

**61ST CONFERENCE OF
DIRECTORS GENERAL OF CIVIL AVIATION
ASIA AND PACIFIC REGION**

*Kuala Lumpur, Malaysia
7 – 11 September 2026*

AGENDA ITEM 3: AVIATION SAFETY

**DANGEROUS GOODS SAFETY PROMOTION CAMPAIGN –
‘PACK RIGHT. SAFE FLIGHT.’**

Presented by Australia

INFORMATION PAPER

SUMMARY

This information paper describes Australia’s national dangerous goods (DG) safety promotion campaign, *Pack Right. Safe Flight.*, developed and led by the Civil Aviation Safety Authority (CASA). The campaign focuses on influencing passenger behaviour at the point of packing, with an emphasis on reducing incidents involving lithium batteries and common consumer items. The paper outlines the campaign model, early implementation lessons and opportunities for international collaboration. This includes examples of early engagement with aviation authorities in the United Kingdom, Norway, Finland and Ireland.

DANGEROUS GOODS SAFETY PROMOTION CAMPAIGN – ‘PACK RIGHT. SAFE FLIGHT.’

1. INTRODUCTION

1.1 The safe carriage of dangerous goods (DG) by air remains a critical aviation safety priority under ICAO Annex 18 and Annex 19.

1.2 Increasing incidents involving lithium batteries, power banks and e-cigarettes have highlighted risks associated with passenger behaviour and awareness gaps.

1.3 Traditional approaches to passenger awareness have focused on airport-based communications. However, research conducted with Australian travellers indicates these messages are often received too late in the passenger journey to influence their behaviour.

1.4 In response, CASA developed a national safety promotion campaign targeting behavioural change earlier in the travel journey.

1.5 The *Pack Right. Safe Flight.* campaign (www.casa.gov.au/packright) therefore represents a shift from awareness-raising to behavioural intervention, targeting decision-making at the most effective point in the travel journey. It is a research and data-driven approach to safety promotion, aligned with ICAO safety management principles.

1.6 The campaign has generated strong interest internationally as an example of an evidence-based safety promotion initiative targeting passenger behaviour.

1.7 Growing international interest highlights the potential for broader application and collaboration with National Aviation Authorities in strengthening global dangerous goods safety awareness.

2. DISCUSSION

2.1 Airline stakeholders identified increasing DG-related incidents, particularly linked to lithium-ion batteries and personal electronic devices.

2.2 Australian research confirmed that passengers tend to prioritise baggage weight and security requirements over dangerous goods considerations, and many lack awareness of everyday items classified as DG. These findings showed that information alone would not be enough. The campaign needed to prompt action before passengers packed.

2.3 The *Pack Right. Safe Flight.* campaign provides a simple, repeatable behavioural cue for passengers. It highlights the desired behaviour and the benefit of doing it. Its central aim is to influence passenger decision-making at the point of packing, rather than at the airport.

2.4 The campaign is underpinned by comprehensive behavioural research, including qualitative and quantitative analysis of Australian travellers

2.5 Key behavioural insights from the research included widespread overconfidence in understanding DG rules, low recognition of common DG items such as power banks and vapes and strong influence of safety risk awareness on compliance behaviour.

2.6 Key objectives of the campaign include encouraging passengers to check DG before packing, promoting correct carriage (e.g. carrying batteries in cabin baggage) and reducing DG-related incidents, particularly those involving lithium batteries.

2.7 The campaign adopts a multi-channel communication strategy aligned to the passenger journey. This is intended to include pre-flight emails and mobile notifications, digital and social media content, airport signage and audio announcements and checklists and online tools to support safe packing.

2.8 Messaging emphasises the simplicity and ease of compliance, personal responsibility for safety, why it's important (without introducing fear) and the need to check the latest rules before each flight. Visual cues and mnemonic devices are used to improve recognition of common dangerous goods.

2.9 The initial campaign approach relied on extensive airline integration across booking and check-in systems. In practice, implementation across operators has proven to be inconsistent. Engagement with airports and other third parties (such as travel insurance providers and other travel service providers) has resulted in strong ongoing collaborations.

2.10 The campaign provides a practical model for other States. Aviation authorities from several ICAO Member States have engaged with CASA about adaptation of the campaign, including the United Kingdom, Norway, Finland and Ireland.

2.11 Opportunities exist for adaptation of campaign materials, messaging frameworks and research insights across different regulatory environments and passenger markets.

3. ACTION BY THE CONFERENCE

3.1 The Conference is invited to note the information contained in this Paper.

3.2 Member states are invited to reach out to the Civil Aviation Safety Authority to discuss opportunities to understand and leverage the work and campaign assets for local adaption.

— END —