



— Australian —  
**ROAD SAFETY**  
— Awards —

PRESENTED BY:



**CALTEX**

**SUNCORP**



# 9th Australian Road Safety Awards Categories

- ★ **Community Programs Award presented by SUNCORP**  
Open to all local and community groups, this award recognises original and praiseworthy initiatives, tackling significant local issues in the area of road safety.
- ★ **School Programs Award presented by SUNCORP**  
Open to primary and secondary schools, this award is presented to schools that have demonstrated a strong commitment to road safety. It recognises the work of students and teachers in creating new educational programs that improve young driver behaviour and establish the next generation in road safety awareness and practices.
- ★ **Indigenous Programs Award presented by CALTEX**  
Recognises road injury prevention projects and programs that minimise the impact of road injuries in the Indigenous community. Effective prevention and management programs are essential. These programs need to demonstrate strong leadership and collaboration with the Indigenous community.
- ★ **Local Government Programs Award presented by CALTEX**  
This category acknowledges local initiatives that demonstrate best practice and showcase local government innovation in promoting road safety to their communities.
- ★ **Innovation Programs Award presented by LICENSYS**  
This open category recognises outstanding innovation in road safety. This could include community, corporate or technology.
- ★ **Technology Programs Award presented by GPSI**  
The Technology category recognises platforms/programs designed to improve and / or manage road safety outcomes.
- ★ **Corporate Fleet Safety Programs Award presented by CALTEX**  
This category recognises larger organisations that have developed a pro-active approach to fleet safety. The winner must demonstrate a holistic safety management approach backed by professional development systems and a strong safety management culture.
- ★ **State Government Programs Award presented by SUNCORP**  
Open to all State and Territory Governments and their associated agencies. This award will recognise the most effective road safety initiatives and programs undertaken by Governments around the country.
- ★ **Founders Award**  
This pinnacle award is presented to a category winner for outstanding overall achievement in the Ninth Annual Australian Road Safety Awards Program.

*The Awards acknowledge the achievements of leading road safety advocates by providing a prestigious platform to formally recognise their contribution and commitment to improving safety outcomes.*

# A Message from Russell White

Founder & CEO  
Australian Road Safety Foundation

**On behalf of the Australian Road Safety Foundation, it is my great pleasure to announce the Ninth Annual Australian Road Safety Award winners jointly presented by Caltex and Suncorp.**

The Australian Road Safety Foundation (ARSF) is a not for profit organisation dedicated to reducing road fatalities and injuries. It achieves this through innovative road safety awareness programs, driver education, advocacy and research assistance.

Since the formation of the Foundation in 2007, ARSF has established a well-known national presence and reputation with strong support from the private sector, state governments and the police for its initiatives, programs and events across Australia.

The Ninth Annual Australian Road Safety Awards acknowledges programs across eight categories of excellence for the outstanding contributions in: Community, Indigenous, Corporate, School, Innovation, Technology and Local and State Government initiatives. It has been inspiring to see the high calibre of submissions year after year and the Australian Road Safety Foundation, Caltex and Suncorp extend their congratulations to the category winners and to all organisations for their efforts to reduce road trauma and fatalities on a national and political agenda.

This year, I would like to thank the Hon Michael McCormack, Deputy Prime Minister and Minister for Infrastructure, Transport and Regional Development for his ongoing commitment to road safety and the support he has shown the foundation.

I would also like to take this opportunity to formally thank our major partner's Caltex and Suncorp. Without their support The Australian Road Safety Awards would not be possible. Thank you also to our category partner's LicenSys and GPSI.

Thank you for your support of both the Australian Road Safety Foundation and the Road Safety Awards.



**Russell White**  
Founder and CEO



ARSF Australian  
Road Safety  
Foundation



# Road Safety Programs

## 4RFM Community Radio

### Road Safety Week

4RFM joined together with our local Police and Emergency Services to facilitate and coordinate a weeks' worth of activities to mark Road Safety Week in 2019. We wanted to include the community as much as possible, as it is a community initiative and as the community bear the brunt of the fallout from road safety incidents and accidents.

## AB Paterson College

### Driver Safety Program

The Driver Training Program is a multi-faceted approach to Driver Safety, Awareness and Perception.

The program is aimed at students in Years 8-11 with an aim of having the maximum engagement period prior to them undertaking formal driving lessons. It is hoped that with ongoing engagement in this program, there is a substantive opportunity to direct a culture of thinking, decision-making and perceptions of driving prior to a student gaining their licence.

The program involves the appointment and training of a number of peer Safe Driving Ambassadors, who mentor and support students in using the Driver Training Simulators. These Ambassadors engage in a variety of discussions throughout the student's use of the Driver Training Simulators to challenge the pre-conceived and prior culture of thinking and perceptions surrounding driving a vehicle. All students in the program must log 5 full training sessions each year as a part of their course work at the College.

The program impacts upon 640 students each and every year and given the training and mentoring regime every year, this is a highly sustainable feature of our curriculum, and is now a requirement for College graduation.

## ACE Community Colleges Ltd

### Licensed and On the Road

Licensed and on the Road is an initiative of ACE Community Colleges developed to address the growing issue of unlicensed drivers in the Northern Rivers of NSW. In the 16 years this program has been operating it has grown to cover the northern half of NSW and includes class based Learner Driver programs supporting those with low literacy to prepare for the NSW RMS Driver Knowledge Test (DKT), support with Digital Literacy skills to prepare for the DKT and the Hazard Perception Test and up to 10 free driving lessons for Aboriginal and Torres Strait Islander &/or disadvantaged students. At its conception, Licensed and on the Road met the needs of Indigenous communities in the region but more recently it has expanded to address the needs of a broader community, now including those who are in receipt of Centrelink benefits including people with disabilities. ACE Community Colleges engages local trainers and driving instructors where possible and enlists the help of local agencies to ensure we capture the most vulnerable in the community we are working in.

## Acusensus

### Acusensus Heads Up Solution

Driver distraction is a major unaddressed cause of road trauma and fatalities not only in Australia but globally. Victorian start-up Acusensus, based out of the Melbourne Accelerator Program, has developed world leading technology to capture the illegal use of mobile phones by drivers.

The 'Acusensus Heads-Up' solution has been developed and designed to provide 24/7 enforcement to address distracted driving and help reduce road injuries and fatalities. Acusensus provides both fixed and mobile camera enforcement installations and deployments that can operate day and night in all weather conditions and will detect drivers at any speed.

The solution captures high resolution, prosecutable evidence of people using their mobile phone whilst driving. The system operates to automatically capture photographic evidence and detect phone use. Sophisticated algorithms automatically detect the driver and determine the likelihood of phone use. The system hardware is compact and unobtrusive, permitting economical deployment on a wide range of pre-existing infrastructure.

This detection can be deployed in real time to assist Police operations. The system addresses all forms of distraction beyond the illegal use of mobile phones. Acusensus is proud to be currently partnering with the NSW Government to rollout the world's first illegal mobile enforcement program.

## Ascent Training Services

### "I am for zero"

The program was developed to be delivered to year 10, 11 and 12 students in Brethren community schools throughout Australia. After its initial delivery, the course is now delivered in the Brethren Community under the name "Driver Awareness Course". The company

designed the program to align with Vision Zero goals and strategies and that it would assume young people wanted to be safe on the road to protect themselves, their friends, family and the community. It therefore educates participants on Vision Zero and challenges them to think how they can contribute and be a part of this global movement (vision). The program has three components:

1. Year 10: Introductory module delivered by year 10 teachers at the schools.
2. Year 11: Core module delivered by Ascent Training Services facilitators.
3. Year 12: Refresher module delivered by Ascent Training Services facilitators.

Complimentary to this, was a module delivered at each school location for parents of novice drivers to help them understand what their children had been taught and the specific issues they needed to understand to help them train their novice drivers.

Therefore, the program takes a "whole of community" approach and seeks to engage novice drivers, parents, teachers and Brethren community members into the process of reducing road trauma within their community.

## Australian Traffic Offenders Program

### ATOP

ATOP is a road safety education program designed to protect the community from road trauma. ATOP is based on the Queensland Traffic Offenders Program (QTOP). Due to the success of QTOP, ATOP was developed as an online program to address all traffic offending in Australia. The only change is the name to allow attendees from out of Queensland jurisdiction to attend.

ATOP offers intervention/rehabilitation to traffic offenders charged with drink/drug driving,

speeding, inattention/mobiles, dangerous driving or any traffic offence. ATOP engages qualified, professional, experienced presenters to deliver a road safety topic to attendees through our online program.

ATOP currently has attendees completing the program from many Courts around Australia. ATOP is offered as an education/rehabilitation program for offenders. We also offer ATOP as a road safety education program as a refresher course, education program for new drivers or employees of corporate entities.

ATOP demonstrates reality, including shock and impact methods to encourage drivers to reform their dangerous habits and therefore reduce their risk of reoffending. ATOP reminds drivers of their responsibilities on the roads to themselves and all drivers.

## Australian Trucking Association

### TruckSafe

TruckSafe is an industry-led, business and risk management system that improves the safety and professionalism of trucking operators nationwide. TruckSafe members are required to meet seven key standards to achieve accreditation. They are accredited through independent auditing by qualified auditors and are bound by the TruckSafe Code of Conduct.

TruckSafe is not just technically and mechanically focused but also considers and addresses human safety factors. These include driver health, training, fatigue and speed management. It is the only freight industry accreditation scheme that does this.

As a member of TruckSafe, you do not pick and choose what areas of accreditation you wish to nominate for, as a business you take on the whole system. Operators are required to meet all seven mandatory standards. The system uses a rigorous, independent audit approach and utilises an

independent expert panel to approve accreditation applications, audits and to regularly review the TruckSafe standards. Via its accreditation system and code of conduct, TruckSafe promotes responsible work practices, well maintained vehicles and healthy and well-trained drivers and employees.

## Blue Datto Foundation

### Keeping Safe Program

Blue Datto's Keeping Safe education program targets young drivers and passengers in school and community settings. Originally launched in 2015, the program has grown and evolved to meet increasing demand and the changing realities facing young drivers, their passengers and the wider driving community. Keeping Safe teaches safe behaviours, encourages self-belief and empowers young people to make safer choices as drivers and passengers. The program is an interactive analysis of travel safety risks and examines the influence of family, friends and the social environment on the choices young drivers make.

In 2019 Keeping Safe was delivered to 6,000 young people across NSW. Primary focus regions include Greater Western Sydney and the Central Coast – however we travel across NSW to meet program demand. While schools remain the core delivery platform for the program, this year also saw an increase in community programs targeting at-risk, and marginalised youth. This included Programs delivered in conjunction with Juvenile Detention Centres, the Clontarf Foundation (Indigenous Youth), and Youth off the Streets.

The Keeping Safe program has helped to significantly reduce youth fatalities in the Hawkesbury region and is growing its reputation for helping young drivers keep themselves, their friends, family and community safe.

## Border Rivers Christian College

### Bike Week

During Bike week in term 3 each student years Prep to Year 10 and staff member brings their bike to school to participate. Opportunity for students to ride in the school ground, on a marked track, before and after school and during break times. Each staff member arranges rides with their classes throughout the week. On the last day an event is arranged for a long ride within/ around the town with a lunch organised at a proposed destination. Each year a different venue is organised.

## Brewarrina Shire Council

### Drought Communities Program

Driver fatigue has been identified as one of the key factors in road accidents. There were 200 kilometres on Kamilaroi Highway between Walgett and Bourke passing through Brewarrina, without a public toilet on this route. The toilets inside Brewarrina typically are closed at night time for security reasons. Limited furnished truck stops along this route forces drivers to drive longer distance to reach a safer area to rest and camp for the night. This has resulted in several accidents over the years.

Constructing a toilet facility and a shelter with picnic tables provided road users, especially road train drivers with an incentive to take a break and stop at the rest area. Since opening the facility, the rest area has been very popular with road users.

## Bundaberg Regional Council

### Truck Friendly

Truck Friendly is a national road safety program, launched from Bundaberg, Queensland, designed to encourage road safety education, cooperation and a more supportive relationship between all road users including caravanners, RV drivers and truck drivers.

The program aims to remove the 'us and them' mentality that currently exists by providing free educational materials, targeted at caravan and RV drivers. Through the program, councils, organisations and individuals have been given access to free driving guidelines in brochure and web format.

To become Truck Friendly, motorists must read the guidelines and install a UHF radio which then qualifies them to receive the 'Truck Friendly' sticker to display on their vehicle.

With interest in caravan and RVs increasing dramatically in recent years and many drivers having little or no experience in towing large caravans, founder Ken Wilson felt more could be done to educate the motoring public. The Truck Friendly program is designed to help all drivers understand how they can be friendly to the huge number of truck drivers on our highways so that we all get home safely.

## City of Ryde

### 2020 Road Safety Calendar

The 2019 Road Safety Calendar is a collaboration between the Road Safety Officers from six local councils across the northern Sydney region: Ku-ring-gai, Hornsby, Lane Cove, North Sydney, Northern Beaches and City of Ryde. The aim is to raise awareness of road safety issues and to remind everyone to take responsibility for their actions on the road.

## DAP Education Australia Pty Ltd

### **RADAR - Remote Area Driver Awareness Rehabilitation**

The SAVE Traffic Offenders Program's initiative, RADAR (Remote Area Driver Awareness Rehabilitation) is designed for Indigenous Australians in remote areas to rehabilitate and re-educate drivers in small country towns, populated mostly by Indigenous Australians. Our RADAR program is designed for areas with little to no internet where a face-to-face program is necessary and possibly the only option. The areas RADAR takes place in are Walgett, and will be extended to Willconnia, Cobar, etc.

## DAP Education Australia Pty Ltd

### **SAVE - Speed Alcohol Vehicle Education - Young Drivers**

SAVE Traffic Offenders Program's initiative project to present to the boys at Cobham Juvenile Justice Centre was created to help give young boys a second chance at a good life by teaching them the importance of road safety. This initiative gave the boys a head-start on their life outside of the correctional centre to get them ready for their lives as adults.

## Deniliquin High School Driver Education

### **Driver Education Program**

Our Mission is to Educate Young Drivers,  
Our Aim is to Save Lives.

The Deniliquin High School Driver Education Program is an initiative of the Driver Education Committee which is a sub-committee of the P&C.

We meet throughout the year to organise the week-long event. The program is supported by teaching and learning initiatives in the PDHPE Faculty. All year 10 Students are involved in the program. Driver Education week incorporates professional driving instruction, practical driving, drug and alcohol, mental health and wellbeing, guest speakers with connection to road trauma, mock accident, hospital — morgue -police - insurance and court house visits, practical self-defence and safety, sharing the road with other vehicles including heavy vehicles, maritime safety and vehicle maintenance. Students are given a free driving lesson on completion of the course and safety packs including safety vests and flip cards on what to do in an accident or first on scene of an accident for their vehicles.

## Department of Infrastructure, Planning and Logistics

### **NTFL Towards Zero Road Safety Round**

The NTFL Towards Zero Round project is a key element of the two-year partnership between the Department of Infrastructure, Planning and Logistics and AFLNT. It aims to increase community awareness and responsibility for road safety and promote the Towards Zero vision. The project focuses around the triple header football round at the TIO Stadium in Darwin in November 2019 and in December 2018. Prior to game day, road safety education sessions were delivered to Premier League players at training sessions. Media announcements and social media and digital promotion were also undertaken. On the day, key road safety messages were promoted to participants and spectators through digital and social media products, on field signage, screening of targeted road safety video advertisements, outdoor broadcasts, competitions, half time activities and face to face engagement. Players also wore yellow armbands and Captains a Zero guernsey, to honour those people who have

died on our roads and to show that road safety is everyone's responsibility. The project targeted these young community leaders who, by virtue of their position in the sporting community, have strong connections and can show leadership in helping promote road safety to their peers.

## Department of Infrastructure, Planning and Logistics

### **Strong Road Safety NT Leaders**

Road Safety NT staff have developed and deliver a free bespoke and engaging road safety education program to aboriginal students from various remote communities that are attending the Michael Long Leadership and Learning Centre (MLLLC) residential program. The Strong Road Safety NT Leaders program focuses on the importance of wearing a seatbelt, family and being a leader in their community. The students who attend the MLLLC are between 10-17 years old and are from some of the most remote and isolated communities in the Northern Territory, since inception, 1200 students have been through the program.

A wide variety of culturally and age appropriate teaching techniques, aids and tactics are used to actively engage students and encourage learning and promote behavioural change.

The Program is one element of the wider MLLLC Make your Mark Leadership Program. It is delivered through two one-hour sessions with a mixed learning approach to cater for all students. Sessions are interactive and information is contextualised to allow for the students to relate their learnings to real world scenarios.

## Driveschool Enterprises Pty Ltd

### **myDRIVESCHOOL®**

myDRIVESCHOOL® is a simulation game designed to bridge the gap between theory and practical driver training. The program combines simulation, gaming, artificial intelligence and virtual reality (optional) technologies, delivered online on a PC with portable steering wheel & pedal set. The primary market is for pre & early stage learner drivers in school environments for students aged 15 – 18yo or Years 9 – 12. The program provides 45-60mins of simulation training to 25+ students simultaneously, equivalent to approx. 34 hours of real time driver training. Users have to complete a series of graduated pass/fail exercises covering steering, acceleration, braking and a variety of intersections and receive a Certificate upon successful course completion.

## Eurobodalla Shire Council

### **Ybudget**

The Ybudget workshop is an add-on component of our Ydrive Learner Driver Mentor Program run by Eurobodalla Shire Council. It is run primarily to provide additional information to our young learner drivers as they navigate the path to obtaining their first motor vehicle and what is entailed in the purchasing process and ongoing cost liabilities. Obtaining a vehicle and the legal responsibilities of driving on our roadways is sometimes a daunting prospect for young people and the lack of knowledge in this area is quite widespread amongst our disadvantaged youth. The Ybudget workshop aims to eradicate the myths around buying, registering, insuring and maintaining a vehicle and equip the learners with a greater understanding of what is required. With help from local businesses and government agencies, the workshop provides the learners with a greater understanding of road safety and their responsibilities as new drivers. Presentations are provided from the Banking industry, T4NSW, local car dealership and local Police Highway Patrol.

## Eurobodalla Shire Council

### Ycheck

Ycheck is a workshop that Eurobodalla Shire Council has added to its Ydrive Learner Driver Mentor program. The success of Ydrive in assisting our young learner drivers within our Shire to acquire the necessary skills and accumulating their required 120 hours of supervised driving to attempt their P1 drivers licence has highlighted areas that we can provide extended learning opportunities. Ycheck teaches young learners how to maintain their vehicle ensuring its roadworthiness and also provides them with a greater understanding of safety as they interact with everyday driving. Visiting our vehicle maintenance depot enables the learner to actively participate in the workshop designed to teach them:

- What is under the bonnet
- What the car is telling you from within the cabin
- The safety features and how to use them
- The importance of ensuring their car is roadworthy
- Physically changing a tyre in a safe manner

Using a checklist designed by our Maintenance Depot supervisor utilising the traffic light system of Red, Green and Amber, they can readily mark off what is ok, what requires attention and more importantly what needs attention and requires urgent action before driving the vehicle.

## Formula Chemicals NSW Pty Ltd

### STOP, LOOK & WAVE MELROSE PARK SAFETY DAY

Formula Chemicals NSW Pty Ltd in conjunction with Melrose Park Public School and Road Freight NSW organised a safety day for the students to understand the importance of road safety. The day was going to be designed around Road Safety and to this end, Volvo Australia agreed to present their

STOP, LOOK & WAVE Road Safety program to the 220 children that attend the School.

## Georgina Josephine Foundation

### Learner Driver Vehicle Safety Program

The Georgina Josephine Foundation created the Learner Driver Program as an educational program targeting Year 10 to 12 high school students, or those who have or intend to obtain their learner drivers permit.

The aim of involving learner drivers in an interactive display is to raise awareness of Low Speed Vehicle Run Over (LSVRO) incidents- giving them an insight into how LSVRO may occur, the impact of such incidents and demonstrate practical strategies they can use as a driver to help prevent LSVRO incidents.

## Glenorchy City Council

### Full Gear, Motorcycle & Road Safety Program

Full Gear is an eight-week road safety program for young people between 16 to 25 years old.

The Full Gear program was developed to address unsafe and illegal motorcycle riding by young people and to promote road safety in the Glenorchy municipality. Full Gear is an innovative behavioural change program that gets young people to engage in road safety education in exchange for assistance to overcome the cost of obtaining a motorcycle licence to prevent unlicensed, unsafe riding.

Participants are referred to the program when they have been identified as riding unsafely, unlicensed or at risk of undertaking these activities. The program is a direct response to the issues of road safety within the local community.

## GOFAR

### Young Driver Telematics Trial

GOFAR, in partnership with SIRA and the NSW Centre for Road Safety, completed a research trial exploring the potential for telematics to improve the safety of young drivers by positively influencing their behaviour.

800 young drivers, from across NSW were recruited, and over 4 million kilometres of high frequency data were logged.

The trial was a randomised control trial and compared standard black box telematics, (of the type often seen in fleet or insurance telematics where the driver is measured but receives no instant feedback), to GOFAR's in car solution where drivers receive instant feedback on their driving as soon as they undertake high risk behaviour or speeding.

The feedback was delivered via 9 glowing LED lights that change in colour and intensity in response to driving behaviour and speeding. In simple terms though, red is bad and blue is good!

Results from the trial indicate that drivers who received GOFAR's real time feedback found it intuitive and had a lower frequency and severity of speeding, harsh braking, rapid acceleration and harsh cornering behaviours. This includes an overall reduction in speed and speeding, a 39% lower rate of high range speeding and 42% less extreme harsh braking events per 1000 kilometres.

## Goulburn Mulwaree Council

### Greys Driving Skill Enhancement Run

Goulburn Mulwaree Council recognised the need for a driving program to assist older drivers to improve their driving skills with the broader objective of encouraging them to stay safe on local roads.

The Greys Driving Enhancement Run (GDSER) was designed to improve confidence in driving while identifying areas for improvement. The program was also designed as a safe system approach providing education on safer vehicles (ANCAP) safer roads and roadside (encourage them to contact Council with any concerns about local infrastructure) safer speeds (drive to the conditions on country roads) and safer road users (to comply with the road rules and be aware of other road users).

The GDSER utilises a local route (map and directions provided) includes a wide range of driving conditions and tasks such as random breath test, roundabouts, hill starts, highway driving, reverse and parallel parking, along with practice at traffic lights, narrow bridges and dirt roads. The senior drivers travel the route in their own car with their own navigator. After the practical on-road driving component, education is provided on drug driving (prescription) driving around heavy vehicles, interaction with the police and the safe system approach.

## Hard Edge

### Re:act

Re:act is an innovative road safety behavioural change initiative of creative agency Hard Edge, in collaboration with Universities. Each year we provide a creative brief to communication design students that challenges them to raise awareness of a topical road safety issue and positively change behaviour among 18 to 25 year-old road users. Students are tasked with conducting attitudinal and behavioural change research around a road safety issue among the target audience and using these insights, develop compelling communication strategies and creative concepts that will be effective in engaging the audience and changing their behaviour on the roads. A number of leading organisations in the road safety, transport and traffic industries have shown their support for

Re:act by committing time, expertise and funding as official partners, including TAC, Transurban, RACV, National Road Safety Partnership Program (NRSPP), IAG, 3M, Australia Post, Australian Trucking Association (ATA), Melbourne Metro, Transport NSW Centre for Road Safety NSW, Telstra, FIA Foundation, PepsiCo, Transport For London, Rio Tinto, and Zurich.

In brief, Re:act was created to:

- provide design students with the experience of responding to a real-world brief and pitching to real clients, and
- raise awareness of road safety issues among 18 to 25 year-olds and change their behaviour, making our roads safer.

## IVM Group

### The Safety Cell

In recent years the requirements and expectations for worker activity on road networks has increased significantly. This amplified presence on roads has highlighted the risk associated with the way work is carried out. Safely work on roads in accordance with State and Federal regulations has been an ongoing issue. The challenge therefore became to design and build both a safe and productive environment for workers.

The Safety Cell® is a revolutionary technology that securely locates a worker outside the vehicle cab.

With a unique dual-sided occupant capability, the Safety Cell® is used by road workers who undertake moving work types in high risk 'on-road' situations. With its range of innovative features, the Safety Cell® enables constant moving operation, without compromising worker and public safety and unlike conventional approaches which are slower, labour intensive and high risk, the Safety Cell® offers a more efficient, faster and safer alternative.

## Maribyrnong City Council

### Safer Roads Program

To create safer roads in the municipality, Maribyrnong City Council in partnership with VicRoads Department of Transport, will be lowering the speed limit to 40km/h on most Council owned roads in Footscray. The city is sub-divided into seven areas that will be phased in to reduce speed limits over 4 years starting in FY 2018/19 until FY 21/22.

This decision was endorsed by Council in October 2017 and is based on results from Local Area Traffic Management studies conducted in our municipality and feedback from residents feeling unsafe to walk or cycle in their local streets due to cars travelling at high speeds. The endorsement is announced to the community through a wide range of communication channels including media releases.

## Med Response Pty Ltd

### Rider Down

The Rider Down program was created by paramedics who ride and in response to the alarming increase of fatalities amongst motorcyclists in Australia. Having attended motorcycle accidents as a paramedic and with the latest training in trauma management there was an opportunity with recent international developments on the treatment of trauma to create a program that was specific for motorcyclists that would introduce life-saving skills that is not currently taught in any other course, including first aid.

The ability to engineer motorcycles to be safer is extremely limited but we can change the way that we respond to those that are injured during an unfortunate accident. Our key objective is to provide training to motorcyclists that in the event of an accident, will have the required skills and

knowledge to respond to a life-threatening injury on themselves or to another rider where they may only have minutes to live. The program uses evidence-based medicine where it exists, including studies and/or available reports that support curriculum development and content.

## Mornington Peninsula Shire

### Safer Speeds Project

The vision of the Safer Speeds project was to improve the safety of the Mornington Peninsula's Shire-managed high-risk rural roads by reducing speed limits from 90 and 100 km/h to 80 km/h. There were 38 roads of this type on the Peninsula, many with extensive crash histories and high crash risk profiles, with a total combined length of approximately 118 kilometres.

The Safer Speeds project has resulted in approval from the Victorian Government for a two-year trial of 80 km/h speed limits on all of these roads. The signage for the trial was installed by Mornington Peninsula Shire between 9 and 20 December 2019 and will be evaluated throughout the two-year period by Road Safety Victoria. This is a big leap forward in road safety practice in Victoria, as although the Safe System approach to road safety has been ratified through the state's Road Safety Strategy, the implementation of the Safer Speeds pillar of the Safe System approach has been lagging behind other pillars, particularly in rural areas.

## North Sydney Council

### 'Take a Look Around' Ballad Rap Pedestrian Campaign

North Sydney Council embarked on a very different pedestrian road safety awareness campaign using

the power of song to get people to stop, breathe and 'Take A Look Around' before crossing the road.

Moving away from the usual poster campaigns, 'Take A Look Around' provided an innovative approach using tongue-in-cheek humour and a touch of nostalgia to captivate its audience, create a sense of curiosity and resonate with the community in one way or another to communicate a very serious road safety issue.

Council launched 'Take a look Around' ballad Rap Pedestrian Campaign via its Social Media channels in November in an effort to raise awareness of Pedestrian Safety issues in North Sydney and during the lead up to Christmas when our roads are even busier.

Within the first week of the launch, the campaign attracted immediate attention with a great deal of engagement and much discussion around road safety on Social Media attracting over 5.7k views on Facebook alone, as well as over 2.5k views on YouTube.

## Northern Beaches Council

### Safer Schools

The Safer Schools program was developed to improve the safety of students on the Northern Beaches attending the 88 schools in the local government area.

The goal of the program is to enhance the safety of the school precincts and provide an incentive to increase the uptake of active travel to the local schools. The program is split into three phases – the initial assessment undertaken by a road safety officer and one of the traffic engineers. This is followed by a self-assessment of the perceived issues by the school community, which is assessed against the findings of the initial assessment. Works can be programmed at this point based on the alignment of the first two steps or a third-party road safety audit may be required to assess

the safety of the current school environment. The aim is to have all schools assessed and works programmed for delivery in the 3-year forward works program as required.

## Onroad Driving School

### The 1 Hour Free Road Safety Presentation

The 1-Hour Free Road Safety Presentation equips high school students across Sydney with vital information needed to steer them on the right path to develop into a life-long safe driver. Part of this vital information includes training and strategies that will help students avoid road accidents. This training is important as it makes the students aware of the high crash rate associated with young and inexperienced drivers.

The primary objective of this program is to open the student's eyes to the fact that road accidents are the leading cause of death for young Australians. We believe that through awareness change begins.

Furthermore, this presentation focuses on decreasing the crash rate - particularly for younger drivers. Company research revealed statistics that did not sit comfortably with us and promoted the establishment of a tailored presentation that addresses such issues.

We have provided helpful information about safe driving through School Programs to many high schools such as The King's School, Ascham, Knox Grammar, Abbotsleigh, Loreto Normanhurst, Barker College, Hills Grammar, Blue Mountains Grammar, Woolooware High School and Homebush Boys High.

## Panache Driver Training

### The Panache Special Needs Learn to Drive Program

The Panache Special Needs Learn to Drive Program was designed to assist people with special needs, enrich their lives by helping them obtain their ACT driver's license and become observant, safe and defensive drivers on our roads.

## PCYC NSW Limited

### Traffic Offenders Intervention Program

PCYC NSW commenced delivery of the Traffic Offenders Intervention Program (TOIP) in 2000. Currently the program delivers in 50 locations across NSW with up to 10,000 participants accessing the program each year. TOIP encompasses educational best practice through experiential training techniques; effectively delivering key road safety messages.

The program is accredited by Justice NSW and Transport for NSW.

TOIP addresses the impact created through risky and illegal driving through factual and challenging sessions on road safety whilst promoting low risk driving strategies. The program allows for a high degree of personal reflection; a key ingredient in delivering lasting behavioural change.

TOIP has a nominal duration of 14 hours delivered in two formats. All 7 sessions are supported by a full suite of resources including award-winning videos, a participant workbook, group discussion exercises and assessment tasks.

Police and Ambulance Officers, Solicitors, Road Safety and Alcohol and Drug professionals, persons who have been injured or have lost a loved one all deliver TOIP sessions. Presenters bring their knowledge and operational experience to TOIP thereby enhancing the program and saving lives.

Safety is every driver's responsibility and TOIP delivers this through the 'Your keys. Your choice. Your consequences. Choose wisely...' message.

## Queanbeyan Palerang Regional Council

### Safe Systems Speed Project for Local Roads

QPRC re-designed its community speed education project in 2016 from a reactive program to a proactive evidence-based approach targeting identified issues on the road network. Key to the redesign was integrating safe systems into the project along with enhancing community engagement and stakeholder involvement. A methodical and evidence-based process was adopted for site identifications for courtesy speed checks, a regime of data collection was deployed to evaluate the results and safe systems reviews were implemented for assessing and treating speed locations.

Evaluation was built into the project design and results consistently achieved reduction in 85th speed percentiles on urban roads. After a 6-month trial and 12-month deployment schedule on urban roads, a business case was created to expand the program to local country roads where speed was identified as a contributing factor to 59% of FSI crashes.

The project's successes have enabled increased and meaningful engagements with the community and enhanced involvement of local stakeholders including NSW Police. The proactive program has increased the Council's knowledge of the network, ensured effective utilisation of limited resources and identification and implementation of additional treatments to address speeding on the road network.

## Queensland Police Service

### Drive 2N2 Program

The Drive 2N2 Distracted Driving Program was developed to make Year 11 & 12 Students aware of the dangers and the law associated with distracted driving. The program is delivered in two parts, firstly a Powerpoint presentation followed by driving in a simulator.

## Queensland Traffic Offenders Program

### QTOP

QTOP is a road safety education program. QTOP offers intervention/rehabilitation to traffic offenders charged with drink/drug driving, speeding, inattention/mobiles, dangerous driving or any traffic offence. QTOP engages qualified, professional, experienced presenters to deliver a road safety topic to attendees weekly at lectures Gold Coast, Brisbane and daily with our Online program.

QTOP online program is a great success and remains the only online Traffic Offenders Program with full facial recognition for evidence in Court. QTOP continues to educate offenders all over Queensland, Australia and Worldwide on road safety. QTOP changes the mindset of traffic offenders to help alleviate trauma in our communities.

Due to the success of QTOP over the last 14 years, QTOP offers the program to new drivers, as a refresher course and to employees of the corporate sector as a road safety education program.

QTOP still remains the only recognised education/rehabilitation program for traffic offenders in Queensland since 2006. QTOP demonstrates reality, including shock and impact methods to encourage drivers to reform their dangerous habits, and therefore reduce their risk of reoffending.

## RACQ

### Set your Phone, Then Leave It Alone

RACQ launched its biggest ever education and advertisement advocacy campaign in 2019 to help stem the number of lives lost on the road due to Queensland's deadly mobile phone addiction.

The campaign, run in partnership with the Motor Accident Insurance Commission (MAIC), has a key message for drivers to Set Your Phone, Then Leave It Alone while driving.

Statistics show people are four times more likely to have a crash if driving and using their phone illegally but until now there has been a lack of practical, workable solutions given to the public to enable them to be safer without cutting themselves off from this everyday technology.

RACQ showed drivers how easy it is to set their phone with Bluetooth, maps and music, then switch on their Do Not Disturb while driving function before they hit the road, with the aim of having it become as familiar as putting on a seatbelt.

## Road Accident Action Group

### RAAG - Vulnerable Road User Strategy-2019

This submission is the "RAAG- Vulnerable Road User Strategy 2019" project. This was a 4-part project focussed on vulnerable road users.

1. Motorcycle Road Safety Audit Program. RAAG partnered with government and the motorcycling community, to conduct a series of formal road safety audits on sections of the network with a motorcycle crash history and/or identified as a 'leisure route'.
2. Distracted drivers Road Safety Ambassador Project. RAAG engaged with year 11 and 12 high school students at 2 schools to facilitate proactive discussions about distractions in motor vehicles.

3. Work out Visibly. RAAG engaged with active transport participants: walkers, joggers, cyclists at events and via extensive media campaign encouraging people to be seen and Work out Visibly in low light environments.
4. "Consequences". RAAG produced a 6-minute video detailing the ripple effect and consequences of a fatal road traffic crash in the Mackay region with a call to action "Mates, look after mates".

## Road Ready Centre

### Know The Risk

The "Know The Risk" program is for road users convicted of drink or drug driving in the ACT. It is a therapeutic program, based on behavioural change psychology. The program improves understanding the importance to the community of having drink/drug driving laws, promotes an acceptance of responsibility for the offence, encourages participants to understand how they ended up offending and the subsequent consequences, to themselves and others.

The program explores participant consumption levels and patterns and ends with participants developing a plan to avoid re-offending. During the program, participants are made aware of the increased risk level at the BAC they were driving at and this is therefore the risk they exposed themselves and other road users to.

During this process the law is removed from the discussion and participants are challenged that the issue is not about law, it's about taking care of ourselves and others in the community; it is a community safety issue. There are also education components about the health effects and risks of consumption and secondly, exploding the myth of standard drinks and that it is possible for a person to make a safe and legal decision to drive by counting drinks.

## Royal Adelaide Hospital

### P.A.R.T.Y. Program SA

The P.A.R.T.Y. Program SA (Prevent Alcohol and Risk-related Trauma in Youth) is a full day, in-hospital interactive trauma prevention program for students aged 15-19.

Through vivid clinical reality and emotional experience students learn about what happens when young people make a decision that can ultimately change their lives forever. They learn from real people and their very real experiences. This P.A.R.T.Y. takes young people along the path of a trauma patient as they are rushed through the resuscitation room, intensive care and if lucky enough, the road to recovery.

Throughout the day, students hear about risk taking, choice and consequences. They hear from Emergency Services Personnel, Trauma Doctors, Emergency Nurses and Allied Health Professionals who share their own experiences of looking after patients who have been either killed or seriously injured as a result of a single often risky decision.

At the end of the day, students listen to the story of a trauma survivor and interact with them to understand what it is like to live with a life changing injury.

## Royal Brisbane and Women's Hospital, Trauma Service

### P.A.R.T.Y Program

State-wide Queensland P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program  
P.A.R.T.Y Objectives:

1. To educate youth (15 - 19 years old) to recognise and mitigate road related risks
2. To increase youth awareness of personal responsibility for their choices

3. To increase youth knowledge of the physical, social and psychological consequences of road-related injury on quality of life for the individual, family, friends, and community
4. To empower youth to make informed, educated choices and positively influence their peers in relation to road safety
5. To contribute to a reduction in the incidence of road trauma, injury, death and disability in young people living throughout QLD because of risky-road behaviours
6. To collaborate with Queensland Hospitals and local communities to deliver the P.A.R.T.Y. Program whilst ensuring key program messages are evidence-based and consistent across the state.
7. Build strong, integrated relationships with community agencies such as schools, emergency service providers (police, fire & rescue, ambulance), hospitals and health professionals across QLD to provide factual and honest education on all aspects of road trauma and safety strategies on QLD roads.
8. Deliver high quality evidence-based prevention education to teenagers across a broad social and demographic spectrum.

## Shire of Northam RoadWise Committee

### #avonlocalsdrivingchange

The Shire of Northam is a farming community and regional centre in the Northern Wheatbelt region of WA, which has the highest rate of Killed or Serious Injury crashes in the State. While driver behaviour is not the only cause of KSI crashes, driver fatigue, speeding, distraction, impairment and non-seatbelt use were of significant concern to the community.

#Avonlocalsdrivingchange (#ALDC) is a community engagement campaign consisting of road safety messages about driver behaviour, safe vehicles

and advocacy for safe system road safety improvements to National Highway 1, the Great Eastern Highway, which the local community uses.

The Shire of Northam RoadWise Committee sourced local identities to become the "champion" of a particular road safety message, the "photo-voice" of our messages. They were chosen because they are embedded in the community; for example, a local survivor of a fatigue related crash became the "face" of that message. Young people in particular were chosen as being in the targeted age bracket of the community for, say, texting. The messages were disseminated via Facebook, print, local radio, face-to face at events and at a quiz-night, and variable message boards around the Shire.

The campaign is ongoing and self-reinventing as time goes on.

## South Australia Police

### SA Police Road Safety School Holiday Program

The South Australia Police (SAPOL) Road Safety Centre School Holiday Program has been conducted every school holiday since April 2018 (seven to date). The aim of the program is to provide an additional opportunity for children to gain vital road safety education which is traditionally only offered as part of school or community group visit to SAPOL's Road Safety Centre. The two-hour program consists of both a classroom and practical session and is catered for two specific age groups:

Children aged 5 to 8 years:

- playing in safe places,
- stop, look, listen, think,
- click clack front and back,
- wearing a safety helmet
- calling Triple Zero when there is an emergency.

Children aged 9 to 12 years:

- introduction to road safety
- Australian Road Rules
- the appropriate use of cycles, skateboards, scooters and roller skates
- calling Triple Zero when there is an emergency.

Participants also walk on SAPOL's mock roadway as a pedestrian and then ride on supplied bikes reinforcing the messages learnt within the classroom setting. The sessions are free and conducted by police officers at SAPOL's Road Safety Centre. 'Jeff the road safety dog' makes a special appearance to present certificates and road safety gift bags to participants at the completion of the program.

## South Australia Police

### Fatal Five - True Stories - The Story of Nicholas Holbrook Podcast

In March 2019, members from the South Australia Police (SAPOL) Road Safety Centre were approved to develop SAPOL's first podcast. The podcast was titled "Fatal Five – true stories – the story of Nicholas Holbrook" and featured a fatal collision that occurred in 2009 and highlighted Fatal Five offending. The podcast is one hour in length and features audio from participants, police radio transmissions and triple zero calls. Members of the victim's family, friends, the offending driver and police officers provided audio to support the podcast.

The podcast was promoted on SAPOL's social media and webpages (both internal and external). The Advertiser promoted the podcast both in the state-wide paper and on-line.

As of 4 December 2019, the podcast had been played 4,434 times and continues to average approximately 20 plays per week.

The audio for the podcast has been modified and the offending driver's audio, radio transmission and triple zero calls feature in SAPOL's road safety education for Year 12 students. This session is presented by police officers to secondary schools.

Due to the success of the first Fatal Five podcast a second podcast is currently under development.

## Strathfield Council

### Make every journey a safe one

Building on our flagship program, Road Safety: It's A Shared Responsibility, Strathfield Council ran a tailored awareness campaign for CALD communities in 2019. One of the fastest growing ethnic minorities in the LGA is from the Indian subcontinent. Sadly, non-compliance, poor road rules awareness and distraction make them highly vulnerable.

Through strategic multi-platform events, road user behaviour among Indian community was addressed. Specifically devised for Indian community, multi-lingual CALD workshops, senior safety presentations, child restraint checks, school and childcare centre visits, library story-time sessions, pop up stalls, interactive quizzes and ongoing social media campaigns were some of the highlights of the year-long campaign that addressed key priorities such as pedestrian fatalities, occupant restraint usage, road user obligations etc.

Raising the profile of road safety in the LGA, it encouraged the community to take ownership of their behaviour. Road rules and road user responsibilities, enforcement, licensing, ANCAP ratings, pedestrian safety, school zones, heavy vehicle safety, cognitive distraction, occupant restraints, learner drivers and seniors' safety were some of the themes. In addition, a successful RMS community grant through Vishwa Hindu Parishad

facilitated a series of workshops for Indian communities both in Strathfield and across the Greater Sydney area.

## Sunshine Coast Council

### Ridescore

RideScore is an innovative Australian-first active travel program delivered by Sunshine Coast Regional Council (SCC) which uses smart technology to direct message parents when their children bike ride or scooter to and from school.

This Australian first incentive-based program was rolled out at the Caloundra State School in the Sunshine Coast. It was developed to increase the numbers of children scooting and riding to school as it provides parents with peace of mind about the whereabouts of their children for the daily trip to school. By children signing up to RideScore, it provided information on recommended routes and motivated and encouraged children to reach milestones in the number of times they ride to school.

Cycling to school rates on the Sunshine Coast are low and reflect state and national trends of a reduction in the number of students at primary and senior ages choosing an active mode of travel to get to and from school. Apart from supporting an increase in active and safe lifestyle choices for students and their families, it also aims to reducing traffic congestion around schools in peak periods.

SCC is committed to reverse these issues and this program is evidence that it can be achieved.

## Truckright

### Green Reflector Marking of Informal Truck Bays

There are currently insufficient truck rest areas in Australia and yet there are many informal sites, regularly used by drivers familiar with a particular road. These sites help fill the gaps for rest areas, often provide shade and/or separation from other vehicles and yet if unmarked, cannot safely be used by others.

I needed a place to sleep one night on a road I was not used to travelling and found that I saw such informal spots too late to stop safely and then looked for a simple cheap and effective way to mark them, so as to help other drivers. I approached a NSW RTA Industry Liaison Officer with the idea and he put the first reflectors up as a trial. Blue was used to match our parking bay signs, but Victoria and Western Australia would not accept blue, so another trial was done in Queensland and green was adopted as the colour. Last year, Green Reflector Marking of Informal Truck Bays was included in the ARRB Truck Rest Area Guidelines giving the initiative more recognition. Drivers who have used such marked bays have told me; I saved their life.

## Truckright

### Truckies Top Ten Tips (for sharing the road with trucks)

The Truckies Top Ten Tips came about from incidents on the road in my job as an interstate truckie.

Many times I would see and sometimes then be involved, simply by being there, when a car driver made either an error of judgement or simply didn't know how to behave around large trucks and did

something stupid, that often risked their own life and possibly others as well, including mine.

Other truckies often made comments on the UHF radio about such actions on the road and I thought, well how else do car drivers learn, if they have never been in a truck. And I started looking for the best way to help them understand trucks and so make the roads safer for all. This led to surveys within companies and then through transport media and the replies were compiled and the Truckies Top Ten Tips was born.

Since then I have promoted it on flyers, on the back of the TRUCKRIGHT Industry Vehicle, it has been taken up by websites and now we have them as videos and I hope they will be used to help learner drivers to better understand trucks and sharing the road with them.

## Uniting

### 120 Countdown

120 Countdown is a free learner driver program, supporting vulnerable groups in our community to obtain 120 practice hours, to be eligible for their provisional licence. The driving supervision is supported by volunteer mentors who guide the learner and support the adoption of positive driving attitudes and behaviours.

The 120 Countdown program first started in Dubbo in 2014 and over the last two years, has grown to five additional locations across NSW. The program has supported 265 learners; more than 100 have graduated with the support of 40 volunteers. The program is available to members of community, such as young mothers, sole parents, young people, families with young children, unemployed people, low income earners, culturally and linguistically diverse people, Aboriginal and Torres Strait Islanders and people with a disability, all who may be finding it difficult to get ahead and tend to

experience social exclusion because of transport issues. At Uniting, we want to help bridge this gap, by connecting good drivers in our community to those who are working towards a provisional licence.

The program's logic is simple; partner a learner driver with a mentor to not only achieve their 120 practice hours, but, through a trusting relationship, also adopt safe driving behaviours and positive attitudes towards road safety.

## West Moonah Community House

### Learners Licence Training Program

A huge hurdle and goal in a young person's life growing up is obtaining a Driver's Licence. The numerous steps involved in the process are often thwarted by the Online Road Rules Theory Test.

This is particularly difficult for those with poor Literacy skills and Learning issues, to read the Manual, including those from a non-english speaking background. Many fail the test repeatedly, suffer anxiety and do not succeed to achieve their goals. This Project addresses those concerns and provides a positive alternative mindful of their individual need. Instead of getting through their Test by guesswork, they are taught to understand and appreciate the Road Rules through innovative educational strategies. The methods used, cover the 4 basic building blocks of learning – Auditory, Visual, Written and Kinaesthetic. The Project has produced 17 first class Videos on the road rules incorporating a Voice-Over, Q Reader Cards and 32 specially designed A3 sized Road Maps to assist in the learning process.

The Videos are now on the Tasmanian Government's State Growth website for all to see, and the Road Maps have been designed and printed for Service Providers around the State.

## You Choose Youth Road Safety

### YOU CHOOSE Youth Road Safety - School Presentation

YOU CHOOSE Youth Road Safety is a registered not-for-profit charitable organisation which makes road safety presentations to schools and youth organisations.

In 2012, YOU CHOOSE founders Melissa McGuinness' 18-year-old son, Jordan, was speeding and under the influence of alcohol and drugs when he drove his car into stationary vehicle. The collision killed Jordan and four young victims in the other car.

The YOU CHOOSE mission is to facilitate a genuine social movement for changed driving behaviours, using a presentation designed for profound, genuine cut-through to young people.

Raw, lived experiences and demonstrated, real-life consequences effecting families just like theirs are shared with every participant.

The programme's foundational motto, Own the Choice Own the Outcome is underpinned by powerful messages:

- This generation has the awesome potential to be the first to permanently change driving behaviours
- Reckless driving habits are not 'part of growing up'. Lethal consequences are not 'bad luck'. They are choices.
- Everyone is empowered right now to start saving lives by being outspoken about reckless driving habits among their peers - saying nothing is facilitating the 'status quo'.

## Community Programs Award

Presented by SUNCORP 

WINNER

Blue Datto Foundation  
Keeping Safe Program

## Schools Programs Award

Presented by SUNCORP 

WINNER

Deniliquin High School Driver Education  
Deniliquin High School Driver Education

## Indigenous Programs Award

Presented by  CALTEX

WINNER

Department of Infrastructure, Planning and Logistics  
Strong Road Safety NT Leaders

## Local Government Programs Award

Presented by  CALTEX

WINNER

Queanbeyan Palerang Regional Council  
Safe Systems Speed Project for Local Roads

## Innovation Programs Award

Presented by  LICENSYS

WINNER

Royal Brisbane and Women's Hospital, Trauma Service  
P.A.R.T.Y Program

## Technology Programs Award

Presented by  GOS innovations™  
safety through innovation

WINNER

GOFAR  
SIRA Young Driver Telematic Trial

## Corporate Fleet Programs Award

Presented by  CALTEX

WINNER

Australian Trucking Association  
TruckSafe

## State Government Programs Award

Presented by SUNCORP 

WINNER

South Australia Police  
SA Police Road Safety Centre School Holiday Program

## Founder Award for Outstanding Achievement

**Awards Details** *This pinnacle award is presented to a category winner for outstanding overall achievement in the Australian Road Safety Awards Program.*

WINNER

Australian Trucking Association  
TruckSafe

Sponsored by



## Our Partners

### CALTEX



A proud and iconic Australian company, since 1900 Caltex Australia has grown to become the nation's leader in transport fuels and an emerging player in the convenience retail sector.

With over 7,600 dedicated employees, privileged infrastructure and an extensive network of assets and strong partnerships across industry, Caltex safely and reliably delivers the fuel that keeps Australia's economy moving and the everyday retail products that make life easier.

Caltex is proud to be a founding sponsor of the Australian Road Safety Foundation and its national road safety program, Fatality Free Friday.

### SUNCORP



Suncorp's network of well-recognised brands meets the needs of customers across Australia and New Zealand. We have been supporting our customers since 1902, and today over 4 million Australian road users rely on us to provide their personal injury insurance. We are a committed advocate for road safety and work with organisations such as the Australian Road Safety Foundation to prevent accidents, but we know that accidents do happen and our team of specialists are there when they do.

Suncorp has been a proud partner of the Australian Road Safety Foundation for over a decade. Our partnership is built on a shared commitment to preventing trauma through road safety advocacy, solutions, research and community engagement.

## LicenSys



LicenSys provides safer, more effective transport solutions through Positive Vehicle Identification.

Positive Identification is a cornerstone of transport, just as it is in the finance or any regulated system. LicenSys and its parent group UTI are the world's largest provider of high security visual license plates and vehicle identification systems for governance purposes.

LicenSys is leading research in combining the visual and electronic domains (human and machine readability) for surety in vehicle identification and regulatory compliance.

We are specially developing practical applications for law enforcement and transport departments globally to leverage their limited resources for improved outcomes.

## GPSI



GPS Innovations is an Australian owned and operated business that engineers and manufactures cutting edge driver safety and telematics solutions. Our core company value is Safety through Innovation and we've designed a proprietary suite of driver technologies to specifically support our TargetZero managed driver safety and behaviour program.

We designed TargetZero with one purpose – to understand and modify driving behaviour to ensure every employee gets home safely to their family.

With a national reach and an unsurpassed ability to design unique Australian-made solutions for our customers, GPS Innovations is a market leader in developing deep insight into driver behaviour using granular data and is at the cutting edge of driver safety technology innovation.

## Transport for NSW



Transport for NSW delivers a wide range of transport services to millions of customers who use the NSW transport system daily. In delivering these services, the safety of our customers is paramount.

The Centre for Road Safety is part of Transport for NSW that is dedicated to developing practical solutions to reduce deaths and injuries on NSW roads. We develop campaigns, work with the community and design our roads to improve road safety.

A critical part of this work is developing strong partnerships with road safety stakeholders, such as our sponsorship of the Australian Road Safety Foundation.

## Queensland Government



The Queensland Department of transport and Main Roads is delighted to be supporting the Australian Road Safety Awards. Involving the community to help address road safety issues is a critical component of Queensland's Road Safety Strategy and Action Plan, and a defining element of the Department's Join the Drive to Save Lives program.

Despite the enormous personal, social and economic costs to individuals, families and whole communities, road crashes are too often viewed as being 'part and parcel' of using the roads.

By bringing the whole Queensland community together- residents, businesses, industry and government, we can tackle road trauma from multiple angles and challenge the notion that road crashes are inevitable.

Join the Drive to Save Lives is facilitating this challenge by enlisting the support of all facets of the community, to take action and improve road safety. The Australian Road Safety Awards showcase some of the great work already being done by the community in the area of road safety.

# Thank you to our awards partners



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