

# Sydney Metro Launch

Campaign toolkit Aug 2024





# About Sydney Metro Chatswood to Sydenham

Sydney Metro is Australia’s biggest public transport project. With new stations connecting Chatswood to Sydenham through the Sydney CBD, Sydney Metro now stops at 21 stations from Tallawong to Sydenham.

It runs under Sydney Harbour, through six new underground stations at Crows Nest, Victoria Cross, Barangaroo, Martin Place, Gadigal, and Waterloo, as well as new metro platforms at Central Station.

# Using this toolkit

## Why we created this toolkit?

We have created this toolkit to promote the opening of the Sydney Metro service from Chatswood to Sydenham. This toolkit will help deliver consistent and compelling messaging to local council areas, community groups and business owners, in a shared goal of inspiring Sydney to use the Sydney Metro.

## Let’s work together

By using this toolkit when developing communications, you’re helping to increase the strength, reach and consistency of our messaging and therefore the service as a whole.

## What’s inside

Campaign key visuals and creative assets including digital, video and print. We have used key origin and destination travel data from across Sydney to help determine relevant and appropriate campaign assets that you can use.

## Who to contact

If you would like any further information regarding the campaign and the toolkit, please contact [brand@transport.nsw.gov.au](mailto:brand@transport.nsw.gov.au)

### Use of images, logos and templates

All assets and images supplied within or together with this toolkit are owned by Transport for NSW and must not be altered or used for purposes other than what has been specified in this toolkit. The NSW Government logo must always be visible in the same way it has been supplied.

# Creative assets



# Digital screens

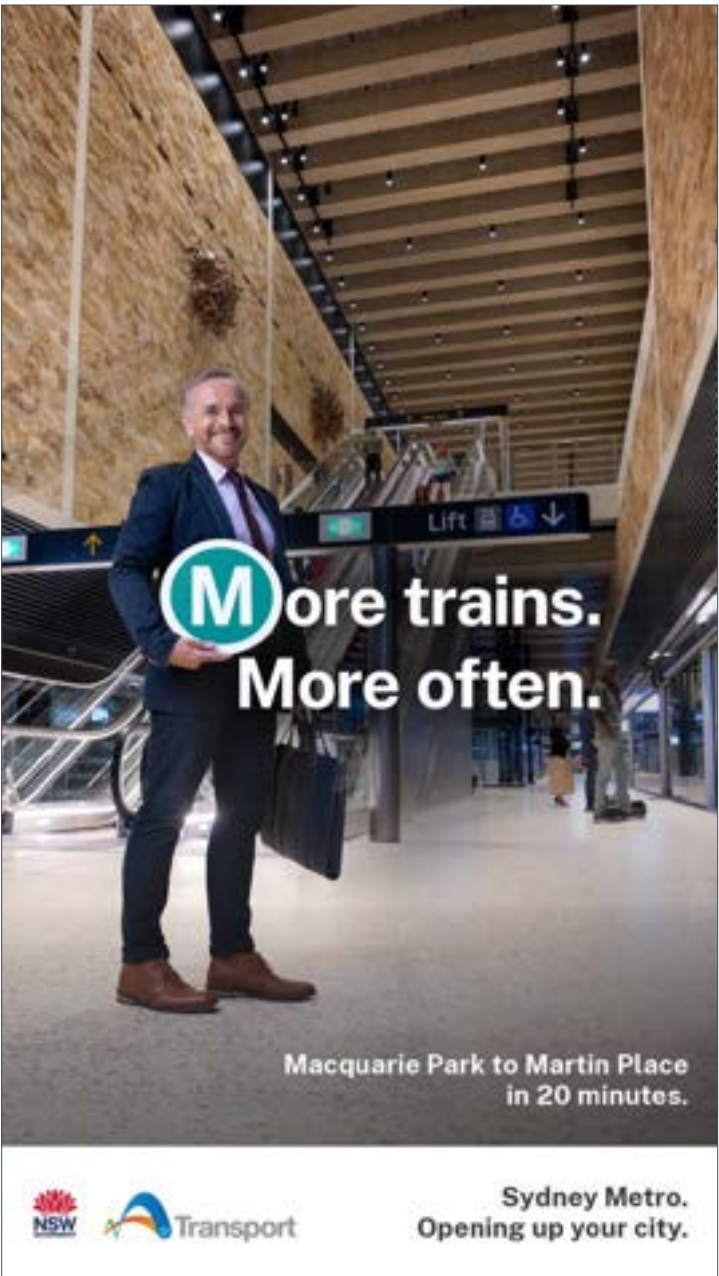
Digital screen options High-Res JPG– 1080x1920px



All locations



All locations



Macquarie Park or Martin Place



Chatswood or Martin Place



Castle Hill or Victoria Cross

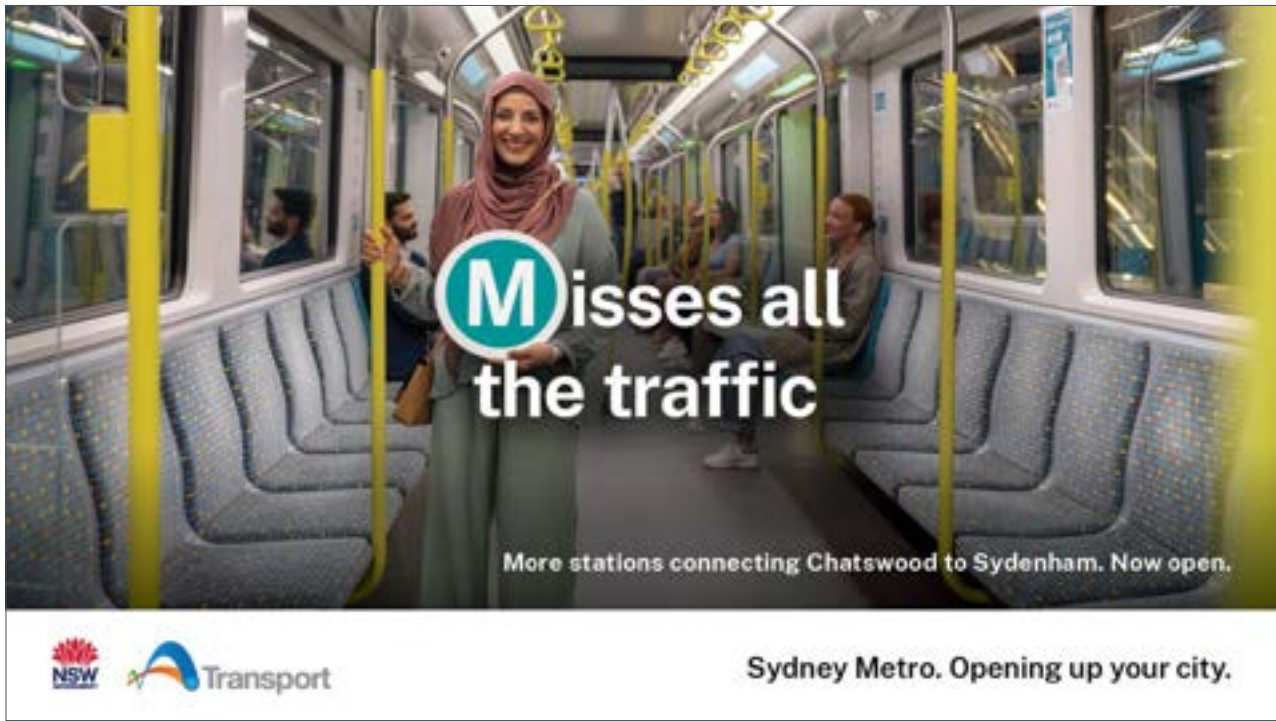


# Digital screens

Digital screen options High-Res JPG – 1080x1920px



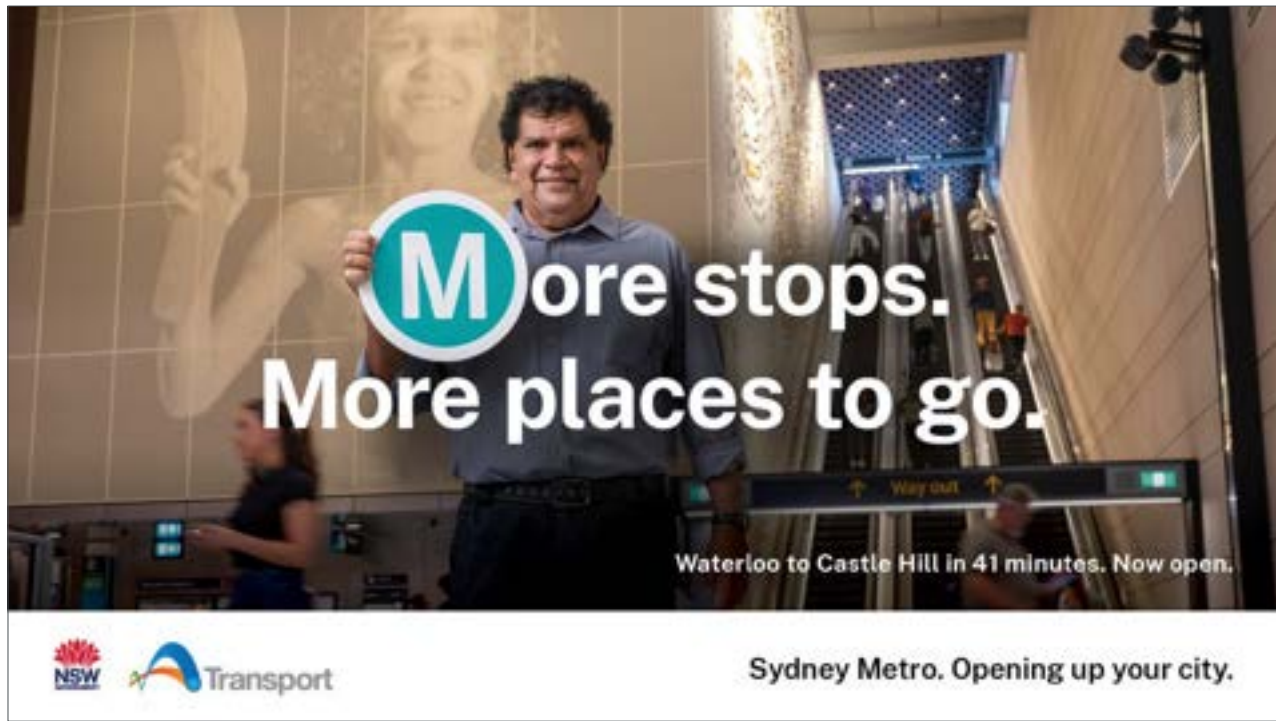
All locations



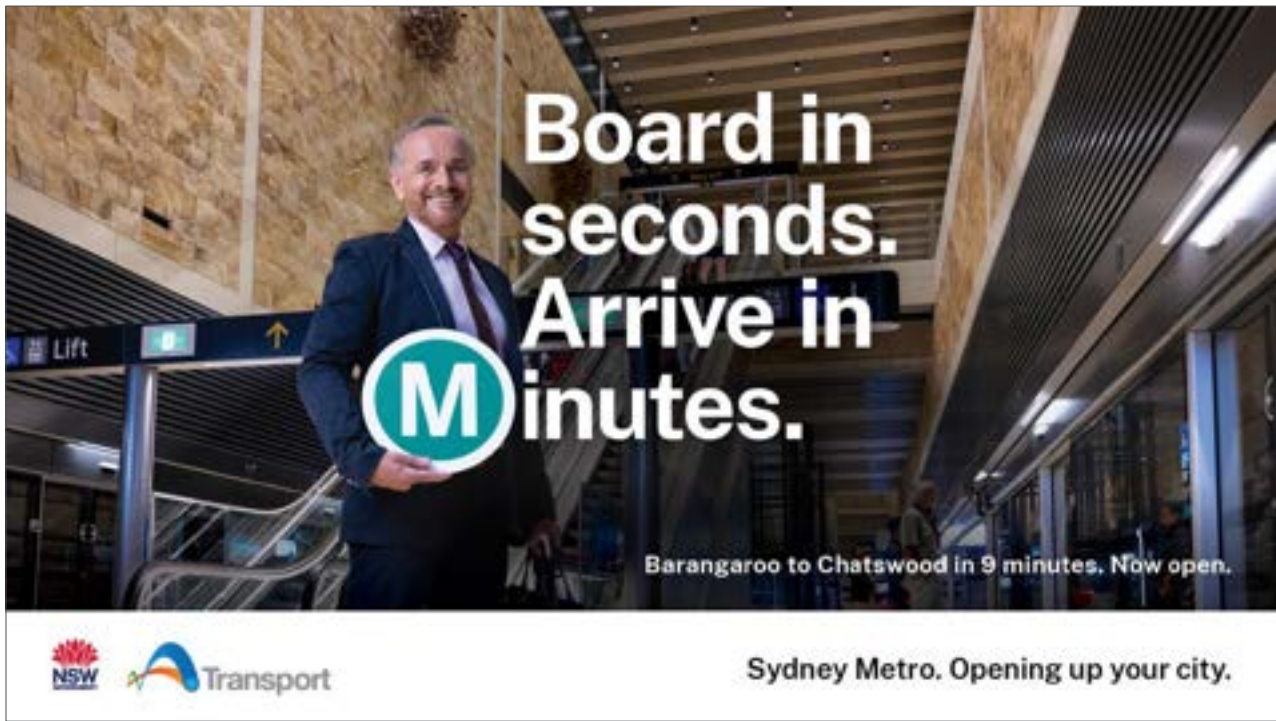
All locations



Victoria Cross or Macquarie Park



Waterloo or Castle Hill



Barangaroo or Chatswood



# Lift assets

Lift asset 7 second MP4 - 800x600px



All locations

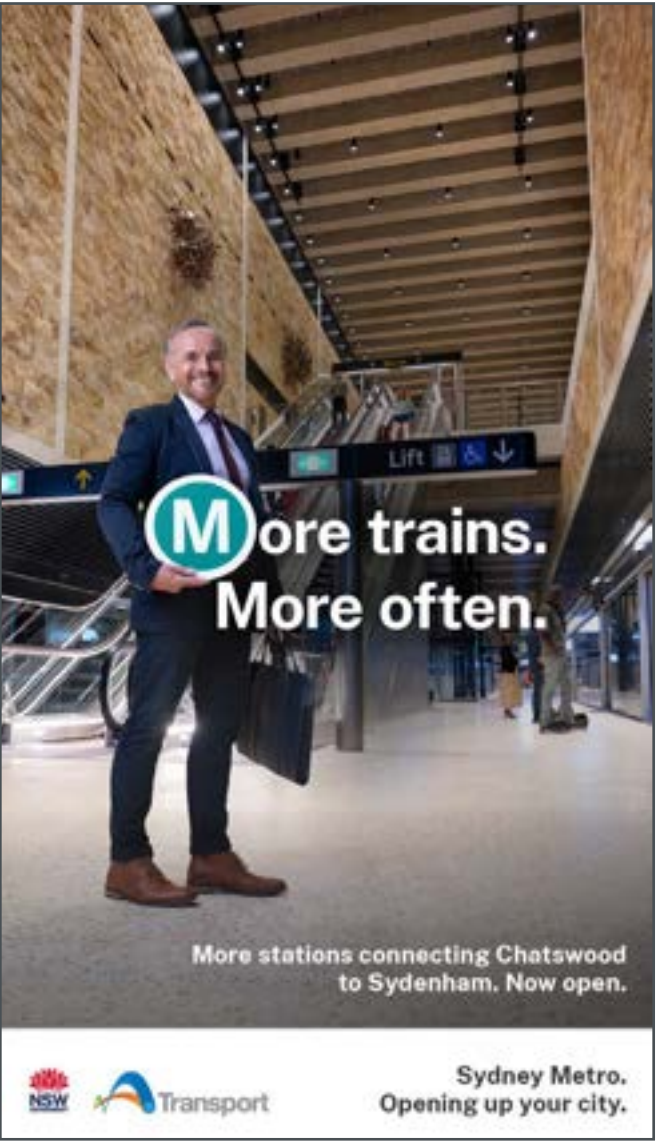


All locations

Lift asset 7 second MP4 - 768x1360px



All locations

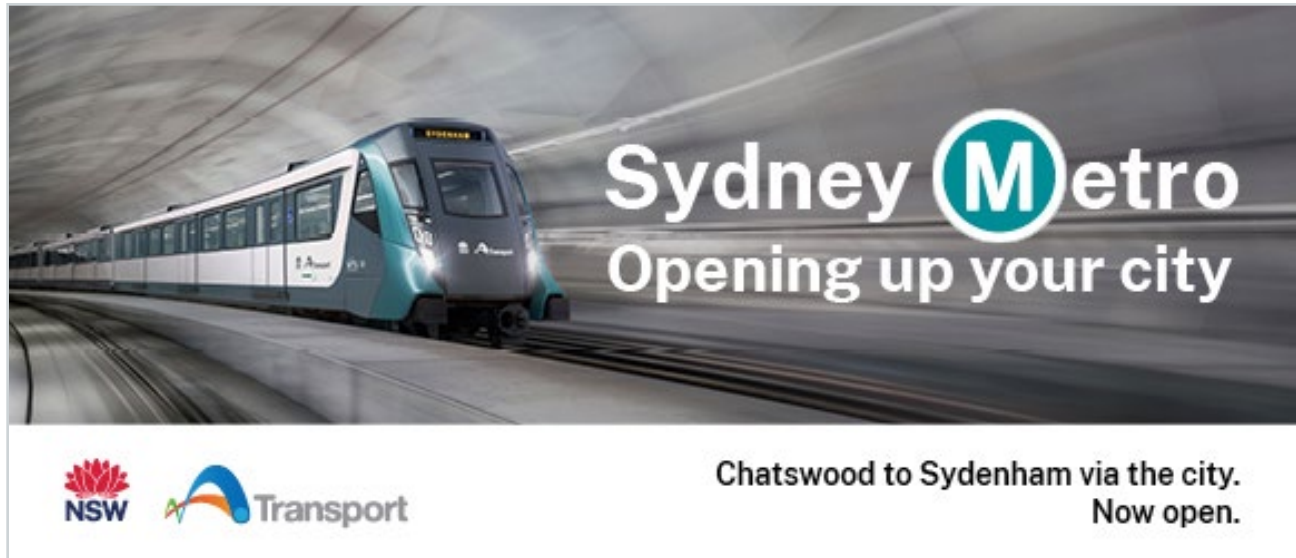


All locations



# Website images

Hero tile JPG- 580x250px



Sub story (3 column) JPG - 560x330px



Homepage carousel JPG - 620x480px



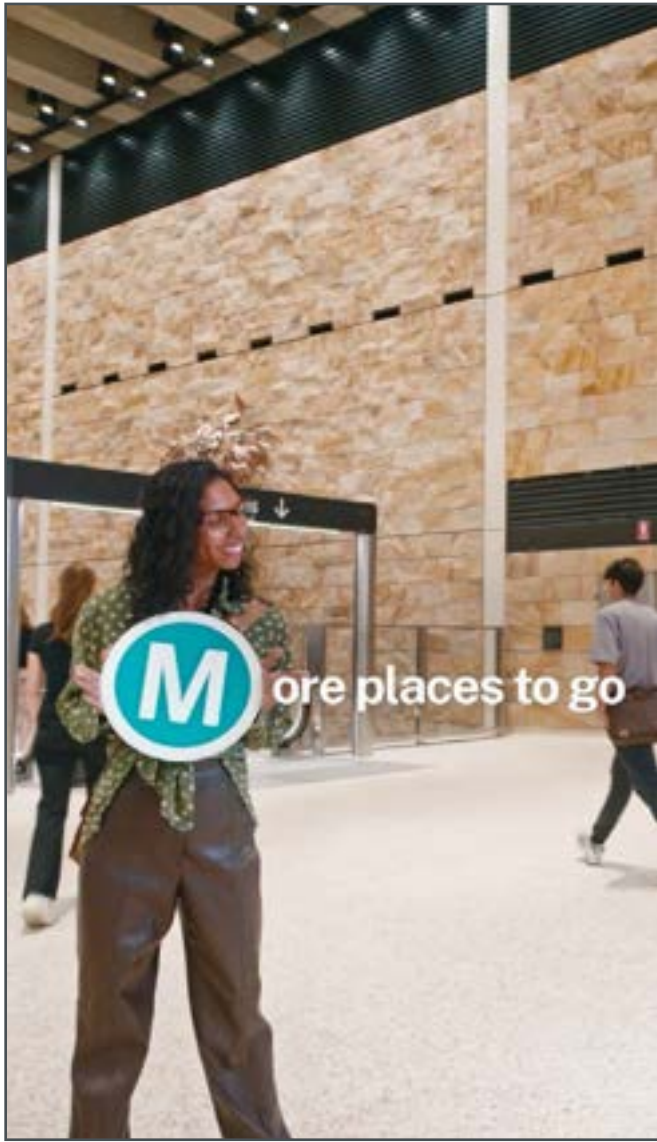


# Animated display

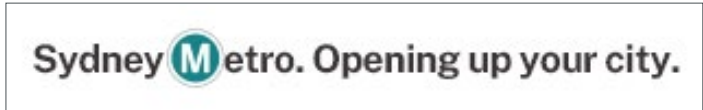
Animated GIF display - 300x250px



7 Sec bumper MP4 - 768x1360px



Animated GIF display - 320x50px





# Print - A4 poster portrait

## A4 poster options – 210mm x 297mm



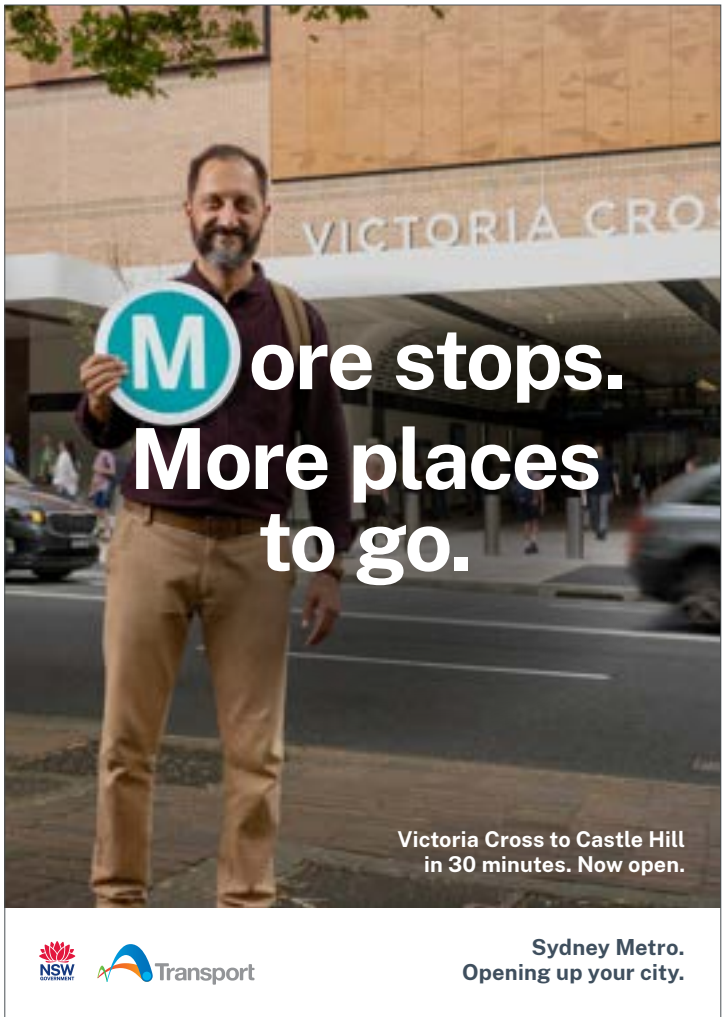
All locations



All locations



All locations



Castle Hill or Victoria Cross



Chatswood or Waterloo



Epping

## File types available:

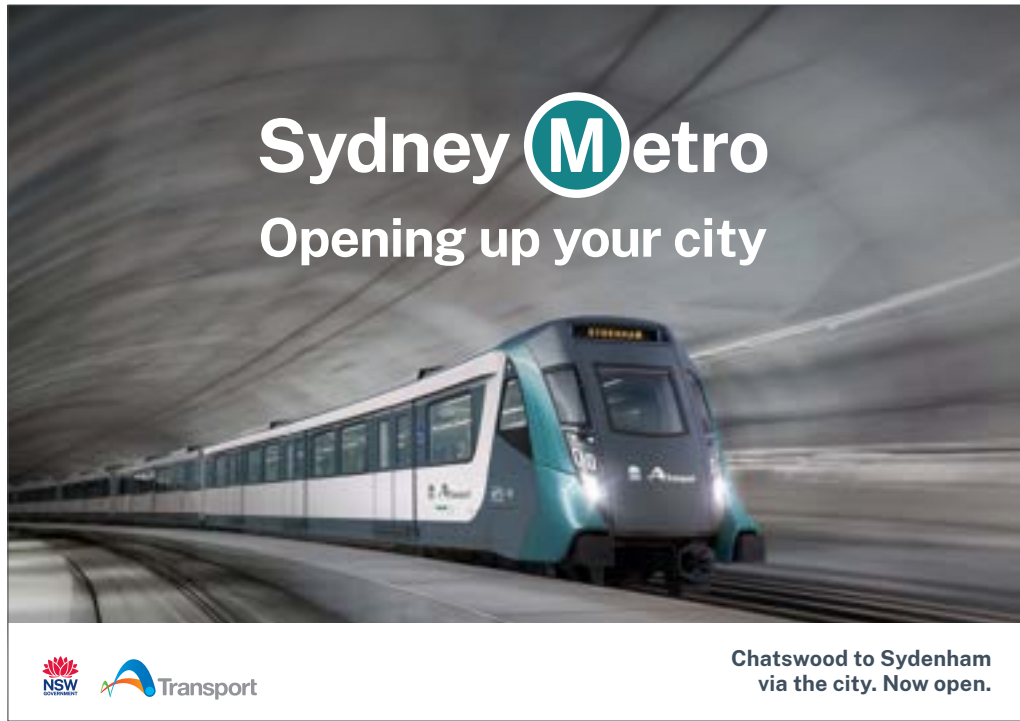
High-Res PDF

High-Res PDF with bleed and crop marks

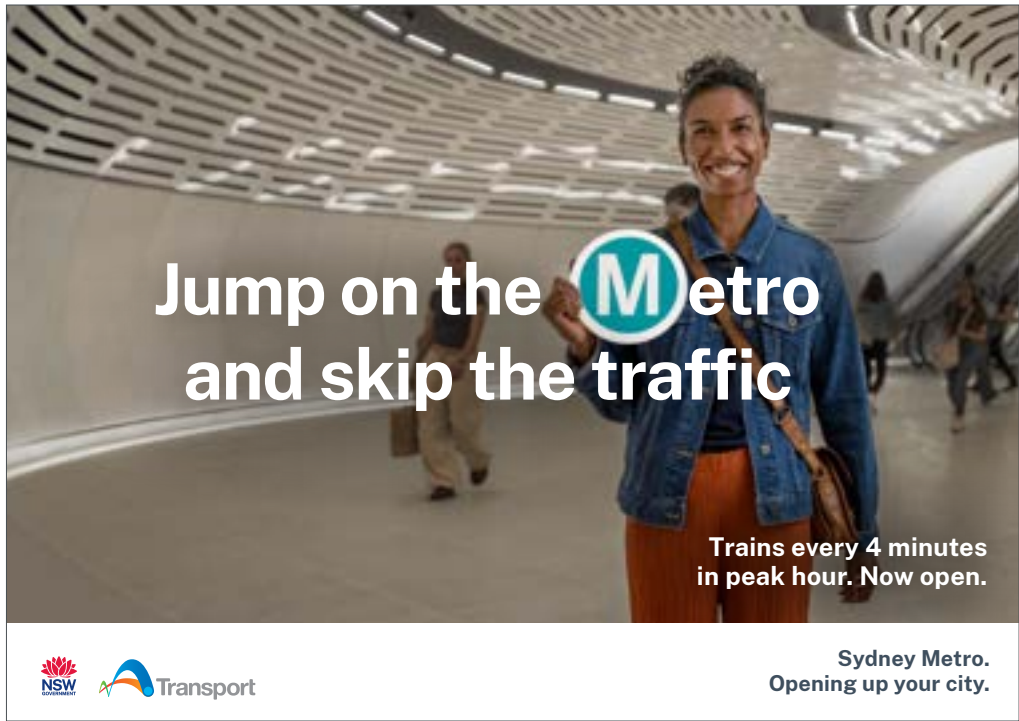


# Print - A4 poster landscape

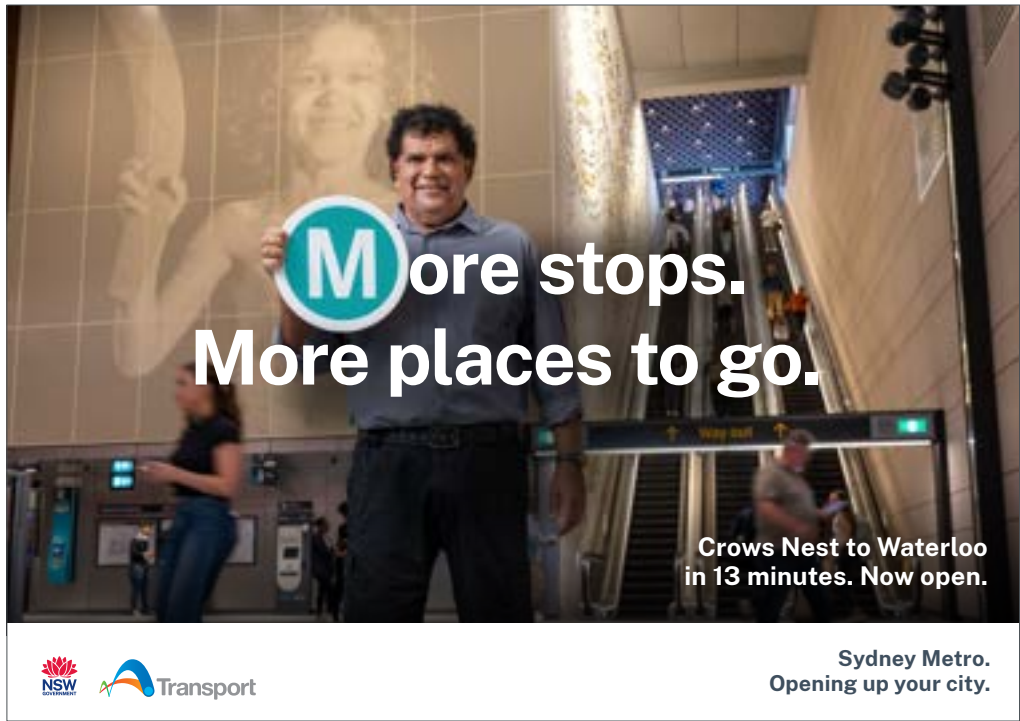
A4 poster options – 297mm x 210mm



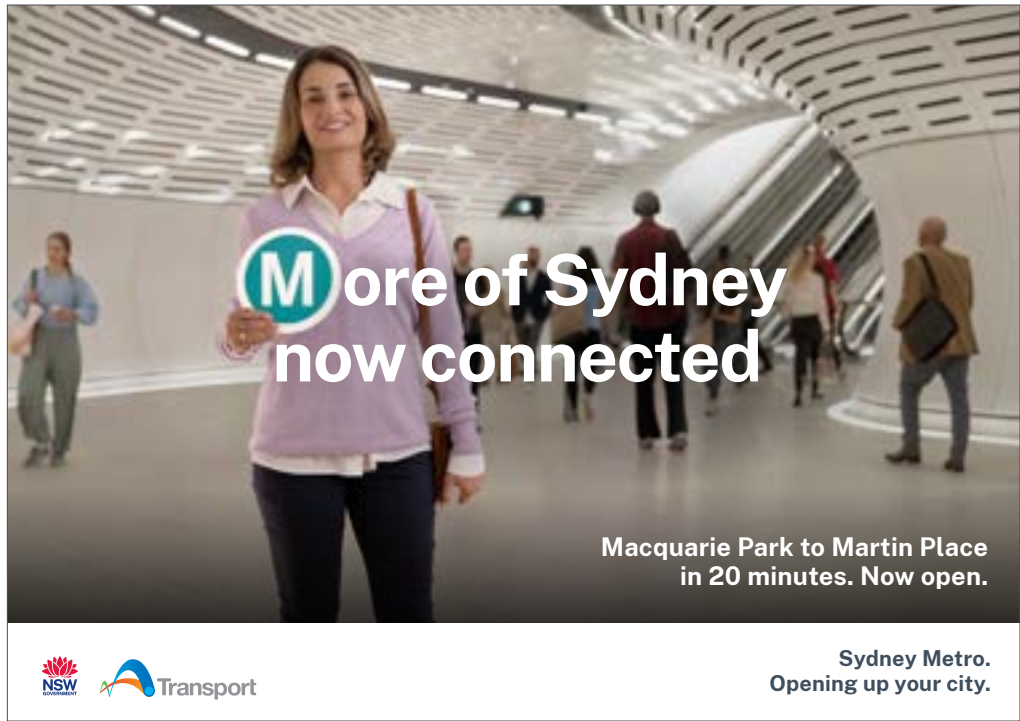
All locations



All locations



Crows Nest or Waterloo



Macquarie Park or Martin Place



Victoria Cross or Martin Place

File types available:

High-Res PDF

High-Res PDF with bleed and crop marks



# Print - DL flyers

## Sydney Metro - 16 page DL

### File types available:

WCAG single page PDF


Print ready PDF available upon request



### Sydney Metro

Chatswood to Sydenham opens August





### Sydney Metro


Sydney Metro is Australia's biggest public transport project, revolutionising the way the city moves with a world-class, automated train service.

With new stations connecting Chatswood to Sydenham, Sydney Metro now stops at 21 stations from Tallawong to Sydenham. It is able to move more people across Sydney Harbour in peak hours than the Sydney Harbour Bridge and Tunnel combined, and with services every 4 minutes in peak, you can just turn up and go.

The M1 North West & Bankstown Line launches over three stages:

- Stage 1 - 2019**  
Sydney Metro opens and connects Tallawong with Chatswood via Macquarie Park.
- Stage 2 - August 2024**  
Chatswood to Sydenham metro service opens and connects the Northwest to Sydenham via the central business district. It runs under Sydney Harbour, through new underground stations at Crows Nest, Victoria Cross, Baragaroo, Martin Place, Gadigal, and Waterloo, as well as new metro platforms at Central Station.
- Stage 3 - 2025**  
The T3 Bankstown Line is being converted to metro standards between Sydenham and Bankstown with all stations to be fully accessible with lifts and level access between platforms and trains.

By 2032, Sydney will have a network of four metro lines, 46 stations and 115km of new metro rail.



### Getting to and from metro stations

We've made getting to and from your local metro station easy, whether you walk, ride your bike, catch a bus, take a taxi, get dropped off, ride share or drive.

**Walking**  
Widened footpaths and new pedestrian crossings now make accessing stations even easier. There is also a new Central Walk concourse at Central Station, an underground connection at Martin Place and a new concourse bridge and entrances at Sydenham Station.

**Bikes**  
Take your bike on board with you, or secure it in one of over 900 new bike storage spaces at metro stations.

**Light Rail**  
A new exit at Central Station provides easy connection to the light rail stop at Chalmers Street.

**Buses**  
All metro stations are serviced by local buses connecting you with nearby suburbs.

**Ferry**  
Connection between metro at Baragaroo Station and ferries at Baragaroo Wharf.

**Taxis**  
15 new spaces in 5 new zones.

**Kiss and Ride**  
50 spaces.



### Crows Nest Station

Willoughby Rd opp Pacific Hwy  
Willoughby Rd opp Pacific Hwy  
Crows Nest Station Pacific Hwy  
Crows Nest Station Pacific Hwy




### Victoria Cross Station

Willoughby Rd opp Pacific Hwy  
Willoughby Rd opp Pacific Hwy  
Victoria Cross Station Pacific Hwy  
Victoria Cross Station Pacific Hwy




### CBD Map

Map of the Sydney CBD showing metro lines and stations.



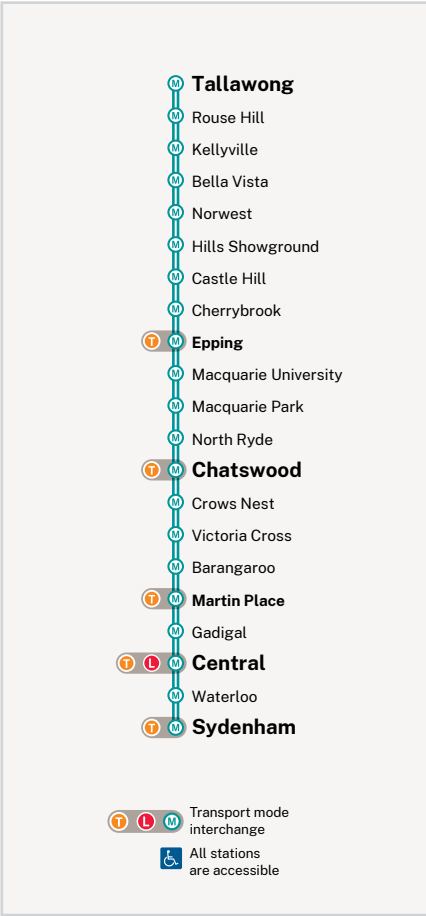
### Waterloo Station

Waterloo Station Pacific Hwy  
Waterloo Station Pacific Hwy



### Sydenham Station

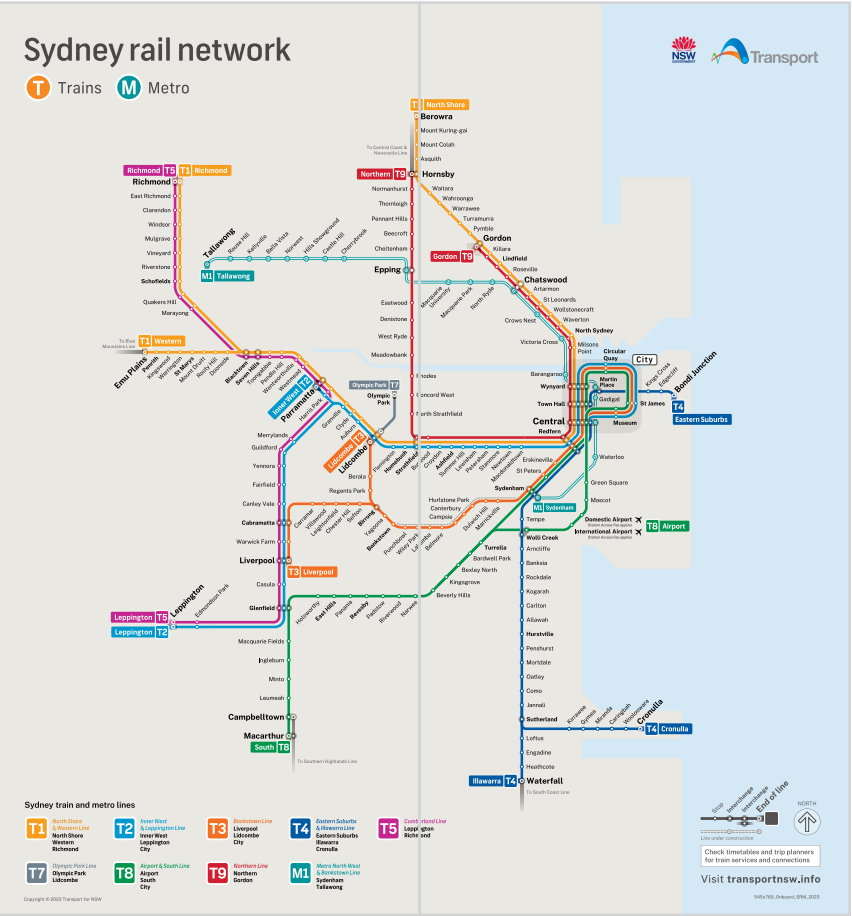
Sydenham Station Pacific Hwy  
Sydenham Station Pacific Hwy



### Sydney rail network

Trains Metro


Transport mode interchange  
All stations are accessible



### Sydney rail network

Trains Metro

Transport mode interchange  
All stations are accessible



### Easy transfers to Sydney Trains

Sydney Metro connects seamlessly with Sydney Trains and other public transport services at these five major transport interchanges. Look out for signs throughout stations directing you to the right platforms.


**Epping**  
Change at Epping for access to the T9 Northern Line to Central via Strathfield or Gosford and Newcastle Interchange via the Central Coast and Newcastle Line.

**Chatswood**  
Change at Chatswood for access to the T1 North Shore Line and T9 Northern Line.

**Martin Place**  
Change at Martin Place for services to Cronulla or Bondi Junction via the T4 Eastern Suburbs Line.

**Central**  
Change at Central for light rail services to Circular Quay, Randwick, Kingsford and Dulwich Hill; the wider Sydney Trains Network, Intercity Regional Network and the NSW TrainLink regional network.


**Sydenham**  
Change at Sydenham for T8 Airport and South Line services to Campbelltown, T4 Eastern Suburbs and Illawarra services.



### Staying safe on Sydney Metro

Follow these steps to help ensure every journey is a safe one:

- Chimes and flashing lights mean doors are closing. Stand back and remember that trains come frequently.
- Spread along the platform and use all doors. This can help with faster and safer boarding.
- Wait for both sets of doors to open. This can help with faster and safer boarding.
- Use ground markers on platforms to queue on either side of the doors for faster and safer boarding.
- Hold your child's hand when getting on and off. Metro doors operate quickly.
- Hold on when you're on board. The metro can gather speed quickly.
- The metro escalators can be steep. Hold on to the hand rail.




### A transport system designed for you

**More ways to pay**  
Sydney Metro is part of the Opal network. You will be able to pay your fare with an Opal card or through contactless-enabled American Express, Mastercard or Visa cards or with a linked device. Look for the symbol. Always tap on and tap off at Opal readers to pay your fare. You can top up via the **Opal Travel App**, [transportsw.info/opal](#) or via the top up machines at your local station.

Trips that include transfers between Sydney Metro, Sydney Trains and/or NSW TrainLink Intercity services are considered a continuous journey, meaning you don't need to tap off and on again between services, and only pay a single fare.

To find out more visit [transportsw.info/opal](#)

**Engineered for efficiency**  
Expert train controllers working in a state-of-the-art operations control centre continuously monitor the entire Sydney Metro system. They oversee metro services, driverless trains, tunnels, platforms and tracks to keep the network moving safely and reliably.



### Continuous mobile coverage


Mobile coverage across the entire metro network means you can make calls, send texts and emails, download tunes or stream your favourite show, keeping in touch on the go.

**Geared towards sustainability**  
We offset 100% of our network's energy consumption with renewable solar power. Plus, more than 80% of the water we use to wash the fleet is recycled water.

**Safety is our priority**  
Platform screen doors keep people safe and objects like prams away from the tracks. Lights and sounding chimes alert you when doors open and close.

CCTV monitoring includes around 100 cameras at every station and 38 cameras on board every metro.

Interactive video help points can be found at every station and station car parks, and audio help points on board will instantly connect you to control centre staff should you need assistance. There are also Emergency Help Points in every carriage.




### Public transport designed for everyone

**Level access**  
Tactile indicators throughout the station and signs with braille make navigating stations easier. Audio announcements, hearing loop services and interactive video help points provide accessible service information.

**Wheelchair spaces and priority seating**  
There are two dedicated wheelchair spaces in every carriage and priority seats close to the doors for people with limited mobility.

**Room for prams, bikes and luggage**  
Every metro train is designed to provide passengers travelling with prams, bikes or luggage greater access and flexibility on board.

**Emergency Help Points**  
Need some extra guidance at the station or help getting through the gates? Our staff can answer your questions via video link at accessible interactive Emergency Help Points.

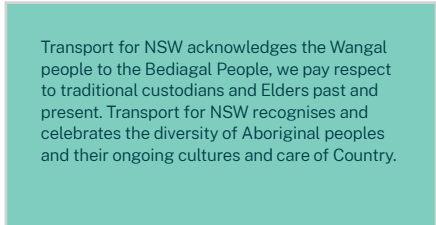


### Visual and audio aids

Tactile indicators throughout the station and signs with braille make navigating stations easier. Audio announcements, hearing loop services and interactive video help points provide accessible service information.

**Need a helping hand?**  
Customer Journey Coordinators at metro stations can assist with access to platforms and can organise help with train transfers. They're also trained to recognise Sunflower lanyards for people with hidden disabilities and can provide extra support.

If you require assistance when transferring to Sydney Trains services at Epping, Chatswood, Martin Place, Central or Sydenham, Customer Journey Coordinators can also alert Sydney Trains staff to expect your arrival. If there is no staff nearby, you can make contact using an interactive video help point.



### Transport for NSW

Transport for NSW acknowledges the Wangal people to the Bediagal People, we pay respect to traditional custodians and Elders past and present. Transport for NSW recognises and celebrates the diversity of Aboriginal peoples and their ongoing cultures and care of Country.

To learn about the latest changes or for more information visit [transportsw.info](#)

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The information in this brochure is intended as a guide only and is subject to change at any time without notice.

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Scan the QR code with your phone or visit your App or Google Play Store to download the Opal Travel app.

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# Print - DL flyers

## Sydney Metro CBD Brochure - 16 page DL gatefold

File types available:  
WCAG single page PDF  
Print ready PDF available  
upon request

Sydney Metro

Chatswood to Sydenham now open

Your guide to Metro  
Central Business District

Acknowledgement of Country

Sydney Metro

Transport for NSW acknowledges the Gadigal people as the Traditional Custodians of this land. We pay respect to Elders past and present, and recognise and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

Artwork shown above:  
*In Time We Shall* created by Khaled Sabzabi  
Scan here to find out more

Sydney Metro is Australia's biggest public transport project, revolutionising the way the city moves with a world-class, automated train service.

With seven new stations connecting Chatswood to Sydenham, Sydney Metro now stops at 21 stations from Tallawong to Sydenham. It is able to move more people across Sydney Harbour in the busiest hour of the peak time than the Sydney Harbour Bridge and Sydney Harbour Tunnel combined.

The M1 North West & Bankstown Line launches over three stages:

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By 2032, Sydney will have a network of four metro lines, 46 stations and 113km of new metro rail.

Sydney Metro

connections in the CBD

Sydney Metro now provides direct access to the city via new metro stations at Barangaroo, Martin Place, Gadigal (Pitt Street) and Central, better connecting passengers to Sydney's employment, financial and retail districts.

Trains will depart every 4 minutes during peak times, 5 minutes between peak periods on week days and 10 minutes at other times. This means you can just turn up and go.

**Station address**  
**Barangaroo:** Located at the northern end of Hickson Road, south of the Outway.  
**Martin Place:** Located south of Hunter Street between Castlereagh and Elizabeth streets, Sydney.  
**Gadigal:** Corner of Pitt, Park and Castlereagh streets, Sydney.  
**Central:** Eddie Avenue, Haymarket.

**Station access**  
**Barangaroo:** Located at the northern end of Hickson Road, south of Munn Street in Millers Point.  
**Martin Place:** Can be accessed via a northern entrance at Castlereagh, Hunter & Elizabeth streets, or a southern entrance on Martin Place.  
**Gadigal:** There are two station entrances, including a northern one on the corner of Pitt and Park Streets, and a southern one via Bathurst Street between Castlereagh and Pitt Streets.  
**Central:** Metro services depart from platforms 26 & 27. Access via the Chalmers Street entrance, or connect via the Grand Concourse, or the northern station entrance at Eddy Avenue.

**Bike facilities**  
198 spaces across the CBD stations

Plan your new trip at [transportsw.info](https://transportsw.info) or via the **Opal Travel App**

CBD Map

Sydney rail network

All stations are accessible

Getting to and from metro stations

Easy transfers to Sydney Trains

We've made getting to and from your local metro station easy, whether you walk, ride your bike, catch a bus, take a taxi, get dropped off, ride share or drive.

**Walking**  
Widened footpaths and new pedestrian crossings now make accessing stations even easier. There is also a new Central Walk concourse at Central Station, an underground connection at Martin Place and a new concourse bridge and entrances at Sydenham Station.

**Bikes**  
Take your bike on board with you, or secure it in one of over 900 new bike storage spaces at metro stations.

**Light Rail**  
A new exit at Central Station provides easy connection to the light rail stop at Chalmers Street.

**Buses**  
All metro stations are serviced by local buses connecting you with nearby suburbs.

**Ferry**  
Connection between metro at Barangaroo Station and ferries at Barangaroo Wharf.

**Taxis**  
15 new spaces in 5 new zones.

**Kiss and Ride**  
50 spaces.

Sydney Metro connects seamlessly with Sydney Trains and other public transport services at these five major transport interchanges. Look out for signs throughout stations directing you to the right platforms.

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**Sydenham**  
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**Continuous mobile coverage**  
Mobile coverage across the entire metro network means you can make calls, send texts and emails, download tunes or stream your favourite show, keeping in touch on the go.

**Geared towards sustainability**  
We offset 100% of our network's energy consumption with renewable solar power. Plus, more than 80% of the water we use to wash the fleet is recycled water.

**Safety is our priority**  
Platform screen doors keep people safe and objects like prams away from the tracks. Lights and sounding chimes alert you when doors open and close.

CCTV monitoring includes around 100 cameras at every station and 38 cameras on board every metro.

Interactive video help points can be found at every station and station car parks, and audio help points on board will instantly connect you to control centre staff should you need assistance. There are also Emergency Help Points in every carriage.

Public transport designed for everyone

**Level access**  
Tactile indicators throughout the station and signs with braille and off safer and easier, especially if you have a pram, bike, or your mobility is limited.

**Wheelchair spaces and priority seating**  
There are two dedicated wheelchair spaces in every carriage and priority seats close to the doors for people with limited mobility.

**Room for prams, bikes and luggage**  
Every metro train is designed to provide customers travelling with prams, bikes or luggage greater access and flexibility on board.

**Emergency Help Points**  
Need some extra guidance at the station or help getting through the gates? Our staff can answer your questions via video link at accessible interactive Emergency Help Points.

**Visual and audio aids**  
Tactile indicators throughout the station and signs with braille and audio announcements, hearing loop services and interactive help points provide accessible service information.

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- The metro escalators can be steep. Hold on to the hand rail.

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