



AUSTRALIAN RAIL TRACK CORPORATION LTD

Media Release

ARTC VIDEO WINS INTERNATIONAL AWARD

21 July 2014

The Australian Rail Track Corporation (ARTC) can lay claim to having one of the best internal education videos in the country after winning a prestigious Certificate of Creative Excellence for 'Internal Training' at the US International Film and Video Festival.

The most recent award comes only a few months after the video won Best Education and Training film at the Australian Video Producers Association Awards.

The video demonstrates some of ARTC's core roles, works and practices using a recent major concrete re-sleeper project as the case study. It takes viewers throughout the stages of the project from strategic planning to implementation to give an in-depth look at what it takes to effectively upgrade the network.

"ARTC is committed to continue exploring innovative and new ways to improving the way we do things to help ensure the Hunter Valley coal rail network is at its safest, most efficient and productive," ARTC's Executive General Manager - Hunter Valley, Alec Mackenzie said.

"Our customers expect us to take the best possible approach to maintaining and operating the coal rail network which supports the world's largest export coal port – and it's great that initiatives like this video have been recognised on the world stage."

Mr Mackenzie said keeping staff engaged using relevant, real-world and ARTC specific examples was important.

ARTC engaged Newcastle-based video production company Good Eye Deer to produce the training video.

"ARTC gave us the creative freedom to take this training film to a world class standard. For the concrete re-sleeper video we used cinematic techniques, in both photography and story structure, to create a film that revealed information in an engaging way," said Gavin Banks, Creative Director, Good Eye Deer.

"At Good Eye Deer we believe that the key to engaging an audience is to emotionally involve them; this is why we focus heavily on story and people in all of our films and it was great to have that opportunity with ARTC," Olivia Olley, Producer, Good Eye Deer said.

ENDS

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Watch the teaser video: <https://vimeo.com/76111349> (90 sec duration)

Abstract of film:

One million dollars of coal travels across Australia's Hunter Valley train tracks every 15 minutes. With so much at stake, concrete re-sleepering is a vital part of both maintaining and strengthening the network. Allocated only 8hrs of track time per day, ARTC must replace 97,000 sleepers and add tens of thousands tonnes of ballast to 60 track-kilometres in just 50 days. But there is more to ARTC's Concrete Re-sleepering Project than just getting sleepers in the ground. It's a strategic process that requires maximum reuse of recovered materials, the consideration of long term maintenance costs and the delivery of satisfactory outcomes for a variety of stakeholders. From planning to the pre-lift, to de-stressing and beyond, join ARTC as this video takes you on track for an in-depth look at what it takes to effectively upgrade the network.

See the awards:

US International Award link: (scroll down to see ARTC)

http://www.filmfestawards.com/awards/index.asp?PROCESS=Y&F_ENTRY_YEAR=2014&F_AWARD=&F_TITLE01=&F_CATEGORY01=&F_KEYWORDS=&F_MATCH_TYPE=OR&submit1=Submit

AVPA Award: (scroll down to Education and Training)

<http://avpa.com.au/page-1816618>