov.au
- Click 'Register' on the top right-hand side of the page
- Complete the form
- Click the box to confirm if you agree with the terms and conditions
- Submit your registration request to administrator for approval
- You will then receive email confirmation when your account is ready to access (generally within 24-48 hours).

If you have any issues with the CAL, please contact creativeassets@transport.nsw.gov.au and provide any screenshots of the issue.



Thank you!

For further information, please contact: towardszero@transport.nsw.gov.au

