



# John Holland Group

RailGallery



At RailGallery, we enjoy tremendously every single one of the projects in which we get involved, but every now and then, a project comes along that when it is completed... well, it leaves our team with a huge sense of achievement and satisfaction.

The reasons vary; it may be because the project involves logistical challenges, sometimes it's a marked affinity with the people with whom we liaise, and some other times it is because we get to visit great places or learn about innovative products and services.

We had the opportunity to be involved in a project that has all those characteristics, and even a few more.

The story began when our client, John Holland Group, engaged us to produce a short video to be presented at the Christmas Party for their NSW and ACT teams.

### The brief

The project brief requested a four-minute video that contained footage from various projects carried out this year, and included a few interviews with some of their staff.

We knew we had a challenge ahead of us because deadlines were tight, and we had to cover a vast geography - Sydney, Newcastle, Lismore, Parkes, Griffith and Canberra.

This, and the fact that we would get to venture into infrastructure projects beyond rail, was enough for us to get very enthusiastic from the get-go.

### Planning and execution

In just two weeks we developed the creative idea, schedule and coordinated the logistics for each on-site filming.

Then came the moment of truth, over the following 12 days, our intrepid team of videographers and photographers covered 4,430km, conducted 24 interviews, recorded 32 hours of footage, skillfully avoided crashing into three kangaroos and of course braved countless bugs.



## Contact us

Actually, their exact words were 'trillions of bugs' but those of us who stayed at the office know the filming crew tend to overreact when it comes to insects, so we believe that figure might be a bit inflated!

Bugs and kangaroos aside, the following challenge was making sure that the production stage ran as smoothly as possible and that the video truly met our client's brief of creating a video that was mainly light-hearted.

**The safety culture**

As we started going through all the raw footage, we realised that there were very powerful messages coming from every John Holland Group staff member interviewed, these messages reflected the strong positive culture of the organisation and what is important for them.

Safety, team spirit and caring were evident from the footage we captured; but what impressed us the most is that this wasn't just a thing people were saying because they were being interviewed, our film crew experienced first hand the safety and caring culture of the people in the organisation.

Tan, one of our team videographers told us this story: "While we were signing out at the Lismore hospital project, the onsite officers asked us where we were headed, and we replied 'Dubbo'. Straightaway they said: Be careful with kangaroos along the way, and don't push too far, even though Dubbo is where you want to get to, you don't need to get

there tonight if you're too tired. Safety is more important."

Beyond, the strong safety culture, it was evident that the people behind John Holland's projects feel extremely proud of a job well done.

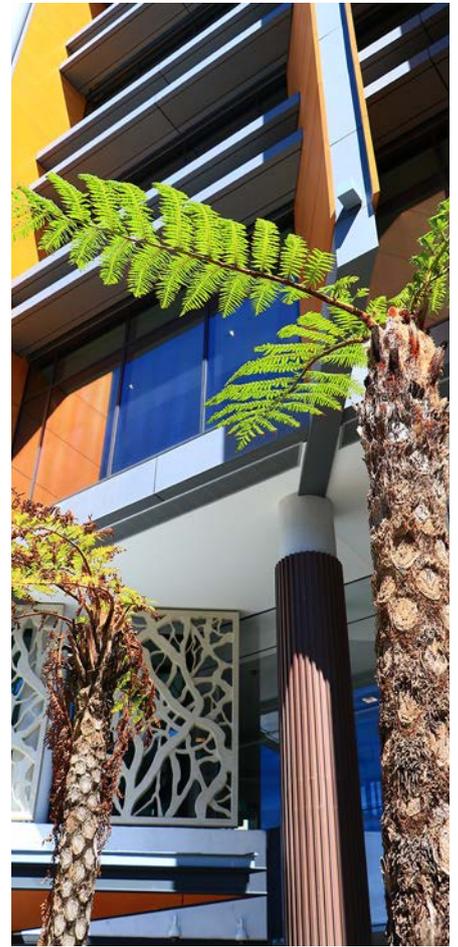
All interviewees were very aware and mentioned the impact their projects would have in the local communities, whether it was improving irrigation systems to help farmers, improving health services infrastructure, or increasing safety and accessibility for public transport users.

**The "cool stuff"!**

And we knew we were on the same page when they all mentioned how much they enjoy that they get to do 'cool stuff', you know, like building a helipad and the associated helicopter landing test runs, or building structures that are like "building a giant jigsaw puzzle".

After getting these insights, we decided to have a conversation with our client and advised them that developing a video that contained those elements mixed with some more funny statements would be the perfect message combo to be presented at their end of the year party.

Our client agreed and gave us the go ahead for the editing stage. The result was a 4-minute video that showcases the year's achievements of the company and celebrates the essence of the John Holland Group brand: 'Powered by people'.



**Blending nature into architecture - The recently completed Newcastle courthouse**



**"Building a giant jigsaw puzzle" at Bella Vista Station, Sydney Metro North West**

We service



Operator



Customer facing agency



Constructor



Track maintainer



Association



Government



Manufacturer



Consultant